Disability and employability in the audio-visual sector: the (dis)connection between corporate social sustainability goals and the employment experiences of people with disabilities

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Abstract

People with disabilities (PwD) have made significant progress in having their rights acknowledged, yet the ongoing presence of stigmas continues to hinder their full inclusion. The approach of the 2030 Agenda, as well as legislative developments focussed on improving the employment status of this group, have encouraged companies to express growing concern for this issue in their sustainability reports. However, such efforts have not resulted in a substantial increase in employment of PwD. The aim of this research is to gain knowledge regarding the dis(connection) between the corporate discourse of large Spanish audio-visual companies and the reality experienced by PwD employed in this sector. Using *Atlas.ti* software, a thematic relational analysis of two discourses has been carried out: firstly, the corporate narrative, which has been published in the sustainability reports of the three most prominent audio-visual groups in Spain; and secondly, the discourse regarding the experiences of three focus groups consisting of PwD employed in the audio-visual job market. The findings reveal that while these companies disseminate a positive view of diversity and inclusion, workers with disabilities continue to have a pessimistic outlook towards the situation. Moreover, companies are acutely interested in issues such as the commitment to inclusion and social equality, which they promote as part of their image. Furthermore, these companies include a variety of socially diverse factors, such as race, gender, age and/or general ability. On the contrary, the experiences related by the focus groups convey special concern for the role of different agents involved in the employment of PwD, such as companies, governments and associations, as well as apprehension regar-

ding the policies and resources needed to achieve labour inclusion. Such discrepancies highlight the lack of cohesion between corporate policies of the audio-visual sector and the professional reality experienced by PwD.

Keywords

Disability; Employability; Labour inclusion; Social inclusion; Social sustainability; Sustainable development goals; SDGs; Non-financial reporting; Corporate social responsibility; CSR; Audio-visual market; Barriers to exclusion; Stigmatisation; Visibility; Focus groups; *Atlas.ti*.

1. Introduction

Despite advances in social inclusion, people with disabilities (PwD) continue to face barriers of exclusion, in addition to social and psychological stigmas (**Tsatsou**, 2021), which have been exacerbated by the media's approach to disability (**Vázquez-Barrio**; **Sánchez-Valle**; **Viñarás-Abad**, 2021). In the labour market, obstacles that prevent the inclusion of PwD persist (**Llorente-Barroso** *et al.*, 2022; **Sánchez-Valle**; **Viñarás-Abad**; **Vázquez-Barrio**, 2022; **Viñarás-Abad** *et al.*, 2023). Nevertheless, the 2030 Agenda has encouraged strategies of corporate social responsibility (CSR) geared toward sustainable development goals (SDGs). SDG 8.5 explicitly refers to the labour inclusion of PwD to fulfil their right to have a decent job (*United Nations*, 2015). This approach has been accompanied by regulatory developments that seek to ensure compliance with SDGs. In Europe, *Directive 2014/95/EU* (*European Union*, 2014) requires large companies to produce non-financial reports outlining their commitment to inclusion and diversity. Application of this directive to the national sphere through *Royal decree-law 18/2017* (*España*, 2017) requires Spanish companies with more than 500 employees to publish a non-financial report, which must include progress they have made in inclusion and diversity as part of their social sustainability activity. Furthermore, within the regulations governing the rights of PwD, *Royal legislative decree 1/2013* (*España*, 2013) requires companies with 50 or more employees to have at least 2% of their staff comprised of people with a certified disability, defined as an impediment equal to or greater than 33% of normal use. However, the majority of PwD are unemployed and face poverty and social exclusion (**Blattner**, 2021). As such, it seems that legal obligations do not create real opportunities for them (**Jochmaring**; **York**, 2023). In fact, the reserve quota aimed at increasing the employment of PwD is considered an outdated policy tool which, far from the current egalitarian framework (**Revillard**, 2023), reinforces discrimination against them (**Huang**, 2023).

The purpose of this research is to reveal the portrayal of disability in the non-financial reports of the three major audio-visual groups in Spain, as well as the experiences of PwD who are currently working in this sector, or who have done so in the past but are temporarily unemployed. Therefore, the aim is to delve into the similarities and discrepancies in terms of labour inclusion between the corporate discourse of companies and experiential discourse of PwD in the audio-visual market. As such, two questions have been posed throughout the theoretical contextualisation of this study, which are further broken down into specific objectives to guide the research.

2. Theoretical framework and context

2.1. Disability as part of corporate social sustainability strategies

The rise of sustainability has encouraged companies to redirect their CSR policies towards approaches included in the 2030 Agenda (**Sideri**, 2021), positioning themselves in a profit-driven discourse of "doing good" that benefits all parties (**Olwig**, 2021) and helps to alleviate social inequality (**Sudirman** *et al.*, 2021). However, companies selectively apply SDGs according to their corporate priorities, business models, and the benefits they expect to obtain (**Gallardo-Vázquez** *et al.*, 2021).

Companies with a strategic plan to make disability visible and normalise it in their work environments achieve better inclusion performance, encourage employee engagement (**Pérez-Conesa**; **Romeo**; **Yepes-Baldó**, 2020), and build customer loyalty (**Ellinger** *et al.*, 2020). Therefore, the labour market inclusiveness of PwD is increasingly present in CSR strategies (**Köseoglu** *et al.*, 2021). However, there is still a long way to go (**Sánchez-Valle**; **Viñarás-Abad**; **Vázquez-Barrio**, 2022), as the commitment of companies in these documents is specifically related to visibility, and shows greater concern for their corporate image rather than employee well-being (**Llorente-Barroso**; **Anzanello-Carrascoza**; **Ferreira**, 2023; **Llorente-Barroso** *et al.*, 2022; **Segovia-San-Juan**; **Saavedra**; **Fernández-de-Tejada**, 2017).

On the other hand, government approaches are highlighted by their pragmatism, which have been limited to fostering a cultural change in the workplace supported by measures such as flexibility to promote inclusion (**Molyneux**, 2023). Moreover, the use of regulations and economic incentives to minimise discrimination and foster inclusion in the labour market have not had a positive impact on the actual incorporation of PwD into the workforce (**Jochmaring**; **York**, 2023).

Therefore, **Khan** *et al.* (2019) suggest that truly responsible corporate commitment to disability requires redirecting diversity policies towards fulfilling the SDGs, rather than simply complying with the legislation in force.

In view of this situation, a first research question (RQ) is posed, which is described in more detail in two specific objectives (SO):

> " A truly responsible corporate commitment implies focusing inclusion and diversity policies not only on complying with the regulatory framework, but on achieving the SDGs "

RQ1. What issues do audio-visual companies prioritise in their sustainability reports to address the inclusion of PwD? Do they coincide with the concerns of PwD?

SO1.1. Identify the priority issues in the depiction of disability by the major Spanish audio-visual groups in their non-financial reports.

SO1.2. Detect the dis(connection) between the interests expressed by companies in their sustainability reports and the concerns of employees with disabilities regarding labour inclusion in the audio-visual market.

2.2. The inclusion of PwD in the labour market to avoid stigmatisation and social exclusion.

Stigmatisation, which has historically led to discrimination against PwD due to an assumed lack of ability (**Skarstad**; **Stein**, 2018), known as ableism (**Campbell**, 2009), is perpetuated by limited media interest in reporting on disability without stereotyping it (**Vázquez-Barrio**; **Sánchez-Valle**; **Viñarás-Abad**, 2021).

The business sector is the key to reducing the stigmatisation of disability (**Pérez-Conesa**; **Romeo**; **Yepes-Baldó**, 2020), as greater integration of this group into the productive sector would counteract the marginalisation it suffers (**Blattner**, 2021; **Carmichael**; **Clarke**, 2022). However, a combination of physical, cultural, psychological, functional and attitudinal barriers explains the low employment rate of PwD worldwide (**Helena**; **Magnus**; **Carin**, 2023; **Jochmaring**; **York**, 2023; **Pinilla-Roncancio**; **Gallardo**, 2023).

