

MEDIANE

Media in Europe for Diversity Inclusiveness



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**MARS & MEDIANE
OUTCOMES SURVEY**

GLOBAL RESULTS

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1. INTRODUCTION

Objective of this Research

The MARS Programmes ran from January 2011 to December 2012, and was followed by the MEDIANE Programme from January 2013 to December 2014. While MEDIANE was, strictly speaking, not a continuation from MARS, it deepens and reinforces the MARS core work while extending into new dimensions.

The MARS Final Evaluation was completed at the end March 2013, a few months after the completion of the main body of the Programme itself. That report, given that many interventions had been completed and outputs produced just a few months before, confined itself to “immediate and likely medium-term outcomes”. It further went on to recommend that the MEDIANE Programme be used to reinforce the impact of MARS, through offering opportunities to participate to many of those who had been involved in MARS. The argument was that such an approach would both magnify the outcomes of MARS and offer a foundation to MEDIANE on which new and innovative activities could be built. This recommendation was implemented in MEDIANE and there is significant overlap in participants between the two programmes.

This modest survey thus takes advantage of an opportunity to go beyond the immediate outcomes of MARS to gather empirical evidence over 18 months after completion of MARS and during ongoing implementation of MEDIANE.

The objective of this research is to examine the practical differences that MARS, reinforced by MEDIANE, has made to the thinking, work practices and environments of those who participated. Beyond the direct MARS/MEDIANE participants, it also attempts to consider others who have also been influenced as the impact of the programmes ripples outwards. This report presents the results of the research.

MARS and MEDIANE Objectives

The objective of the MARS Programme was to “create a European media network against racism that would support intercultural dialogue as an open and permanent platform of dialogue and action between mainstream media and diversity and ethnic minority media.”

The MARS Programme organised a series of 15 National Encounters and three European Encounters; supported a total of 30 cross-national exchanges of media professionals (63 professional were involved) each spending five days working in the other’s organisation called *Media Work Exchanges*; and identified and/or created a set of resources and products that could be used into the future.

The MEDIANE objective is “to contribute to the fight against racism and to foster mutual understanding by supporting the exchange of media professional practices at sub-regional and European levels between mainstream, non-profit (community) and minority media.” In practice this means “spreading and systematizing inclusive and intercultural approaches to media content production applied to any kind of media sector and content.”

To achieve this, MEDIANE organised nine Encounters, three at European level and six at sub-European level on a thematic basis. Also like MARS it organised exchanges of media professionals, a total of 143, called *European Exchanges of Media Practices* (EEMPs). Uniquely, it also built and tested the *Mediane Box*, working closely with media professionals, as a self-monitoring and action support tool.

It is important to emphasise at the outset that MEDIANE, like its predecessor MARS, is not aiming specifically to ensure more or better coverage of issues relating to discrimination, or even more diversity

among those appearing in media - though these can be a part of it. Rather, the objective is to contribute to a change in the *way of thinking about and approach to* diversity and discrimination across all media, mainstream and otherwise.

The rationale is as follows: "By taking diversity and non-discrimination as standard and sustained angles of coverage, the media can implement a truly inclusive approach to their content production... by looking for ways of building such a truly inclusive approach, the media can prevent the spreading of stereotypes and better understand/analyse the sources and mechanisms of exclusion and discriminatory practices towards various populations."

If change is to come about, it must become implicit in the everyday mode of operating. For a while, a deliberate effort is probably required of media professionals to operate in non-discriminatory and inclusive ways, a process that MEDIANE hopes to stimulate and support. But after a period it should become embedded in their habitual practices.

The term that MEDIANE uses to summarise this is *diversity inclusiveness*. MEDIANE, and MARS before it, are striving to enhance *diversity inclusiveness* in the media.

Survey Methodology

The methodology comprised an online survey followed up by individual requests to those consenting to provide further detail of individual 'case studies' of experiences.

The online survey comprised a total of twelve questions, quantitative and qualitative. It was distributed to the database of those who had participated in or expressed an interest in the MARS and the MEDIANE Programmes. The combined list had a total of 1247 entries.

The survey was distributed on the 1st of August 2014 and the final deadline extended to the 7th of September 2014. A total of 152 valid responses were received. Given the direct nature of the questions posed and the absence in the analysis of cross tabulations, this total indicates an adequate degree of statistical accuracy.

This impression is further reinforced in that the characteristics of respondents in Tables 1 to 3 below broadly correlate with those appearing in the MARS Final Evaluation and the MEDIANE Interim Evaluation. This strongly suggests that respondents of this survey are representative of MARS/MEDIANE participants as a whole.

2. SURVEY RESULTS

Who Participated in MARS and MEDIANE?

MARS and MEDIANE were targeted at media professionals, involved directly in media establishments (commercial, public service and community), in training and education, in trade unions, in regulators, and anywhere else where people influence the content and approach of media.

Table 1 shows that by far the largest occupational group was journalists, more than twice as many as the next which was lecturer/teachers. As the largest single group of media practitioners, this hardly comes as a surprise. However all other occupations have also been involved in significant numbers.

Occupation	All choices	% of choice
Journalist	58%	39%
Lecturer/teacher/trainer	28%	19%
Researcher	11%	7%
News editor/Chief editor	10%	7%
Education Management	8%	5%
News manager/director	5%	4%
Student	4%	3%
Other editorial staff	3%	2%
Union Staff	3%	2%
Regulatory body member	1%	1%
HR Manager	1%	1%
Publisher	1%	1%
Other	16%	11%
Totals	149	100%

Total 'all choices' exceeds 100 as respondents can select two options.

Table 2 presents the types of media organisations in which they practiced.

Type of organisation	All choices	% of choice
I work freelance	28%	20%
Commercial/private media	22%	15%
Public service media	20%	14%
Community media	17%	12%
Journalism/communication school/department	13%	9%
Ethnic & Diversity media	10%	7%
Trades Union	6%	4%
Media literacy organisation	5%	3%
Journalism/media training body	4%	3%
Editors/broadcasting association	3%	2%
Press council	3%	2%
Regulatory body	3%	2%
Other (please specify)	11%	8%

Total exceeds 100 as respondents could select up to two options.

