

### Intern report

For the six months I have worked at the NCTJ administering the Journalism Diversity Fund, I have had a lot of time to think about the importance of diversity in newsrooms. When I applied to the fund myself back in June 2008, and then subsequently supported through it, I realised its significance. This awareness has undoubtedly increased after taking on this job. Research has shown that newsrooms are still dominated by white, upper and middle classes who set the news agenda in an increasingly diverse society.

Furthermore, due to the cost of training, those entering the profession are even more likely to come from privileged backgrounds than in previous generations. This is clearly contradictory to the demand by editors who want diverse newsrooms, yet there is a major shortage of ethnic and socially deprived applicants. As a result, we know that wider promotion of the fund is needed. From my own experiences of applying to journalism courses and talking with fellow students, hardly any of them knew this fund existed, and I only stumbled across it when a course tutor mentioned it to me in passing. So despite the fact that the fund has been gaining momentum over the past few years which can be seen by the increased applications we have been receiving, it is obvious that more still needs to be done with regards to continuing this trend and reaching a wider audience.

Moreover, journalism needs to be promoted to young students in sixth form or college to make them realise it is an exciting career and could take them to interesting places. This is clearly a big task, and not one that the fund can solely take on, but by doing this and implanting the idea that journalism is a viable career – and that funding is available to them if they prove themselves talented, diverse and in need – then I think it will go a long way in tackling the elitist aspect of journalism today.