> " Increased inclusion of PwD in the workforce could help to eliminate their stigmatisation and mitigate the negative effects of ableism "

PwD long for a fulfilling job that allows them to take on socially valued roles (**Rustad**; **Kassah**, 2021) in order to improve their self-esteem and quality of life (**Blattner**, 2021; **Randall**; **Bernard**; **Durah**, 2023). However, as some employers are biased by ignorance and stereotypes that label PwD as less productive (**Nelissen** *et al.*, 2016), they are missing the opportunity to hire committed and talented human capital that can add value to their companies (**Csillag**; **Gyori**; **Matolay**, 2018; **Khan** *et al.*, 2019; **Viñarás-Abad**; **Vázquez-Barrio**; **Sánchez-Valle**, 2021). Thus, although differences in productivity do not explain the wage inequalities affecting disabled workers (**Caron**, 2021), there is employment discrimination both in the workplace and the selection process, which varies according to the type of disability in question (**Darcy**; **Taylor**; **Green**, 2016).

Many employers neglect the needs of their disabled workers due to a lack of information or ignorance about their specific needs (**Rustad**; **Kassah**, 2021), although adaptations of the workplace and its surroundings (**Kwan**, 2020; **Su** *et al.*, 2022) can contribute to improving their employment situation (**Helena**; **Magnus**; **Carin**, 2023; **Molyneux**, 2023). Even where non-discriminatory recruitment systems are in place, companies report that many PwD are unwilling to disclose their disability, which is crucial for making adjustments to help them perform their duties (**Olsen**, 2022).

To encourage the inclusion of PwD in the labour market, they need to be portrayed in terms of the assets they can offer, along with an assessment of the contribution they can provide (**Lundberg**, 2023). This requires considerable social support and an attitudinal change toward inclusive leadership (**Moore** *et al.*, 2020; **Westoby**; **Shevellar**, 2019) capable of challenging discrimination in the workplace (**Darcy**; **Taylor**; **Green**, 2016). A company with an inclusive culture, which is able to mainstream diversity and eliminate stigma, is more likely to foster employee engagement and job satisfaction (**Ellinger** *et al.*, 2020; **Lindsay** *et al.*, 2018). This type of corporate culture implies a commitment by top management to implement awareness-raising campaigns aimed at eliminating pejorative stereotypes about disability (**Williams**, 2017). Training and education are also key factors in the labour market integration of PwD (**Hammad**, 2018; **Llorente-Barroso** *et al.*, 2022), as they raise awareness among non-disabled employees in an attempt to break down prejudices about the hypothetical lower job performance that stigmatises this group (**Dollinger** *et al.*, 2023; **Ellinger** *et al.*, 2020). In the workplace, inclusive peer behaviour provides leverage and support for PwD, which enhances resilience, adaptability and solidarity (**Nelissen** *et al.*, 2016; **Viñarás-Abad** *et al.*, 2023). In fact, cooperation in professional settings promotes inclusion and enables the creation of meaningful jobs for PwD as a way of overcoming prejudice (**Westoby**; **Shevellar**, 2019).

Public administrations and associations can also contribute to the inclusion of PwD in the labour market through partnerships between such institutions and companies (**Ellinger** *et al.*, 2020; **Llorente-Barroso**; **Anzanello-Carrascoza**; **Ferreira**, 2023). Many associations specialising in disability focus their social discourse on fundamental rights such as participation and equal opportunity (**López-Cepeda**; **Mañas-Viniegra**; **Vivar-Zurita**, 2021), yet they are not ideal in terms of PwD recruitment (**Mellifont**; **Smith-Merry**; **Bulkeley**, 2023).

Regarding the actors involved in the labour market inclusion of PwD, a second research question is posed, which is broken down into three specific objectives:

RQ2. What role do the different actors in business, public administrations, and associations play in the inclusion of PwD in the labour force?

SO2.1. Identify the role of the different agents of audio-visual companies in the inclusion of PWD according to the experiences of this group.

SO2.2. Give details regarding the involvement of public administrations in the labour inclusion of PwD based on the opinion of this group as workers.

SO2.3. Describe the experiences and expectations of PwD regarding the involvement of associations in their inclusion in the labour market.

3. Methodology

3.1. Approach and work samples

In order to answer the two research questions and achieve the specific objectives, a thematic relational analysis was conducted involving two approaches:

- An in-depth study of the content of non-financial reports of the three most important audio-visual groups in Spain.
- The design, implementation and analysis of three focus groups (FG) comprised of PwD who are working or actively seeking employment in the audio-visual sector.

Sustainability reports (SR) identify corporate actions and priorities for the inclusion of PwD (**Kulkarni**; **Rodrigues**, 2014; **Llorente-Barroso** *et al.*, 2022). For this reason, a qualitative and thematic content analysis was carried out regarding the sustainability reports of the three main audio-visual groups in Spain according to share (*Barlovento*, 2023; *Statista*, 2022), published in 2022, which corresponds to fiscal year 2021. In the case of *RTVE*, as this corporation presents its information on sustainability in two separate documents, both reports were analysed, but as two separate sources in accordance with the public broadcaster's decision (Table 1).

Table 1. Sample of sustainability reports (SR)

Company	Report code	Share (*Statista*, 2022)	Share (*Barlovento*, 2023)
RTVE (2022a)	MARCO-RTVE	14.7%	10.2%
RTVE (2022b)	SR-RTVE	14.7%	10.2%
Atresmedia (2022)	SR-A3MEDIA	27.2%	19.8%
Mediaset (2022)	SR-MEDIASET	26.2%	18.7%

Source: based on data from *Statista* (2022) and *Barlovento* (2023).

The focus groups have allowed us to gain knowledge regarding the work experiences of PwD employed in the audio-visual sector and their perception of the progress and shortcomings in the process of their inclusion in the labour market. This type of qualitative technique allows researchers to approach an object of study from various perspectives offered by the participants (**Morgan**, 1996; **Powell**; **Single**, 1996), according to their own personal experiences (**Smithson**, 2000). In group dynamics, emotions emerge (**Morgan**, 1996), which generate empathy and personal dissonances that are difficult to obtain from other techniques (**Kitzinger**, 1994; **Tonkiss**, 2018).

For this research, three focus groups were carried out (FG1-P&SD, FG2-M&CD and FG3-PS&MD), consisting of an incidental sample of 20 people with different types of certified disabilities (physical, sensory, cognitive-intellectual, and mental-psychological). All the participants work in the audio-visual sector or are actively seeking employment in this market. The sample design has taken into account the criteria of overall balance between men (M) and women (F), as well as age diversity (between 20 and 55 years of age), in order to guarantee greater depth in the debate, according to the life and work history of each subject. Table 2 shows the characteristics of the 20 individuals who participated in the focus groups.

Table 2. Sample of the participants in the three focus groups

Focus group	Participant	Age	Gender	Disability	Occupation
FG1-P&SD	FG1-I1	50	M	Physical (45%)	Audio-visual systems
	FG1-I2	43	M	Physical (37%)	Photography
	FG1-I3	37	M	Physical (54%)	Audio-Visual production and management
	FG1-I4	36	M	Physical (60%)	Camera operator (in search of employment)
	FG1-I5	48	F	Physical (58%)	Set design
	FG1-I6	43	F	Sensory (43%)	Radio and lighting

Focus group	Participant	Age	Gender	Disability	Occupation
FG2-M&CD	FG2-I7	39	M	Mental-psychological (33%)	Radio (in search of employment)
	FG2-I8	23	M	Cognitive-intellectual (65%)	Youtuber
	FG2-I9	56	F	Mental-psychological (33%)	Casting and selection of actors
	FG2-I10	55	F	Mental-psychological (39%)	Scenography and costume design
	FG2-I11	34	F	Mental-psychological (33%)	Critic (in search of employment)
	FG2-I12	30	F	Cognitive-intellectual (60%)	Television collaborator
FG3-PS&MD	FG3-I13	47	M	Mental-psychological (33%)	Camera and production
	FG3-I14	45	M	Sensory (60%)	Photography
	FG3-I15	44	M	Physical (36%)	Film scenography
	FG3-I16	33	M	Sensory (76%)	Marketing and communication
	FG3-I17	55	F	Physical (65%)	Digital radio and blogger
	FG3-I18	44	F	Sensory (34%)	Graphic design and video editing
	FG3-I19	41	F	Physical and Mental-psychological (65%)	Digital media
	FG3-I20	27	F	Sensory (33%)	Marketing and communication

3.2. Procedure, data collection, and analysis

The length of the audio-visual companies' sustainability reports made it necessary to carry out a prior extraction of the content that focused on both disability, as well as aspects qualitatively related to the object of study, including inclusion, diversity, accessibility, equality, and vulnerability, in order to facilitate the coding and analysis work in *Atlas.ti*.