While the largest group works freelance (often combining it with part-time employment in a media organisation), all media sectors are well represented, as well as training and educational bodies. Others are present though in smaller numbers.

Table 3: Media in which I work to a significant degree. N-152

Media	All choices	% of choice
Web/Multimedia	49%	30%
Print	45%	27%
Radio	34%	21%
Television	26%	16%
Does not apply	10%	6%
Total	163%	100%

Total exceeds 100 as respondents could select up to two.

Table 3 shows the media in which they work. The smallest group were those who work in television, though they were still significant in number and as a whole there was good participation from all media sectors.

Thus, taking all these into account, those participating in MARS and MEDIANE programmes comprised a good spread of media practitioners among occupations, organisations type and media.

This is firmly in line with the goal of these programmes, which was to bring influence to bear across all media.

How did Participation Influence them?

As noted, the final evaluation of MARS already has, and the final evaluation and MEDIANE will, present detail on how those involved responded immediately to their participation. Participants each complete a survey at the end of each Encounter and at the end of taking part in media exchanges. Further evidence is available from their media productions they some were involved in, and other opportunities are also available to comment on what they felt were the strengths and weaknesses of the programme.

What is of interest here, however, are the changes that have come about after a period of time, when participants return to their workplaces and are again caught up with the responsibilities and deadlines of media and other work. Thus a period of time – anything from a few months to two years – has elapsed since their initial interaction with MARS and/or MEDIANE, and they are likely to be in a position to give a more considered assessment of what it mean to them.

The overall purpose is to determine the *extent and nature to which respondents have changed their ideas and actions* as a result of participation in MARS and/or MEDIANE, and any further influence they may be aware of on other, especially in their workplace.

The survey is deliberately kept simple and direct, in two main sections. The first considers whether and how participation may have influenced respondents’ thinking and work practices. The second is about whether they have been engaged in communication and networking with others MARS/MEDIANE participants.

Changes to Thinking, Practice and Working with others

Table 4 Table 4 presents the results from the first section, drawing on responses to four statements. Respondents were asked to indicate their level of agreement with each. The order and sequence of statements in broad terms reflects an ever greater potential level of impact.

Thus it begins by asking whether participation has affected “the way I think about media diversity inclusiveness”; it then turns to whether it has “changed in some way my work practices”; from there it moves on to whether participation has “enabled me to influence others in my workplace and/or via my professional or personal networks”. At this point a further question is posed: whether their participation in MARS/MEDIANE has also, apart from or in addition to their working lives, “led, in my daily personal life, to some changes and/or new insights”.¹

The sequence is thus from *ways of thinking* about diversity inclusiveness, to *changes in work practices*, to *influencing others*; and finally to *changes in my wider life beyond work*.

Table 4: Influence on thinking and work practices, and influencing other in the workplace	Agree strongly	Agree somewhat	I am neutral	Disagree somewhat	Disagree strongly
"My participation in MARS/MEDIANE has changed the way I think about media diversity inclusiveness"	33%	47%	16%	2%	2%
"My participation in MARS/MEDIANE has changed in some way my work practices in relation to diversity and non-discrimination"	32%	44%	20%	2%	2%
"My participation in MARS/MEDIANE has enabled me to influence others in my workplace and/or via my professional or personal networks, in their approach to media diversity inclusiveness"	28%	47%	18%	4%	3%
Average	31%	46%	18%	3%	2%
"Aside from my professional practices, my participation in MARS/MEDIANE has led, in my daily personal life , to some changes and/or new insights"	83%			17%	

What is perhaps surprising about these results is the consistency of responses. The results demonstrate a high level of agreement with all four statements, when those responding ‘agree strongly’ and ‘agree’ are combined, and only a very slow decline through the sequence.

Thus 80% agreed that participation had changed the way they think about media diversity inclusiveness (mirrored in the 83% who said, in the forced-choice question, it had led to changes in their personal life); a slightly lower number of 76% agreed it had changed their work practices; and a similar 75% that it enabled them to influence colleagues. Notable also is the very small percentages who disagree either somewhat or strongly.

Respondents were also offered an opportunity to comment and many choose to. There are reproduced in full in Annex 1.

In addition to enhancing their depth and range of thinking, it’s clear that for many a key point was that their understanding of the issue had gone beyond simply diversity (e.g. that media should demonstrate diversity of experience) and inclusiveness (i.e. ensuring that excluded groups should have a voice), towards *diversity inclusiveness* whereby diversity is mainstreamed across all aspects of media.

¹ Because of the personal nature of the content, this last question had a more limited forced-choice options i.e. no neutral option response options of ‘agree’ or ‘disagree’

Communicating, Networking, Cooperating on Tangible Outcomes

The focus of the second part of the survey moved to *communication and networking with other participants in MARS and MEDIANE*; and whether these had led to concrete cooperation, and whether tangible outcomes had resulted.

Table 5: Influence on communication, networking and tangible outcomes

"I have, in the course of my work, communicated with other MARS/ MEDIANE participants on issues related to diversity and inclusiveness"	Frequently: 25%	Occasionally: 63%	Never: 11%
My participation in MARS/MEDIANE has led to ongoing networking with one or more of those involved in MARS/MEDIANE	I agree: 80%		I disagree: 20%
"My participation in MARS/MEDIANE has led to concrete cooperation with other participants involved in MARS/MEDIANE "	Frequently: 9%	Occasionally: 66%	Never: 25%
" My participation in MARS/MEDIANE has led to tangible outcomes with other participants involved in MARS/MEDIANE"	I agree: 52%		I disagree: 48%

One quarter of MARS/MEDIANE participants frequently engaged in communication, and a further 65% did so occasionally. For most, this would be part of ongoing networking, of which four in five are engaged. About one in ten engaged in frequent concrete cooperation, and a further two thirds occasionally cooperated. For just over half, MARS/MEDIANE led to tangible outcomes with other participants.

The fact that participants engage in communication with others at all suggests that they gained from their participation – they would otherwise be more likely to leave the entire experience behind them. The fact that so many followed through with ongoing communication, some of it frequent, and that over half also felt that tangible outcomes had been forthcoming, does point to a high level of engagement with the ideas and processes of MARS and MEDIANE.

