

Craig McPherson

Director of News and Public Affairs, Seven Network

We are very aware of who our audiences are and the makeup of our workforce. Improving diversity is an ongoing challenge but this report does nothing to help the industry as a whole. It's an exhaustive deep dive into names on a two week roster with shallow outcomes. It does little in looking at the supply system of prospective employees from all walks of life. There is a scant acknowledgment in the report that Free To Air TV employers simply aren't hiring culturally diverse employees because they're not applying.

It writes that reality off with the untested reasoning people aren't applying because those doing the hiring have been somehow collectively diagnosed with an "unconscious bias."

For the past 30 years the pathway into journalism is predominantly through university courses and training. It would be far more beneficial to the industry and I would've thought to all those seriously wanting a career in television journalism to explore what is or isn't occurring in our high priced university system.