The three focus groups were conducted in-person during the second half of 2022 and their duration varied according to the participatory dynamics of each group. Firstly, focus groups FG1-P&SD (physical and sensory disability) and FG2-M&CD (mental-psychological and cognitive-intellectual disability) were carried out. After the first analysis, FG3-PS&MD was organised, in which people with physical, sensory, and mental-psychological disabilities were invited, yet people with cognitive-intellectual impediments were not included due to the fact that their participation in FG2-M&CD was very reduced and unrelated to the topics of interest for the research. All focus group statements were recorded and transcribed to facilitate their study (**Morgan**, 1996; **Onwuegbuzie** *et al.*, 2009).

The thematic analysis of the sustainability reports and focus group discussions allowed us to classify the data into priority categories which, in connection with the research objectives, are associated with other ideas that emerged in the research itself (**Braun**; **Clarke**, 2006; **Nowell** *et al.*, 2017). In order to guarantee a comprehensive analysis, *Atlas.ti* v.23.1.2 was used. Although inspired by grounded theory (**Corbin**; **Strauss**, 1990), this software programme allows researchers to take different approaches to content and thematic analysis (**Muhr**, 1991). In this case, the qualitative-explanatory nature of the thematic content analysis was combined with the quantification of the frequencies of the different topics and their interconnections with the two discourses. To systemise the thematic analysis in *Atlas.ti*, a cyclical and evolutionary coding strategy (**Muhr**, 1991) was implemented to determine the most relevant thematic categories and sub-themes (**Williams**; **Moser**, 2019). Thirty-two topics (T) were selected, which were then categorised into 15 thematic blocks (TB) according to their conceptual similarity, and a code was assigned to each in order to process the data and facilitate visualisation of the results (Table 3).

Table 3. Thematic blocks, associated topics, and coding

Thematic block	TB	Topics	T
Equal pay	TB1	Equal pay	TB1
Social integration in the workplace	TB2	Social integration in the workplace	TB2
Legislation	TB3	Compliance with PwD recruitment quotas	T3.1
		Compliance with other regulations affecting PwD	T3.2
Adaptation of the workplace to disability	TB4	Adaptation of the workplace to disability	TB4
Corporate commitment to disability	TB5	Social commitment to PwD to enhance their image	T5.1
		Social commitment to PwD to show genuine concern	T5.2
		Company commitment to PwD to enhance their image	T5.3
		Company commitment to PwD to show genuine concern	T5.4
		Company commitment to PwD in return for monetary compensation	T5.5
Making disability visible	TB6	Making disability visible for socio-occupational inclusion	T6.1
		Recognising disability for access to the labour market	T6.2
		Making disability visible for corporate reputational purposes	T6.3

Thematic block	TB	Topics	T
The role of company agents in the inclusion of PwD in the labour market	TB7	The role of peers in the inclusion of PwD in the labour market	T7.1
		The role of HR recruiters in the inclusion of PwD in the workforce	T7.2
		Institutional role of companies in the inclusion of PwD in the labour market	T7.3
The role of public administration in the inclusion of PwD in the workforce	TB8	Involvement by government authorities in the inclusion of PwD in the labour market	T8.1
		Involvement by autonomous administrations in the inclusion of PwD in the workforce	T8.2
		Involvement of local administrations in the inclusion of PwD in the workforce	T8.3
The role of associations in PwD inclusion in the labour market	TB9	Involvement of associations in PwD recruitment	T9.1
		Involvement of associations in the monitoring of recruited PwD	T9.2
Policies of integration and labour inclusion of PwD	TB10	Training for employees with disabilities	T10.1
		Training for non-disabled employees (HR)	T10.2
		PwD-specific promotion systems	T10.3
		Workplace accessibility policies for PwD	T10.4
Resources to ensure the inclusion of PwD in the labour market	TB11	Expertise and sensitivity in HR management of PwD	T11.1
		Availability of support personnel for PwD inclusion	T11.2
Equality and social inclusion	TB12	Equality and social inclusion	TB12
Commitment to social inclusion and diversity	TB13	Social inclusion and diversity policies to enhance image and reputation	T13.1
		Social inclusion and diversity policies to show genuine concern	T13.2
Accessibility	TB14	Accessibility	TB14
Agenda 2030	TB15	Importance of SDGs for the inclusion of PwD	T15.1

After coding the themes and identifying their interpretation (positive and/or negative), two types of analysis were carried out using *Atlas.ti*:

- Table-document occurrence analysis to determine the grounding (Gr) of each coded theme, both in the non-financial reports and in the personal discourse of the focus groups. This analysis quantifies the frequency (occurrence) with which a theme is repeated in each discourse, indicating its importance.
- Co-occurrence analysis between codes to identify the connections that emerged between the coded themes, as well as their intensiveness in the overall analysis of the focus group discourse. The results of this analysis have been expressed in absolute terms, and through the co-occurrence coefficient, which measures (from 0 to 1) the intensity with which two themes are related according to the number of times they co-occur, so that the higher the coefficient, the stronger the association. An inherent drawback of this coefficient is its distortion when topics with unequal frequency co-occur (**Friese**, 2021), so co-occurrences in absolute terms have also been included.

Atlas.ti enabled visualisation of the data in Sankey diagrams, which reflect the interaction between discourses and coded themes, and/or between thematic categories and subcategories for each discourse based on the width of the lines. The thickness of the connection represents the level of contribution of a topic to a discourse or thematic block, so that the wider it is, the greater its contribution (**Friese**, 2021).

The data obtained through *Atlas.ti* was supplemented with verbatim extracts from the sustainability reports and focus groups in order to enhance the understanding of some of the findings. It should be noted that as the nature of these discourses is different, comparisons cannot be made between aspects that are identical. Focus groups offer discourse that is opinionated and argumentative, based on the personal experiences of the participants, and/or vicarious experiences as well. The comments they offer are personal and focus on thematic areas set by the moderators according to the objectives of the research. The sustainability reports of audio-visual companies provide a corporate discourse that addresses the regulations and reputational objectives of these companies. For this reason, a relational study was carried out in search of (dis)connections between the results of the analysis of both discourses (focus groups and CSR reports).

4. Results

4.1. Priority factors in the inclusion of PwD in the audio-visual sector (RQ1 and SO1)

The analysis carried out using *Atlas.ti* reveals that the dominant and priority themes are different in the two types of discourse analysed. To put the results in sharper focus, the authors now present the data from the five priority thematic areas in the sustainability reports, as well as the six dominant categories in the focus groups. One additional thematic block in the focus group discourse was analysed. In this case, the reason for the addition was that the last two most frequently recurring categories are of interest for the research objectives and are very closely related to each other.