These figures would also suggest that the rationale for following MARS with MEDIANE was correct i.e. ensuring that many participants in MARS also had the opportunity to participate in MEDIANE deepened the relationships between those involved, leading to more sustained individual and joint activities.

Again here comments were sought, and are included in Annex 2.

3. CONCLUSIONS

What overall conclusions can be drawn?

First, MARS and MEDIANE reached the full spectrum of media professionals, across different media types, different institutions involved in media, and different occupations. Analysis of the survey results suggests that outcomes have been achieved for all of them, with no major variations among different groups.

Second, their involvement led to four out of every five changing the way they think about diversity inclusiveness (and some of the remainder felt they already had a clear idea), and almost as many felt this resulted in changes to their work practices. Three quarters believed they influenced colleagues after returning to their place of work. Many of the comments suggested that were acting on a clear understanding of the central concept of MARS/MEDIANE: diversity inclusiveness.

Third, MARS and MEDIANE stimulated significant ongoing contact, communication and networking between those who had become involved. For three quarters this led to concrete forms of cooperation, at least occasionally, and for about a tenth such cooperation is frequent. For just over half, their participation has led to tangible outcome through collaboration with other participants.

The comments and personal testimonies offer evidence of diverse and rich experiences of media professionals, that have had lasting impact on their thinking and work whether as media producers, trainers and educators or in other capacities.

These figures, combined with the qualitative evidence of comments and personal testimonies, documented a considerable period after participation of many, point to a significant and ongoing impact on MARS/MEDIANE on the sector. Although figures are unavailable for comparable programmes, the results must be regarded as indicating a high level of influence on thinking, on actions and on communication and collaboration, all suggesting a strong outcome. It is also clear, especially from the comments that the great majority of participants engaged with the programmes in a serious and committed manner.

In part the results are to be explained by the depth of participation. The engagement of each media professional began with a minimum of about two days spent at an Encounter, and many attended more than one. The total number participating in exchanges was 205, each for five days – and almost all of these had also attended at least one Encounter. Furthermore, linking MEDIANE to MARS was an effective way to extend participation and thus deepen the impact for individuals and the relationships between them.

Other factors, such as the extensive and detailed planning that went into each intervention and the high quality of the inputs (as shown in the ongoing Encounter and Exchange evaluations surveys) would also have played a part in successfully engaging with participants.

It is not, of course, possible to be precise. However an idea of the outcomes so far, and into the future can be gained from the numbers involved. Approximately 750 media professionals took part in MARS and a further 760 in Mediane, in Encounters and exchanges (and others through newsletters and other means). The great majority of them have changed their way of working and are influencing their colleagues, students and others. This is not an insignificant number in the context of media in Europe.

4. PERSONAL TESTIMONIES

This final section documents personal testimonies of the outcomes for at least a few of those who participated in MARS and MEDIANE. The aim is to give a flavour of the types of outcomes emerging. Shorter comments on each of the two substantive survey sections are presented in Annexes.

Pekka Huolman, Senior Lecturer. Haaga-Helia, University of Applied Sciences, Finland - Pekka Huolman has transformed an existing course he delivers into one with a central role for inclusive journalism, and at least partly credits his participation in MEDIANE for this. He is also applying his MEDIANE experience in other ways. The following is his account. - "I have just transformed my magazine journalism course into a course of inclusive magazine journalism, and am delivering it currently to the first two groups: one with 14 students and a second of 22 students. The students are briefed to identify their sources from groups that usually get little coverage: ethnic minorities, immigrants, sexual minorities, disabled people, women... Everybody writes at least one story that fulfils the criteria of inclusive journalism. It is early days yet, but already there is one inclusive magazine being developed, and I have been reading some very interesting article plans. The current format of this course would most likely not exist without Mediane. Participating in the project allowed me to consider these issues in a more organized manner, sort of lifted the topic on the agenda. Also, the opportunity to discuss and develop these issues with European colleagues has been an asset. The principles were more or less familiar to me beforehand, but during Mediane I began to pay attention to them and contemplate how they were something that you could and should teach. After all, I think that the principles of inclusive journalism are best rooted through journalism education. Indeed, I have taken up the topic of inclusive journalism even on my economy journalism course. This too is going to produce a couple of articles although it was not a requirement... I also intend to use the Mediane Box as one assignment on my Media English course. Finally, in our new curriculum, there is another, though optional, course where issues related to e.g. international and ethnic issues and minority coverage are dealt with. It is delivered by my French colleague. All in all, I feel that every student graduating from our institution will now get the basic acquaintance of the principles of inclusive journalism during their education."

Ingrid Svanfeldt: Freelance in Radio and Television. Union of Journalists in Finland - "MEDIANE was a chance to think and reflect on these issues further and to get new great friends with a different background. New friendships with several journalists with very diverse background has personally given me a lot and made me think and act to change racism and prejudice in my country and within my work both as a freelance journalist and as a teacher. I always try to think myself into other people's situation so I think MEDIANE has helped me feel even more empathy. [I have also kept in touch with a few of those journalists I met there.]

Katharina Wecker. Freelance Journalist, Germany - The way that mainstream media represent minorities and diversity in its daily reporting has consequences for the reinforcement of stereotypes is illustrated here by the experience of this freelance journalist. "I did an exchange in Rome with a journalist who is Italian but of African origin. We did a vox pop style photo report and asked people on the street to give us a short interview. My colleague received some slightly racist comments regarding her skin colour and "surprising" ability to speak Italian. This incident showed just once more how important inclusive media reporting is since, in this instance, *many Italians are not even aware that there are black Italians*. So I'm more aware now of having a good balance in interview partners and expert sources in terms of gender, race and background.

María Crespo Burgueño: Freelance online journalist in Spain - The wider values implicit in diversity inclusion, and the daily struggles to affirm them, are emphasised here. - "I have noticed that we face the same problems as do journalists who cover social issues (not high enough on the agenda, lack of context, lack of empathy, minimal treatment from a real European perspective...). However, many professionals are willing to promote a pluralistic Europe, rich in diversity and respectful of differences. We do not know what the future of Europe will bring in the coming decades, but to grow together as a society we must not forget the values of respect, brotherhood and freedom; and journalists work every day in a situation of greater instability, should be able to practice their profession with commitment and security. Through this project we have shared problems of everyday life, but also interesting initiatives to improve our newsroom motivations and future projects. We feel less isolated in the small battles we engage in, and in which we have not stopped believing."

Plamen Lyubenov, Chair, Street Dance Zoom; street dancer, artist, youth worker; with Personal Assistant, Ekaterina, youth worker, trainer; Excellence Auditor - Plamen is developing further his experience with MEDIANCE and applying it in several contexts: "I am working on a very short MEDIANE product, a series of pieces that present the participation of artists/actors with disabilities, working alongside professionals without impairments and doing products that contribute to the life of the community. I also run a course for media people – seven now, who work with youth media in Bulgaria. And I am currently cooperating with a disability web portal in Bulgaria, www.uvrejdanianet.net. Started as a news portal/blog on disability issues and managed by two Bulgarians with disabilities, currently the page is covering issues for persons with disabilities - and not only in a mainstream context.

Nelson Bova, RAI radiotelevisione italiana, Journalist - This personal testimony of a veteran journalist of fifteen years maps out, as he describes it, a journey from knowledge to feelings in his approach to his work. "I work mainly for a regional newsroom, but my 'personal' borders are now, after participating in Mars and Mediane, much wider. i.e. I discovered I was relatively isolated in my work, and MARS MEDIANE allowed me to gain a wider perspective. Every journalist should certainly be able to do this. Participating was an opportunity to experience directly issues that certainly I was already aware of - such as how other countries are faced with unemployment, with poverty, with disability, with attitudes to homosexuality but only through newspapers, books, novels, essays. I had the chance to speak directly with colleagues from all parts of Europe. It has made a big difference. Now I can understand much better the nuances, the real situation, of those who daily face the same issues as I do; but thanks to a face-to-face relationship they offer deeper insight of what is *not said*, because of the short duration of reports or other restrictions. Through this I gain the *feeling* of something. So I have discovered that I *knew many things*, but I *couldn't feel* most of them. I have been working for social issues for 15 years, and I still do. I often meet people who are in need, who are forced to emigrate from their country, who fight for their rights. I thought I understood them. I have broadcast their story as honestly and professionally as I can. *You have to be professional*, schools of journalism teach you. *You don't have to take part, or support anyone, just tell the truth*. I am still working in my newsroom on social issues, amongst others of course. I continue to try to broadcast the truth that I see. But now, it's a different truth, a different awareness; more complete, some more than the academic approach that makes you a professional. I do not believe that this compromises my objectivity or professionalism as a journalist. Thanks to Mars and Mediane, I can now say in meetings, with executives and among colleagues, not only what I see, but also what I feel."

Alexandra Figueiredo, Media Analyst, Regulator Authority for the Media (ERC), Portugal - The following is from the perspective of a media regulator. "The MEDIANE Encounter in Lisbon contributed to the internalisation of diversity inclusiveness into my daily practice and analysis, making me more aware in assessing my working material. I've started to read more on the subject and having a deeper critical

reflection about the way media cover diversity issues, and the way media could integrate diversity into the news. I firmly believe that mediation between all the people involved in the process of news making is the way to introduce changes in journalistic practice. After the meeting I shared some of the reflections of the “soap box” participants and the common concerns and constraints expressed in the working groups, in particular by journalists. Diversity and pluralism in the media is one of the main lines ERC’s work. The existence of MEDIANE/MARS work tools that seek to objectify and reflect on these concepts is undoubtedly very useful for the achievement of our mission.”

Alessio Del Sarto, General Manager, Alessandria News: <http://www.alessandrianews.it/> - The Web news resource has increased the extent to which its content *is produced by* different minorities, and is spreading the story more widely. “I’ve organized seminars in my workplace, with newsrooms, administration and advertising teams, to discuss the issues of media inclusiveness. These seminars (five in 2014, and another five scheduled for 2015) are each attended by an average of 20 people. They are based on MEDIANE case studies I’ve heard about during the encounters and on the documents I’ve brought back from Cyprus and Lisbon events. My newsroom also produces articles and multimedia content about minorities in the area we cover, northwest of Italy. Historically we pay a lot of attention to minorities of all kinds, and our work is closely related to an important local cultural association—www.culturaesviluppo.it - maintaining close relations with groups of diverse ethnic, religious, cultural minorities. The area has seen massive immigration (about 15% of residents are foreign; in some suburbs, as much as 20% to 25%). Thus, while we have always *reported on* what is happening, after Mediane we have increased the volume of journalistic content *directly created by members these minorities*, stories from prison, disadvantaged districts and from areas with serious social challenges.”

Ana Cristina Pereira, Journalist, Publico, Portugal. - After being asked to produce a small book on media and racism by and NGO, SOS Racism, this Portuguese journalist thought a book on media and diversity would be more interesting, and she recruited another MEDIANE participants to co-produce it. “I’m a reporter. I spend time out there, on the ground (never enough). I have a strong interest in Human Rights and social exclusion. And Mike Jempson my collaborator, is more an author and a trainer on coverage of children, diversity, health, human rights, refugees, suicide, and on media regulation and press freedom. All the voices – diversity and the media’ is a small book printed with a Portuguese version and an English version. It is the result of a dialogue between two journalists of different genders, different generations, with different experiences, living in differed countries – the twinned cities of Bristol and Porto. The main idea is that as journalists, even over coffee we have a duty to be alert. We are the ones who should broach the subject with those who are ‘different’, those who are ignored, and the ‘strangers in our midst’. Their opinions are just as valid as those of people with whom we are already familiar. Encouraging them to speak and challenging their views as we would any other’s is the first step towards inclusivity. To pretend they do not exist does a disservice to them, to journalism and to society. And it allows the far-right to peddle their poison without antidote. The book will be distributed in bookshops and at three SOS’s events, Lisbon, Porto and Braga. I hope it is interesting to journalism professionals and students and to activists on Human Rights issues. We hope to attract journalism professionals and students and activists on Human Rights issues.”