Firstly, the audio-visual groups highlighted their own particular concern for issues linked to their commitment to social inclusion and diversity (SR TOTAL, TB13=189). Of the two sub-themes covered by this category, social inclusion and diversity policies to enhance the company's image and reputation are most frequently addressed in this type of document

(SR TOTAL, T13.1=152). The sustainability report of *Atresmedia* is the one that addresses this thematic block most often (SR-A3MEDIA, TB13=75), as well as its dominant sub-theme (SR-A3MEDIA, T13.1=68), which confirms the company's sensitivity to this issue. The way in which companies address disability with regard to inclusion is overly general, as it appears to aggregate other types of social diversity with disability. Yet the comments made by PwD indicate that they do not share this interest by companies in creating a multi-inclusive and comprehensive corporate label that includes various collectives (FG TOTAL, TB13=22) (Table 4).

> "*Atresmedia* [...] highlights its diversity on management boards, age groups, nationality or origin, and skills" (SR-A3MEDIA, p. 20).

The second most frequently addressed thematic issue in CSR reports is social equality and inclusion (SR TOTAL, TB12=175), with *RTVE* as the company with the most interest in this area (MARCO-RTVE, TB12=54). Focus group participants report greater concern about this issue (FG TOTAL, TB12=101), most likely because of its impact on all areas of life for PwD, which is more frequently addressed in debates carried out by the group that is more diverse (FG3-PS&MD, TB12=43) (Table 4).

> "*RTVE* [...] highlights its corporate commitment to especially sensitive content, such as protecting the environment, disseminating values, and promoting equality and inclusion" (MARCO-RTVE, p. 148).

The third thematic block of interest to audio-visual companies, which is corporate commitment to disability (SR TOTAL, TB5=138), is broken down into several sub-themes that allow for a more detailed analysis. Companies highlight their social commitment to PwD as a genuine concern (SR TOTAL, T5.2=88), yet focus group participants mention it only once (FG TOTAL, T5.2=1). Again, *Atresmedia* is the audio-visual company that generally addresses this thematic category the most, and in the sub-themes as well, with the exception of the most recurrent of the latter, for which *RTVE* shows the greatest concern (MARCO-RTVE, T5.2=38). The focus group composed of people with diverse disabilities is the one that contributes the most to the discussion of this category, and all its sub-themes as well (FG3-PS&MD, TB5=67) (Table 4).

> "The *RTVE Corporation*'s policies in terms of accessibility are aimed at [...] mainstreaming the presence of people with disabilities" (MARCO-RTVE, p. 51).

Another important finding is that this thematic category, along with the previous one, generate the most interest among the focus group participants (FG TOTAL, TB5=101, TB12=101), from among all of those pointed out as dominant in the sustainability reports of audio-visual companies. Nevertheless, the participants' concern about corporate engagement with disability is concentrated in a specific area that has not been found in the sustainability reports, which is concerned with company commitment to PwD in return for monetary compensation (FG TOTAL, T5.5=73). This complaint by participants of the study was most strongly supported in the focus group comprising physical, sensory and psychological PwD (FG3-PS&MD, T5.5=50) (Table 4).

> "During the last economic crisis [...] the hiring of people with disabilities in Spain increased because [companies] received several tax benefits" (FG3-I14).

These discrepancies reveal a breach between the corporate discourse of audio-visual companies and the experiences of PwD who have worked in the sector, which is also evident in the other two thematic categories prioritised by companies in which the participants showed little or no interest. Specifically, accessibility in general terms holds fourth place in thematic importance in the sustainability reports (SR TOTAL, TB14=128), yet this is not addressed in the focus groups (FG TOTAL, TB14=0). *RTVE* is the company that devotes more attention to this issue than the rest of those studied (MARCO-RTVE, TB14=48) (Table 4).

> "For another consecutive year, *RTVE* increased the number of hours of subtitling, audio description, and sign language. The programming included several slots that promoted the inclusion of people with disabilities and collaborated in awareness-raising campaigns as well" (MARCO-RTVE, p. 50).

Although Agenda 2030 is the fifth priority issue for audio-visual companies in their sustainability reports (SR TOTAL, TB15=78), the importance of SDGs in the inclusion of PwD is only moderate in these documents (SR TOTAL, T15.1=13), and is mentioned only once in one of the focus groups (FG3-PS&MD, TB5=T15.1=1). Once again, *RTVE* shows greater concern for this thematic category than the other two companies (SR-RTVE, TB15=33) (Table 4).

> SDG10: "Incorporation of people with disabilities in a normalised manner in fictional series, entertainment programmes, and in the catalogue of films produced in-house" (SR-RTVE, p. 83).

Table 4. Dominant themes in the corporate discourse on disability in audio-visual companies

	MARCO-RTVE	SR-RTVE	SR-A3MEDIA	SR-MEDIASET	FG1-P&SD	FG2-M&CD	FG3-PS&MD	SR TOTAL	FG TOTAL
TB13	53	30	75	31	3	3	16	189	22
T13.1	37	22	68	25	3	0	4	152	7
T13.2	30	15	26	14	0	0	14	85	14
TB12	54	27	49	45	23	35	43	175	101

	MARCO-RTVE	SR-RTVE	SR-A3MEDIA	SR-MEDIASET	FG1-P&SD	FG2-M&CD	FG3-PS&MD	SR TOTAL	FG TOTAL
TB5	49	12	52	25	20	14	67	138	101
T5.1	15	7	18	0	1	0	6	40	7
T5.2	38	5	27	18	0	0	1	88	1
T5.3	2	1	19	1	7	0	7	23	14
T5.4	1	4	18	8	8	0	19	31	27
T5.5	0	0	0	0	9	14	50	0	73
TB14	48	13	33	34	0	0	0	128	0
TB15	7	33	23	15	0	0	1	78	1
T15.1	1	6	6	0	0	0	1	13	1

Source: created using *Atlas.ti*.

The thematic category related to the role of company actors in the labour force inclusion of PwD aggregates the highest level of importance in the discourse of the participants in the focus groups related to their experiences of working in the audio-visual sector (FG TOTAL, TB7=313). Of the issues that comprise this block, the most important is the institutional role of these companies in the labour market inclusion of PwD, both overall (FG TOTAL, T7.3=199) and for each focus group, although it is of particular interest for the group composed of people with diverse disabilities (FG3-PS&MD, T7.3=83). For the focus group participants, the role of HR managers who hire workers with regard to the labour inclusion of PwD is also an issue of concern (FG TOTAL, T7.2=109), while the role of peers in the workforce inclusion of PwD is considered less relevant (FG TOTAL, T7.1=39). Of the six priority thematic blocks in the discourse of the focus groups, the one connected to the role of company agents in the labour inclusion of PwD has the greatest presence in the sustainability reports (SR TOTAL, TB7=56), mainly for *Atresmedia* regarding the institutional role of the company in the workforce inclusion of PwD (SR-A3MEDIA, TB7=T7.3=38) (Table 5).

> "[...] Companies are given subsidies, but in return they're asked to make an effort, but what is not acceptable is for them not to make an effort, and there's a lot of room for improvement in this area" (FG3-I14).

The second thematic category of most concern to PwD is the one dealing with labour inclusion policies (FG TOTAL, TB10=171). Within this block, the most relevant topic for focus group participants is work accessibility policies (FG TO-TAL, T10.4=84). The issues of training and education by HR for both disabled (FG TOTAL, T10.1=56) and non-disabled employees (FG TOTAL, T10.2=42) also registered high levels of frequency in the FG discourse, because of the opportunities they offer for the integration of this group into the labour market. However, the scant occurrence of mentioning the issue of specific promotion systems for PwD is surprising (FG TOTAL, T10.3=13). Moreover, when it is addressed, the opinions are discouraging. Again, *Atresmedia* achieves the best results in terms of the frequency of the topics in this block, but with figures far below those achieved by its priority topics (SR-A3MEDIA, TB10=28) (Table 5).

> "Training and education for transformation" (FG3-I16).

> "The problem is, we can't go any further up the ladder [...] promotion is impossible in all the companies I've worked at; impossible [...] as you're disabled [...] you can't advance any further; that's just the way it is" (FG1-I4).