Melanie Challe, Photojournalist, France - A photojournalist from France reflects on diversity inclusiveness poses questions, which is sometimes more important than seeking answers. When I report on events or interview people, I always ask myself: *Am I inclusive? Do I interview people from different background, gender?* It is the same in photography, sport or other topic: *Do I take a broad view of the subject, or do I stick to clichés?* So the first step is about how I view subject matter and to make sure that my approach is inclusive. If not, then I have to face up to it and to readapt it. Whatever the subject, even if it’s already on a gender subject just about women or whoever, there can be a different way to

approach it. Mediane reinforces my opinion that the goal is not always to find answers, but to raise more questions. In our work, we sometimes seek answers but within visions that are too narrow; and question about inclusiveness can open that out.”

Nadia Bellardi, Board member, Radio LoRa, Zurich, Switzerland - This acknowledges that even experienced journalists committed to diversity and intercultural practices can unwittingly fall back, in daily work, on superficial judgements, and that exercises and tools, like those developed in MARS/MEDIANE, can help out. “In my professional work I am confronted with people from very diverse cultural, social, linguistic and political backgrounds. Although I am a firm believer in intercultural practices and diversity approaches, I became aware that we all take ‘shortcuts’ at some point and sometimes base our judgements on superficial or ‘first impressions’, mainly out of the need to find categories for people and situations and then move on with our work. Reality is however much more complex and it is a good exercise to stop and re-consider our opinions and judgements from time to time. We recently held a team-building day for the employees of our community radio and we focused on intercultural exercises aimed at showing “the other side” of actions and situations. I personally also re-oriented my approach towards people I have known for a long time to leave space for new, positive elements in the working relationship.”

Eduardo del Campo. Staff writer, News Editor, El Mundo; Journalism Lecturer, Seville, Spain - This journalist and lecturer finds that MARS/MEDIANE has influenced both areas of work. “Participating in these programmes has helped me to be more aware of the need for inclusiveness in the media, and the lack of representation/participation in the news of so many different social groups and profiles. I have always been committed to the practice of a fair journalism, but the Mars and Mediane encounters offered data and examples of discrimination in the media that I had not seen. Since then I pay more attention to ensuring that my articles include different voices, particularly of women. As I don’t head the newsroom my influence is, I hope, by example through my own work and by offering more diverse sources to my colleagues. However, I began teaching journalism last year, about 30 alumni per semester, and I believe I can be more influential there including on the subject of inclusiveness in the media.”

Denisa UDROIU, RFI / Radio Roumanie, Finland - Changing a mind-set... “The most important outcome for me is the change of my mind set. I now think of inclusiveness and diversity in every report I write; it has become a habit to think of it on a regular basis. This major change in my mind is due to my participation in the programme, and it is reflected in all reports I write, regardless of the topic. Through my reporting I hope to educate people to think of issues from a diversity and inclusiveness angle. For example, I recently broadcast a report on a mundane topic, a festival. But while making it I paid special attention to what groups were there: Were all ages present? Were various nationalities present? Were various abled and disabled people both present? Was the venue easily accessible for wheel chairs or blind people? Were there various ethnic groups represented? Was this a venue where respect was shown to surrounding residents regarding the level of sound? All of these informed my reporting.”

Annex 1: Comments on Changes to Thinking, Practice and Working with other

<p>"My participation in MARS/MEDIANE has changed the way I think about media diversity inclusiveness?"</p>
<p>After more than two years since my first MARS encounter I could say I know to a great degree what media inclusiveness means: it is not only studying, reporting and presenting the "different" and the "excluded" ones from to society, but helping them be included back, make them visible and make the media audience think about them and their hidden problems. It is showing how the different are getting their contact points with the majority and how this changes their life.</p>
<p>Asking me others questions. Go deeper.</p>
<p>Awareness of Cultural Integration and Social Inclusion in a Human Rights Framework</p>
<p>Every day I can realize the importance of media diversity - as there are too many going in the mainstream, becoming yellow... Exchanging opinions on Mediane meetings, the screen I watch the society and media landscape becomes wider. Such point of view makes one's life more interesting and valuable</p>
<p>I agree only somewhat because I have been pretty much pro media diversity inclusiveness even before. It is nowadays an integral part of my teaching and I talk about it on every course.</p>
<p>I am very happy to participate in the Exchange and meeting in Wurzburg. I was able to understand the importance of diversity inclusiveness and to discuss with colleagues around Europe different tools and positive examples how may do it in our medias. My Exchange practice also helped me to meet some disabled people, who were in great need to receive well deserved news stream attention.</p>
<p>I have had the chance to raise positive doubts about my certainties of my inclusiveness approach</p>
<p>I understand, that diversity inclusiveness means more than reporting about minorities or e.g. female issues. To include people with different experiences, cultural, social background, will enrich our reports/journalism.</p>
<p>I was ok with "diversité" but it was difficult to understand "inclusiveness" Now it is clear and helpful</p>
<p>I was thinking that the diversity is about pointing the differences out. However, I found out that diversity in media and the diversity is about mainstreaming!</p>
<p>Including different perspectives and points of view as a *normal* practice; looking for creative approaches for programmes and stories that let the diversity angle emerge indirectly and without stereotypes</p>
<p>Inclusiveness can only depend on the will of people to really emancipate themselves. My experience in Rome and Brno has shown how in the first case the total lack of education of Roma groups determine a misunderstanding of media. This means that if we are going to teach medias, we are really forgetting the concept of ownership. In other words, if people are not empowered through a more holistic approach, medias per se do not constitute a panacea for everything. Therefore, inclusiveness and media must be connected to a few key words: - ownership -education -social awareness.</p>
<p>It has made me more conscious of the necessity of including diversity in all the stages of the production process</p>
<p>It made me even more aware that there is still a lot to do, when it comes to diversity inclusiveness.</p>