The role of public administration in labour market inclusion is the third most important issue in the discourse of the focus groups (FG TOTAL, TB8=142). Participants highlight the relevance of the autonomous (FG TOTAL, T8.2=60) and national administrations in labour market inclusion of PwD (FG TOTAL, T8.1=59), but show little interest in the importance of local administration (FG TOTAL, T8.3=8). The focus group that dominates this thematic category is comprised of physical and sensory PwD (FG1-P&SD, TB8=67). This is a theme with a very low incidence in the corporate discourse of audio-visual companies; *Mediaset* is the only one that refers twice to this issue (SR-MEDIASET, TB8=2) (Table 5).

> [Public administrations] "I can tell you what I think of each and every one of them, and I could talk for days about it. But the truth is, they all come to you with a smiling face, but behind the mask, there's just a pile of bullshit, and excuse the language, but that's what I've seen" (FG1-I4).

Making disability visible is positioned as the fourth thematic block of interest for the participants in the focus groups (FG TOTAL, TB6=116). Making disability more visible for socio-occupational inclusion (FG TOTAL, T6.1=109), as well as recognising disability for access to the labour market (FG TOTAL, T6.2=105) are recurring issues in the discourse of PwD. However, they are less interested in companies' making disability visible for the purpose of enhancing their reputation (FG TOTAL, T6.3=11). Yet this is precisely the issue that is most frequently addressed in the sustainability reports of audio-visual companies with regard to the visibility of disability (SR TOTAL, TB6=51, T6.3=36). However, within the dominant thematic categories in the focal group discourse, this is the second most important issue according to the figures obtained from the analysis of the reports, yet it is still far from the levels achieved by the themes prioritised by the companies. *RTVE* achieves the highest frequency regarding this issue (MARCO-RTVE, TB6=21). In this category, the most obvious discrepancy is in recognising a disability in order to access the labour market, which is a key issue for PwD working in this sector (FG TOTAL, T6.2=105), yet it does not appear in any of the sustainability documents of the companies analysed. Visibility is one of the most multifaceted and complex issues, as it involves the decision to either disclose

or hide the disability, which is a controversial and highly difficult issue to manage, especially for employees with mental-psychological disabilities, which explains why this sub-theme reaches the highest frequency in the group discussions of participants with this profile (FG2-M&CD, T6.2=43). In fact, this focus group expresses the most concern about making disability visible, in general, regarding its three specific issues (FG2-M&CD, TB6=50) (Table 5).

> "I don't think managers should tell the rest of the workers who has a disability, let alone [...] what kind of disability" (FG2-I9).

The role of associations in the labour market inclusion of PwD is the fifth most recurrent theme in the experiential discourse of the focus groups (FG TOTAL, TB9=107). Participants emphasise the involvement of associations in the hiring of PwD (FG TOTAL, T9.1=83), but also highlight their role in carrying out follow-ups of PwD who are recruited (FG TOTAL, T9.2=57). Despite the fact that all the focus groups address this issue, the FG3-PS&MD, which is comprised of diverse profiles of employees with disabilities, does so with more intensity (FG3-PS&MD, TB9=72). Despite being one of the most recurring thematic blocks in the experiential discourse of the focus groups, it is addressed with scant interest in the sustainability reports (SR TOTAL, TB9=24). In this case, *Atresmedia* is the company that mentions it most often, mainly in reference to the involvement of associations in the hiring of PwD (SR-A3MEDIA, TB9=13, T9.1=11) (Table 5).

> "Smaller [associations or foundations] that don't have the economic resources of *ONCE* [National Organisation for the Blind in Spain], nor the media impact, are making a huge contribution to the qualitative inclusion of many people who are studying a university degree [...] but the problem is, it takes them an eternity to find a professional opportunity" (FG3-I16).

The thematic category on resources for work inclusion reaches a level of repetition that is very close to the block previously analysed in the focus group discussion (FG TOTAL, TB11=106). In this case, HR specialisation and sensitivity to PwD is the greatest cause of concern (FG TOTAL, T11.1=70). The most diverse group with the most dynamic discourse is the one that mentions this block and its dominant sub-theme the most (FG3-PS&MD, TB11=41, T11.1=33). Despite the importance of providing work inclusion resources for PwD, audio-visual companies show little or no interest in this issue, as *Atresmedia* is the only company that refers to this thematic block, and only on one occasion (SR-A3MEDIA, TB11=1) (Table 5).

> "It's like I always say [...] in the end, who does the hiring? Because you know [...], the person who's hiring you doesn't have a disability" (FG3-I19).

Table 5. Dominant themes of the experiential discourse of PwD in the focus groups

	FG1-P&SD	FG2-M&CD	FG3-PS&MD	MARCO-RTVE	SR-RTVE	SR-A3MEDIA	SR-MEDIASET	FG TOTAL	SR TOTAL
TB7	87	89	137	4	4	38	10	313	56
T7.1	9	14	16	0	0	0	0	39	0
T7.2	28	30	51	1	0	3	0	109	4
T7.3	56	60	83	3	4	38	10	199	55
TB10	63	29	79	2	2	28	3	171	35
T10.1	10	13	33	1	0	11	0	56	12
T10.2	19	7	16	1	0	6	0	42	7
T10.3	6	1	6	0	0	2	0	13	2
T10.4	29	11	44	1	1	12	3	84	17
TB8	67	28	47	0	0	0	2	142	2
T8.1	19	13	27	0	0	0	1	59	1
T8.2	40	11	9	0	0	0	1	60	1
T8.3	2	2	4	0	0	0	0	8	0
TB6	29	50	37	21	7	15	8	116	51
T6.1	28	44	37	3	2	10	7	109	22
T6.2	25	43	37	0	0	0	0	105	0
T6.3	3	6	2	18	5	12	1	11	36
TB9	18	17	72	9	1	13	1	107	24
T9.1	13	4	66	0	0	11	1	83	12
T9.2	2	3	52	0	0	0	1	57	1
TB11	32	33	41	0	0	1	0	106	1
T11.1	16	21	33	0	0	0	0	70	0
T11.2	17	12	8	0	0	0	0	37	0

Source: created using *Atlas.ti*.

Another striking discrepancy is the perspective from which the different thematic categories are approached. While the sustainability reports offer a positive approach, both to the issues in their own interest as well as those that capitalise on the experiential discourse of the focus groups, the study participants have a predominantly negative view of all these issues.

Figure 1a shows the viewpoints of the priority thematic blocks in the sustainability reports, while Figure 1b reflects the views of these discursive areas in the focus groups. The dominant thematic category in the CSR reports, which is focused on commitment to social inclusion and diversity (TB13), is viewed positively 188 times out of 192 in these documents, while it is viewed negatively 19 times out of 22 in the focus groups. The second most important thematic issue for audio-visual companies, which is equality and social inclusion (TB12), is also viewed from a mostly positive perspective in their reports, with optimistic comments occurring 164 times out of the 175 occasions it is mentioned. However, in the opinion of the focus groups, this discursive category also has mostly negative views, with pessimistic comments in 88 of the 101 times it is mentioned. The thematic block dealing with corporate commitment to disability (TB5), which is third in order of importance for companies, is approached from a negative point of view on 94 out of 102 occasions in the focus groups, yet the viewpoint is overwhelmingly positive in the sustainability reports, with audio-visual companies reflecting optimism in 126 out of 140 times it is mentioned.