It means aggressively implementing measures and policies to enhance the participation of ethnic minorities in our editorial work - from planning up to the finished product.
It means looking at the stories which are not being told and the people who are not being included as creators of media.
It refers mostly to engagement of a varied population to the daily production of media content.
It's an important responsibility to bring diverse perspectives to the public - this is what I thought before but what might have become a greater emphasis now
Media diversity inclusiveness means presentation of all kind of minorities and different people in the media. In print and digital media should find place not only those accepted from the society, but also outsiders and this is criterion for the democracy in every one country. Journalists should hear the voice of the different groups, of the excluded ones. That's why it is positive when representatives from this groups work in the media, contribute for their production and are searched for comments and interpretations.
Mediane somewhat improved my awareness of how important is to include minorities in journalistic topics
Now I am more ready to think about diversity (minorities, women, different sexual orientations, and etcetera). It is not that I was unaware of it, but maybe I have become a little bit more "sensible" to it.
Now I pay more attention about the news I write and take care about the work of my colleague's journalists, in my quality of member of ethic council. It is very useful to know more, because have sometimes do call the attention in some communicates.
Participation in MEDIANE has definitely made me more conscious and aware of diversity inclusiveness in all aspects of my professional and personal life.
Since I am working as a trainer on gender issues in Spanish public media it was great to meet MEDIANE projects. It was a kind of legitimation for my work. Thanks.
The concept it's clearer for me now, I'm more aware of discrimination and lack of representations in the media of different social groups.
The main change MEDIANE encounters made for me is the way I approach any subject now. First, I was just interested in recognizing a not very inclusive behaviour. Now I am trying to convince other people to avoid making the same mistake.
The more Media becomes open - even in a technological way, to contributions from various parties and actors, the more the ethical values of the media and the need to empower the community groups who are not adequately represented in the media, to have their voice heard.
to think freely without political conditioning
To not make it about an "us" and "them" but rather an "us" that extends to larger and larger circles of the social and cultural sphere. To bridge that former dichotomy in my own thinking by focusing on similarities rather than differences.

Well, media diversity inclusiveness was fundamental in all respects, professional and life, before my experience In MARS/MEDIANE.

"My participation in MARS/MEDIANE has changed in some way my work practices in relation to diversity and non-discrimination?"

After participation I couldn't change the work practices of others, now I'm not working in mass media at all.

Asking me others questions.

because I am and was working in the field of anti-discrimination and diversity more than ten years the participation in MARS/MEDIANE did not change my work practices but I learned from the experiences of the other participants

Before the MARS/MEDIANE projects I had idea and some experience about diversity and discrimination, now they are part of my everyday life: in November 2013 I started the web site for sport for disabled people in Bulgaria disabledsportsbg.com and I am working on it on everyday basis. Today I know the main problems of the disabled people in my country and am representing them to the Bulgarian audience. I think and hope this web site will be a long term project.

Being a black person in Germany I have from onset very much aware on diversity issues and discrimination. I am happy to know MARS is sensitising these issues amongst journalists, there is a lot to be done in Germany media.

By better understanding what diversity means I have changed the way I am working on some topics. I try to have in mind different points of view, to reach different opinions and to present them. I started gathering contacts of not very often used experts who can make my texts more divers. The most important is not to respond to the expectations and attitudes of the majority, but to show the various angles of one problem and possibly find new and unexploited points of view.

By practically involving young people with ethnic minority backgrounds in my decision-making

I am currently working for a diversity media and a media literacy project in mainstream schools in Varna. We are issuing recommendations/ advices to our partners about the values that our team promote in terms of diversity and we check/discuss the material/interview/product prior to publishing it.

I am more aware of the importance of showing points of view coming from different actors of the society and trying to escape from the stereotypes or predefined roles given to certain categories of the population.

I am now more careful to be inclusive in my report AND in my daily thinking, which is very important!! I also spread the diversity /inclusiveness idea to my colleagues and friends

I am trying to include diversity in both training and conference themes

I am working more actively to give the people with disabilities a decision-making power when producing news, but in order to do so, my team started working with the media editors more than with the people with disabilities who have a background in media.

I do my research for the reports in the same way, but I double check my results in case of diversity inclusiveness.
I have change all my courses
I have matched my way of working with my European colleagues. It has been extremely useful for my work.
I have started to specifically researching and asking for more diverse interviewees underrepresented in media (i.e. women, Non-Germans, et cetera) for my reports.
I pay more attention in my daily practice to check if I'm being balanced, and ask my students to reassure to be as open and inclusive as possible.
I pay more attention now to have a balanced choice in interview partners regarding gender, origin, etc. instead of asking the first expert I can find.
I retired from teaching at the same time as this project began. However, I feel strongly that a lot of the discussions have informed the way my association's members teach and think about diversity
I started planning new initiatives about media inclusiveness
More attention to one's own biases; stronger intercultural efforts in HR management
Now I am more carefully about what I say and write. I feel that now I am always preoccupied with, and I have always remembering the human rights.
Now I am putting more attention on problems of different discriminated group of people. Covering their problems will help them to live better in the society.
Now I try to extend the people as sources, taking into account not only gender balance but fighting against ageism, homophobia, racism, etc.
Now they are an integral part of my teaching. Earlier, I only mentioned the issue at some point.
Well, I have deepened considerably into subjects regarding women, (anywhere) immigration flows, ethnic minorities...
Yes, I am making much attention to the language and the words that I use in my daily work
yes, in the same way as I explained in the previous answer

"My participation in MARS/MEDIANE has enabled me to influence others in my workplace and/or via my professional or personal networks, in their approach to media diversity inclusiveness"

As mentioned above - media inclusiveness is about diversity mainstreaming; 2. We have increase with 2% the media products, developed by teams with multiple skills, covering a common and not a particular issue; 3. We have introduced a better policy for monitoring and control of comments with an abusive or racist contents; 4. 4 new