> The sustainability reports of large Spanish audio-visual groups offer an optimistic view of inclusion and diversity, yet the perspective of PwD is pessimistic regarding their participation in the labour market
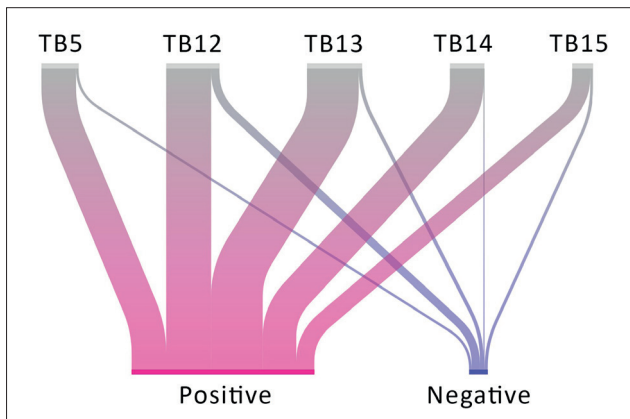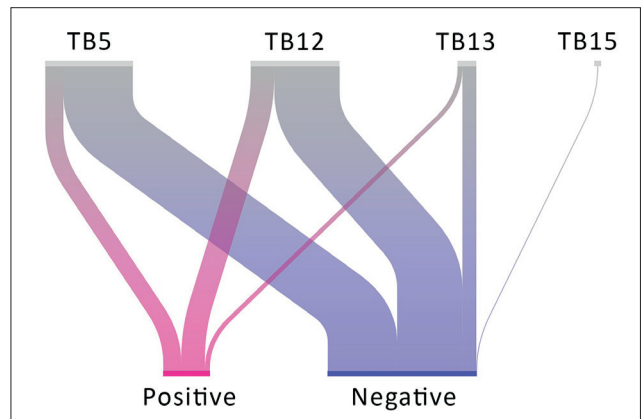

Figure 1a. Interpretation of the SRs.

Figure 1b. Interpretation of the FGs.

Figure 1. Sankey diagram of the positive-negative interpretation of priority thematic areas in the corporate discourse of sustainability reporting. Source: created using *Atlas.ti*.

Figure 2a shows the interpretation of the thematic categories in the focus group discourse, and Figure 2b displays the same conceptual blocks from the viewpoint of the CSRs. The priority category in the focus group discourse, which is the role of different company agents in the labour inclusion of PwD (TB7), shows a negative attitude in 263 of the 313 times the issue is raised, while it is seen positively on the 56 occasions it emerges in the company sustainability reports. A similar situation occurs with the second dominant thematic block in the focus groups, which deals with labour integration and inclusion policies for PwD (TB10), with a discouraging opinion on 133 of the 171 occasions the issue is mentioned, whereas the topic is seen favourably in the 35 times it appears in the CSR reports. The importance of public administrations in the labour market inclusion of PwD (TB8) in the experiential discourse of the focus groups also stands out for its negativity, as it is viewed pessimistically in 126 of the 142 times mentioned. By contrast, although this thematic category is also seen mostly unfavourably in the sustainability reports, it is only mentioned on two occasions.
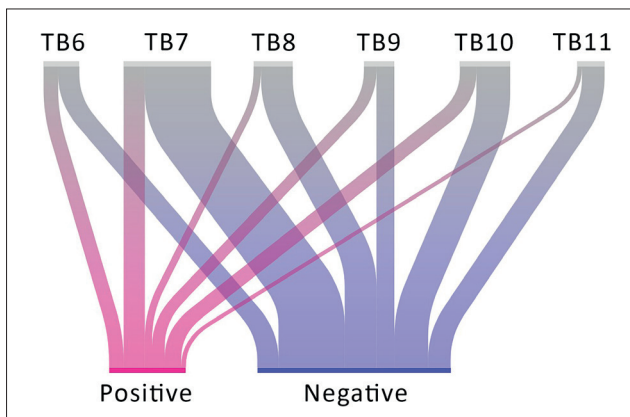

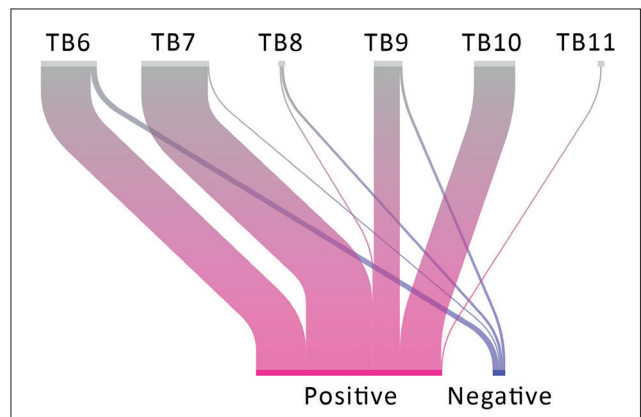Figure 2a. Interpretation of the FGs

Figure 2b. Interpretation of the SRs.

Figure 2. Sankey diagram of the positive-negative interpretation of the priority thematic blocks in the experiential discourse of the focus groups. Source: created using *Atlas.ti*.

4.2. The role of companies, public administrations, and associations in the labour inclusion of PwD (RQ2 and SO2)

The co-occurrence analysis of the focus group discourse, carried out using *Atlas.ti*, provides insight into the role played by companies, public administrations, and associations in the labour inclusion of PwD in the audio-visual sector, according to the experience of such workers.

The involvement of company agents is a determining factor in providing the resources to guarantee the labour market inclusion of PwD (TB7-TB11=97/0.30). Focus group participants consider that HR recruitment managers are the ones who have the authority to contribute to the labour market inclusion of PwD to a large extent (T7.2-TB11=63/0.41) (Table 6). However, they are critical of the current situation, as they believe that companies are neither prepared for the inclusion of PwD in the labour market nor do they value their potential contribution as employees.

> "Human resources [HR] is only there to get rid of you [...] what I'm saying is, the problem is not the company itself [...] [many times] it's also the supervisor, the one who's working alongside you [...] who has no clue about how to manage people with disabilities" (FG1-I4).

Secondly, it is generally believed that companies are committed to assisting in the area of disability (TB7-TB5=82/0.25), especially in their institutional role of achieving work inclusion of PwD (T7.3-TB5=67/0.29) (Table 6), but the participants believe there is still a long way to go.

> "What we notice is that even though they say they've been working on this issue for a long time, inclusion is still a long way off, and they still have a long road to travel" (FG2-I7).

Another role considered highly relevant for companies is to design and implement policies for the integration and inclusion of PwD in the labour market (TB7-TB10=87/0.22). In this case, the discourse of the focus groups also gives slightly more importance to the role of HR recruitment managers in achieving inclusion (T7.2-TB10=42/0.18) (Table 6).

> [Regarding HR] "Get rid of them! I would just take them out of the game, at least on this issue. Or I would train them [...] let them study psychology, or maybe even psychiatry" (FG3-I13).

Although with less intensity, the participants also refer to the importance of the company in making disability visible in order to achieve their inclusion in the labour market (TB7-TB6=67/0.19), especially through its institutional role (T7.3-TB6=51/0.19) (Table 6). To some extent, they blame the media for biased reporting of disability, which ends up reaching the workplace.

> "There are many types of disability [...] For example, I have a borderline personality disorder, and when I tell companies about the problem I have, there's a very common stigma [...] because the people in HR aren't psychologists or psychiatrists [...] so they think you're some kind of Dr. Jekyll and Mr. Hyde" (FG3-I19).

The focus group participants recognise the role of audio-visual companies in achieving labour inclusion of PwD in relation to compliance with legislation (T7.3-TB3=38/0.18) (Table 6), but many doubt the effectiveness of the reserve quota, as it does not guarantee their continuity in the job market.

> "I think companies hire people with disabilities [...] because of the financial aid they receive [...] some companies are required to have a percentage of their staff made up of people with problems like ours [...] they give you a six-month contract, and after six months they send you home and hire someone else" (FG2-I10).

Moreover, PwD believe that companies do not enable their social integration in the work environment, which is essential for their inclusion in the labour market (TB7-TB2= 62/0.17), which must be done mainly through HR managers (T7.2-TB2=27/0.15) (Table 6). On this issue, they feel that the ingrained prejudice in Spain is another impediment.

> "Integration means they've employed you because you have a disability; they've given you a contract and they've saved money on your social security. But once you're in [...] you can tell who has a disability by where they place you" (FG1-I2).