<p>Actually "Periodistas" has always been very eager in its approach to media diversity inclusiveness. My column "Africans" has added a plus I think. It's true I've been more active in social networks, on-line initiatives, flash-mobs, speeches</p>
<p>As above, after the encounter in Germany and the EEMP exchange to Malta I have started to build a professional support network of colleagues who are covering disability issues in Bulgarian media in the light of the mainstreaming disability and not only-related to the disability itself.</p>
<p>As mentioned above, my mind switched as to be more aware of inclusiveness and I spread it to my personal and professional networks</p>
<p>By introducing more media channels to get our message across</p>
<p>Diversity inclusiveness was already a concern to the Portuguese regulator, still participating and describing the work done in the Lisbon encounter, brought per extra insight on what we were already doing.</p>
<p>Fortunately I already have had the chance to do so. But still too little.</p>
<p>I have already elaborated some communications about, to the journalist class.</p>
<p>I CAN explain it twenty students everything year I try to do the same with colleagues</p>
<p>I discuss the results of researches and the topic of reports, if they have or reduce clichés.</p>
<p>I had the opportunity to share ideas over the Italian situation for women representation in the media</p>
<p>I have brought awareness of the MEDIANE to the attention of The Director General, The Assistant Director General, The Head of Radio 1, The Editor of Arts & Features and my immediate colleagues in RTÉ.</p>
<p>I have encouraged young colleagues to become participants of Mediane, three of them took part in the encounters. One of them takes part in a European Exchange.</p>
<p>I have tried to influence before, in terms of including more female experts. I don't think Mediane has changed that, but it might in the future, as the topic of diversity is higher on my agenda now and I will probably transmit that to others</p>
<p>I involved many young people by teaching them what I had learned in the workshops</p>
<p>I think the seminar "Other Voices" that I arranged at the Swedish Radio after the London encounter, might have provoked some fruitful discussions.</p>
<p>I told my experience to the colleagues of my newspaper. I believe that telling them different examples of my practice and especially the seminar in Wurzburg, we will be more wise and agile when meeting some diversity inclusiveness problems.</p>
<p>I tried but it's difficult to involve colleagues that haven't attended the same experience. Much easier with young colleagues, just employed in the newsroom</p>
<p>I was like a lonely fighter. Problem - no one asked to work professionally, except everyone's own conscience, the - who cares?</p>

I work freelance so am outside of any office or bureaux.
It is spreading. I have initiated not only students but colleagues as well.
Now I check more carefully how my national television channel treat these type of subjects, because several colleagues participated in the seminar I contributed to organise.
Now I do that on a daily basis as well as through the website Roms & Media (www.romeandmedia.com). I have also been working with students at the university.
Our editorial offices and those of our partner organization is, today, thanks to my participation in MEDIANE, composed on people with diverse background, experience etc.
Since I mostly work for web/multimedia editions, I don't have that much contact with fellow journalists to be able to influence them at that moment. However, I'm sure the lessons I've learned through participating in MEDIANE will surface in my future work and so will have an indirect impact on the people I work with in the future.
Especially with my students and some colleagues.
Stronger focus on the importance of dialogue rather than many voices of many communities one alongside the other; re-launch of intercultural approach in project work.
The main task of the web site disabledsportsbg.com is not only to publish texts concerning disabled people who are underrepresented in the Bulgarian media, but also to present them in mainstream media. This way I can contribute to the inclusion of the disabled people in the society and make the Bulgarian media a bit more tolerant and diverse.
The organisation I work for has already diversity policy that tries to implement with more or less success, but not for lack of trying.
Working for the first web site for sport for disabled people in Bulgaria is strange enough. A lot of colleagues are asking "why" and explaining is part of my job. Most of them have never heard about most of the disabled athletes and the new information makes them think about this minority group and its efforts. I am slowly building a network of journalists and activists engaged in this topic, but it will take long time to change the stereotypes and make disabled athletes normal part of the mainstream and sports media.
Yes! Because if CoE projects, as Mars and MEDIANE, are working on the same goals, it is a kind of legitimation; and the legitimation is very important these days!

"Aside from my professional practices, my participation in MARS/MEDIANE has led, in my daily personal life, to some changes and/or new insights"
The knowledge, advises and alerts about the importance of diversity and pluralism on my work are always in my mind when I am teaching in my classes, in my university studies, and in my work, when I have to analyse incorrect news, to participate in journalistic conferences, even in may collaborative work to a Cap Verdian newspaper were I write about human stories and diversity.

Acceptance of one's own "cultural lens" / perspective, need to re-question beliefs and points of view as ongoing process.
After my participation in Mediane, I decided to get involved in a research programme focusing on the minorities in the media.
I am against any kind of stereotypes and any monolithic and authoritarian opinion, therefore Mediane had definitely a very positive influence on me
I do not watch TV the same way anymore
I feel I have matured in my approach to diversity issues, and don't feel as if it's something that some other people are experts in and I can't touch. Also now, it's more connected to curiosity than duty.
I got new insights as to how other groups may think according to their background or the way they are treated by society. It broaden my angle of view on issues. I regularly think of issues from an inclusive and diverse point of view and I speak to my network from this point of view;
I knew how the good, professional content of news has to look like.
I notice more the lack of diversity in reporting, especially TV and radio reporting. I notice much more other related points about advertising and film generally
I see the importance of diversity in all aspects of my daily life.
I'm working with journalism students, journalists and other media professionals regarding diversity inclusiveness.
I've met people, thanks to Mars/Mediane an exchanges experiences, who fights for the rights of minorities. It has made me richer in professional work and private life
more awareness, more effort for the issue
My personal view to disabled blind people was changed after my participation to MEDIANE exchange. I saw those guys, who are fighting daily and are very spirited. This show me that I am kind of lucky and at the same time motivates me to be a better person in my personal and working environment.
Specially regarding the inclusion of women. Now I'm more aware of the discrimination, more or less visible, that they still suffer.
Surely I have become much more conscious about the world we live in, that is the society we all have contributed to create.
The MARS/MEDIANE project helped gave me the chance to meet a lot of people from all over Europe and there is no doubt this has changed my life. After I started the web site disabledsportsbg.com I got a lot of friend working with disabled athletes and disabled athletes themselves. This turned out to be great experience and has changed my attitude to life and sport.
These Mars and MEDIANE projects has strengthen my conviction that it is possible to improve media treatment and content. So, thanks, again.
Trying out the media box made me realise how I was not as perfectly open as I thought I was.

Working on texts for disabled people has changed my attitude to life and human abilities. One example – the disabled tennis player Boris Tomov is not only the best in his sport, but has his own business, helps disabled children with wheelchairs, finds sponsors for other athletes. This inspired me to be more positive and try to develop in my profession in the stricken by the economic crisis Bulgaria. If a disabled athlete can do this, then I feel obliged to make the same.