Regarding the work of employers in the inclusion of PwD in the workplace, the participants emphasise the need for companies to be involved in adapting the job to each disability (TB7-TB4=57/0.17). However, several of them criticise the lack of knowledge and sensitivity of HR managers in carrying out this task (T7.2-TB4=27/0.16) (Table 6).

> "Companies are usually [...] quite ignorant [...] for them, having a disabled person means getting a financial subsidy" (FG1-I3).

> "I believe that in HR, the people need to be human, not dehumanised [...] if you're in HR, at least be humane; try to put yourself in the disabled person's shoes" (FG2-I10).

> For PwDs, the role of HR managers is essential for their inclusion in the workforce, yet audio-visual companies do not make a sufficient effort to recognise their value as employees

The role of public administrations in the labour market inclusion of PwD is linked to their institutional commitment (TB8-TB5=42/0.21), especially regarding the involvement of national administrations (T8.1-TB5=36/0.29), which is considered to be quite low. The participants in the focus groups hope for a more committed role of these institutions in the enforcement of legislation (T8.1-TB3=15/0.17) (Table 6), and they reflect on the need for authorities to ensure that companies comply with the regulations.

> "They need to do an audit [...] In the end, they just don't have that level of follow-up, that monitoring [...] and they're not taking care of those people [with disabilities] who they have hired" (FG1-I3).

The role of associations in the labour inclusion of PwD is considered quite important because of their commitment PwD as support organisations (TB9-TB5=29/0.16), especially in terms of their involvement in recruitment (T9.1-TB5=29/0.19), but also in their role of carrying out follow-ups of PwD who are employed (T9.2-TB5=21/0.15) (Table 6). However, discrepancies have been observed among focus group participants regarding the work of such institutions based on their own experience with these organisations.

> "The foundation is like having a second family, really, because they always come to help you, always, and they have psychologists, counsellors, teachers, and more" (FG2-I12).

> "With all my respect for the people in this room who have been supported by the *ONCE* foundation, we've now reached a point where qualitative inclusion is not of interest to them, because it seems that we no longer generate media impact" (FG3-I16).

Table 6. Connections between thematic categories and sub-themes on company agents, administrations, and associations with the rest of the blocks in the focus groups' experiential discourse

	TB7 Gr=313	T7.1 Gr=39	T7.2 Gr=109	T7.3 Gr=199	TB8 Gr=142	T8.1 Gr=59	T8.2 Gr=60	T8.3 Gr=8	TB9 Gr=107	T9.1 Gr=83	T9.2 Gr=57
TB1 Gr=19	17 (0.05)	1 (0.02)	5 (0.04)	14 (0.07)	1 (0.01)	0 (0.00)	0 (0.00)	1 (0.04)	4 (0.03)	3 (0.03)	4 (0.06)
TB2 Gr=104	**62 (0.17)**	14 (0.11)	**27 (0.15)**	28 (0.10)	9 (0.04)	6 (0.04)	1 (0.01)	0 (0.00)	16 (0.08)	13 (0.07)	10 (0.07)
TB3 Gr=45	41 (0.13)	0 (0.00)	3 (0.02)	**38 (0.18)**	18 (0.11)	**15 (0.17)**	2 (0.02)	0 (0.00)	5 (0.03)	5 (0.04)	2 (0.02)
TB4 Gr=84	**57 (0.17)**	9 (0.08)	**27 (0.16)**	30 (0.12)	23 (0.11)	7 (0.05)	15 (0.12)	0 (0.00)	3 (0.02)	3 (0.02)	1 (0.01)
TB5 Gr=102	**82 (0.25)**	4 (0.03)	16 (0.08)	**67 (0.29)**	**42 (0.21)**	**36 (0.29)**	0 (0.00)	0 (0.00)	**29 (0.16)**	**29 (0.19)**	**21 (0.15)**
TB6 Gr=116	67 (0.19)	5 (0.03)	15 (0.07)	**51 (0.19)**	14 (0.06)	9 (0.05)	5 (0.03)	0 (0.00)	13 (0.06)	7 (0.04)	2 (0.01)
TB7 Gr=313	0 (0.00)	39 (0.12)	**109 (0.35)**	**199 (0.64)**	54 (0.13)	39 (0.12)	5 (0.01)	0 (0.00)	37 (0.10)	34 (0.09)	20 (0.06)
TB8 Gr=142	54 (0.13)	2 (0.01)	6 (0.02)	**48 (0.16)**	0 (0.00)	**59 (0.42)**	**60 (0.42)**	8 (0.06)	16 (0.07)	12 (0.06)	5 (0.03)
TB9 Gr=107	37 (0.10)	5 (0.04)	12 (0.06)	20 (0.07)	16 (0.07)	11 (0.07)	2 (0.01)	0 (0.00)	0 (0.00)	**83 (0.78)**	**57 (0.53)**
TB10 Gr=171	**87 (0.22)**	7 (0.03)	**42 (0.18)**	46 (0.14)	29 (0.10)	8 (0.04)	17 (0.08)	0 (0.00)	22 (0.09)	21 (0.09)	11 (0.05)
TB11 Gr=106	**97 (0.30)**	13 (0.10)	**63 (0.41)**	33 (0.12)	6 (0.02)	3 (0.02)	0 (0.00)	0 (0.00)	9 (0.04)	5 (0.03)	6 (0.04)
TB12 Gr=101	43 (0.12)	8 (0.06)	13 (0.07)	27 (0.10)	22 (0.10)	5 (0.03)	14 (0.10)	1 (0.01)	23 (0.12)	18 (0.11)	14 (0.10)
TB13 Gr=22	12 (0.04)	3 (0.05)	1 (0.01)	11 (0.05)	10 (0.06)	2 (0.03)	1 (0.01)	0 (0.00)	4 (0.03)	4 (0.04)	4 (0.05)
TB14 Gr=0	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)
TB15 Gr=1	1 (0.00)	0 (0.00)	0 (0.00)	1 (0.01)	1 (0.01)	1 (0.02)	0 (0.00)	0 (0.00)	1 (0.01)	1 (0.01)	1 (0.02)

Source: created using *Atlas.ti*.

5. Discussion and conclusions

The present study reveals discrepancies between the corporate discourse of audio-visual companies and the experiential discourse of employees with disabilities regarding work inclusion. Companies display a positive discourse, while PwD take a negative view of their workplace experiences. Thus, it has been confirmed that there is still a long road to travel in achieving labour inclusion for PwD in the communication sector (**Llorente-Barroso** *et al.*, 2022; **Sánchez-Valle**; **Viñarás-Abad**; **Vázquez-Barrio**, 2022; **Viñarás-Abad** *et al.*, 2023).

In terms of dominant themes, audio-visual groups show considerable interest in their commitment to inclusion, generally speaking (TB13), especially in their concern for social inclusion and diversity policies to improve the image of the company (T13.1). However, their approach to these issues is too general and often encompasses social diversity that includes a variety of vulnerable audiences with regard to race, gender, age, and/or ability.

> The corporate discourse of audio-visual companies on the inclusion of PwDs is combined with various other labels linked to SDGs, which include multiple social diversities based on race, gender, age, and/or ability

Conversely, PwD employed in the audio-visual sector show a lack of interest in this kind of comprehensive approach that considers them just "one more" of many different collectives, as they feel that their situation is unique. The same is true for accessibility (TB14) and Agenda 2030 (TB15), which are the fourth and fifth thematic areas in importance in the sustainability reports, which did not generate any interest whatsoever among the focus group participants. Thus, in order to move toward labour inclusion, CSR policies should focus on SDGs (**Sideri**, 2021), but from a specific approach that enables an effective response to the particular needs of workers with disabilities.

The second most recurrent topic of discourse in the sustainability reports is equality and social inclusion (TB12), which attracts some interest among workers with disabilities. It is likely that their need to fight for equal opportunities (**López-Cepeda**; **Mañas-Viniegra**; **Vivar-Zurita**, 2021) explains the relevance of this thematic block among PwD.

Corporate commitment to disability (TB5), the third most important category for audio-visual companies, is of concern to PwD when this activity is carried out for the self-interest of companies, which they usually undertake to receive monetary compensation (T5.5), an aspect that is never mentioned in the sustainability reports analysed. Thus, it is clear that labour inclusion is present in the CSR strategies (**Köseoglu** et al., 2021) of the audio-visual sector, but corporate discourse remains distant from the concerns of employees with disabilities and does not involve a real commitment to achieve their incorporation into the workforce (**Llorente-Barroso**; **Anzanello-Carrascoza**; **Ferreira**, 2023; **Llorente-Barroso** et al., 2022; **Segovia-San-Juan**; **Saavedra**; **Fernández-de-Tejada**, 2017).

On the other hand, the experiential discourse of the focus group participants reveals their special interest in the thematic blocks that deal with the involvement of different actors in the labour inclusion of PwD (TB7, TB8 and TB9), and in the areas that focus on policies and resources needed to achieve this goal (TB10 and TB11). Of the six thematic categories identified as priorities in the focus groups, the role of the company in the inclusion of PwD in the labour market (TB7) is the one most commonly mentioned by audio-visual companies in their sustainability reports. The role of the different company actors is essential in securing the resources to ensure the inclusion of PwD in the labour market (TB7-TB11). In particular, the work of HR recruitment managers is highlighted, as they are considered essential to this task (T7.2-TB11). The role of companies is associated with their commitment to disability in order to achieve labour inclusion of PwD (TB7-TB5), mainly due to their institutional role (T7.3-TB5). According to the focus groups, companies are also largely responsible for designing and implementing integration and labour inclusion policies for PwD (TB7-TB10), mainly through their recruitment teams (T7.2-TB10). Adequate specialisation of HR staff (**Olsen**, 2022; **Viñarás-Abad** et al., 2023) can reduce discrimination in the selection process and turn interviews into opportunities to show the value of PwD and encourage more inclusive hiring (**Mutua**; **Barnard-Brak**; **Williamson**, 2023; **Vedeler**, 2023). To a lesser extent, focus group participants also underscored the institutional work of companies in making disability more visible (T7.3-TB6) and in complying with legislation (T7.3-TB3). The findings also indicate some mistrust among PwD regarding the reserve quota in the workforce, as many of them believe this measure is incapable of guaranteeing their permanence in the labour market if it is not accompanied by follow-up control mechanisms. Consequently, it has been verified that the quota system is outdated and does not conform to the current egalitarian framework (**Revillard**, 2023), nor does it provide practical opportunities for labour participation (**Jochmaring**; **York**, 2023). Companies could enable the social integration of PwD in the work environment (TB7-T2) by offering support to their HR hiring managers (T7.2-TB2). However, workers with disabilities have encountered hostile environments in which they feel compelled to disclose their disability in order to obtain labour adaptation (**Dollinger** et al., 2023). Moreover, this situation is exacerbated for workers with invisible disabilities (**Sapir**; **Banai**, 2023), such as mental-psychological impediments. The focus group participants emphasise the need for intervention by company agents in adapting the job to each disability (TB7-TB4), but report a lack of sensitivity by HR managers in this regard (T7.2-TB4). These adaptations should be tailored to each worker with a disability and to contextual factors as well, in order to adjust the workplace to the rhythm of each person, thereby enabling the highest possible output in their performance (**Kwan**, 2020; **Su** et al., 2022). The problem is, PwD must divulge their disability in order for the company to implement reasonable adjustments, but many of them prefer to hide their impediment so as not to be labelled as different (**Olsen**, 2022).

Workplace inclusion policies (TB10) are the second most important thematic category for workers with disabilities, yet of little interest to audio-visual companies in their reports. Focus group participants are mainly interested in workplace accessibility policies for PwD (T10.4), in addition to training and education both for employees with disabilities (T10.1), and those without (T10.2), in order to achieve workplace integration. Therefore, training is considered to be a pillar of work inclusion for PwD (**Hammad**, 2018; **Llorente-Barroso** et al., 2022), both for preparing employees with disabilities (**Jansen** et al., 2023) as well as raising the awareness of non-disabled colleagues (**Dollinger** et al., 2023; **Ellinger** et al., 2020; **Nelissen** et al., 2016).

Although the role of public administrations in the labour inclusion of PwD (TB8) is the third most important thematic block in the focus group discussions, mainly regarding the role of autonomous (T8.2) and national (T8.1) governments, audio-visual companies show no interest in this issue. Focus group participants attest that the role of public administrations in the labour inclusion of PwD is related to their institutional commitment (TB8-TB5), specifically in the case of national administrations (T8.1-TB5), which should be more involved in the enforcement of legislation (T8.1-TB3). In this sense, what is needed is the development of governance that is more committed to including PwD in the workforce, reducing their stigmatisation (**Kolotouchkina**; **Llorente-Barroso**; **Manfredi-Sánchez**, 2022; **Llorente-Barroso**; **Anzanello-Carrascoza**; **Ferreira**, 2023).

The findings related to making disability more visible (TB6) are of special interest, but diffuse and contradictory. PwD recognise the relevance of visibility for their socio-occupational inclusion (T6.1), yet the decision of whether or not to make their disability public in order to access the labour market (T6.2) is especially controversial for employees with mental-psychological impediments. **Olsen** (2022) notes that the way in which PwD are treated when requesting workplace adjustments influences their decision of whether or not to disclose their disability in the future. The audio-visual companies analysed approach this issue from a simplistic, positive, and reputational perspective (T6.3), which is of little interest to workers with disabilities.

The role of associations in the labour market inclusion of PwD (TB9), the fifth most prominent category for focus group members, is of scant interest in sustainability reports. The results of the focus groups indicate the relevance of support organisations in their social commitment to disability (TB9-TB5), both in the recruitment of PwD (T9.1-TB5) and in the follow-up of PwD after being hired (T9.2-TB5). However, these institutions need to improve in terms of PwD recruitment (**Mellifont**; **Smith-Merry**; **Bulkeley**, 2023).

Finally, focus group participants are concerned about labour inclusion resources (TB11), mainly in terms of HR specialisation and sensitivity toward PwD (T11.1). Despite the importance of such resources for PwD, they are not mentioned by audio-visual companies in their SRs.

The contribution of this research is increased knowledge related to the situation of PwD in the Spanish audio-visual market, as it highlights the discrepancy between the corporate discourse of companies and the experiential discourse of employees with disabilities. Thus, these findings offer a guide to audio-visual companies in adapting their actions and communications in order to effectively advance the inclusion of PwD in the labour market by refocusing their sustainability policies. In this regard, the present study complements previous research (**Llorente-Barroso** *et al.*, 2022; **Viñarás-Abad** *et al.*, 2023) by offering a dual approach to labour inclusion that is capable of highlighting the dichotomy that continues to exist between the intentions of the business sector and the reality of PwD.

Beyond the contributions of this study, it is necessary to recognise its limitations. Firstly, this is an exploratory study that uses small samples, contextualised in a single geographical and cultural area, and focused on one specific sector, which is the audio-visual market. This situation is connected with the second limitation, which is the lack of comparative analyses that use representative samples in different countries and business sectors, yet the results of the study herein could be used as a guide in carrying out such analyses. The third limitation of this project is linked to the characteristics of the sample used for the focus groups, the aim of which was to give a voice to people with various disabilities. The lack of representativeness and balance in the sample regarding disability has impeded the obtainment of clear and meaningful data related to the impact that the type of disability might have on the specific needs of these workers. Consequently, it would be interesting to determine whether there are significant differences in the concerns of workers with disabilities regarding their inclusion in the labour market according to the type of disability they have. Finally, certain key issues such as visibility are highly complex and need to be explored from the point of view of their multi-faceted nature, and by considering the implications of all their aspects, both in terms of labour inclusion and social recognition.

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