Annex 2: Comments on Communicating, Networking and Collaborating with others

In the following comments, the names of individuals have been removed.

"I have, in the course of my work, communicated with other MARS/MEDIANE participants on issues related to diversity and inclusiveness"
70% of my current work is related to the diversity inclusiveness in media and I have been in contact with 18 of the MARS/MEDIANE participants
After my participation in the Wurzburg encounter I started collaborating with my Bulgarian colleagues. One started publishing texts for disabled athletes in the web site he is working for – bgdnes.bg. We have plans for some joint projects and I hope they will come true.
Aside the encounters, I have share experiences, issues that we had faced.
Because I don't feel necessity yet.
Exchanges of best practices for training
exchanging ideas and activities
I am in the middle of planning an exchange with another MEDIANE participant.
I contacted with people from my country who had attended Mediane
I keep contacts with [names person] and others on special topics
I'm working with [named person]
In my broadcasting company I discuss the helpful suggestions and concepts of the Mediane Encounters with our diversity manager. Together with the other participants of Mediane we reflect the possibilities of implementation in our working situations.
My MEDIANE exchange partner gave me some advices and ideas about disabledsportsbg.com. We discussed not only the technical problems of such site, but also the appropriate frequency for publishing texts, the approach to its readers and communication with the disabled people.
Not yet.
This was one of the best parts!

Through the Facebook page "Journalism..." and with the many approaches to eventual possible partners that didn't come to a good end, until I found [person name].
With my MEDIANE exchange partner we managed to speak a lot about the diversity and inclusiveness of our selected group of people for our project. We understand that in our future works that we must pay special attention to some new things.
With some participants of the encounters I was still in contact and we were submitting a project together to work on media and women's rights.
With Spanish journalists very often. With my partner's colleague, very often too. Less with other colleagues from Finland and U.K.
Within EJTA

"My participation in MARS/MEDIANE has led to concrete cooperation with other participants involved in MARS/MEDIANE."
A children-friendly tool on European Charter for Media Literacy; 2. Current cooperation with the advertising education forum - Belgium; 3. networking with 2 clusters: from Latvia and Bulgaria and 2 media trainers from those 2 NGOs on the profile of the journalists, covering economic issues in the 2 countries; 4. Youth cultures in media: an ongoing cooperation with a youth radio station in Scotland, the ROOTED radio in Malta and the media development program of the Bulgarian Foundation for Life Skills development. 11. Cooperation on ethics in media production: media department of Varna Free University and the media department of Wurzburg University.
A new partnership just emerged this week
At the moment I am trying to introduce in Bulgaria power chair football. I am working on this together with [named person] who is responsible for the power chair football in France and who was introduced to me during my MEDIANE exchange.
ERC and CSA Belgium are preparing an exchange visit in order to know better what both regulators are doing in terms of diversity and study possible ways of cooperation.
I am open to the possibility but it has not materialised yet
I am planning an exchange with a partner from the UK and also - we use animation and comics in our daily work on media literacy in schools. I cooperate more actively with [named person] from Malta and together with one Romanian association BUZZ MEDIA we develop a project on a media manual and introduction of the Media Literacy charter for young people, aged 13-18.
I asked my partner of MEDIANE exchange Monica Garcia for some working contacts in Valencia and she helped me.
I gave course in the university of Lille about my approach of Paralympics. With IPJ we organise a talk and an exhibition about disability and photography
I'd loved to, but it wasn't possible so far. I haven't been at any MEDIANE Encounters, probably a reason not to.

I'm in the beginning of the cooperation with a journalist in the exchange process, the work is not finished yet.
My Bulgarian colleague became one of the few Bulgarian sports journalists open to the diversity topics and willing to publish articles about sport for disabled people. The web site bgdnes.bg he is working for turned out to be a media open to these problems and is publishing texts for sport for disabled people.
Networking and exchanges with other industry associations; increased cooperation in advocacy and projects.
Not yet
Not yet but we are this is an option we will probably use.
Not yet, at least. However, there has been an idea about a collaboration that could happen in the future.
The cooperation I tired were mostly exchange of information, but they did not turn into projects
The network will develop more in the future, as the basis has already been established.
Unfortunately, our energies for cooperation were too sparse to continue. I was not the responsible of the project, so I have no idea what went wrong.
We have to see if the project we submitted get funded but the preparation and discussion process was very well.
With a Spanish journalist; on gender issues.

"My participation in MARS/MEDIANE has led to ongoing networking with one or more of those involved in MARS/MEDIANE?"

Actually, I'm going to participate now in an exchange with a colleague from Lithuania, and I keep in touch with others from Italy, Portugal, Spain, etc.

As I wrote above the encounters were not only interesting because of the content but also of getting to know people/organisations who work in the field.

During the Mediane encounter in Wurzburg I met a Bulgarian colleagues. Together with other Bulgarian participant in the Mediane project we are in contact in Internet and are planning a new joint work devoted to the tolerance and diversity in the media.

I'd like to participate in a multinational group involved in MARS/MEDIANE. Hope in the near future.

Exchange of programmes content and joint project work

I am currently organising the EJTA Autumn conference in Dublin and hope to have some of the people I met at Mediane participate. I will also be including a session on diversity at the conference and referring to Mediane as part of that.

I am in contact with many people that I met. For example the guys from national goal ball team, who were part of our MEDIANE exchange article. I am covering their events. Also we are in touch with some of the colleagues from MEDIANE meeting in Wurzburg.

I will work on this direction.
I'm working with [named person].
not yet, because I'm too busy right now
Now I have over 15 Facebook friends from around 10 countries who I met during the MARS/MEDIANE encounters. This friendships are not only a chance to know professionals from all over Europe, but I hope in the future they can lead to joint work and production.
Possibly we will be working along with the CSA Belgium.
several exchanges of information about diversity issues: lgbt, women and disabled people rights
through the Facebook page
With colleagues in Lisbon, for example.
yes I take some useful conversations exchanges and contacts with some participants
Yes, 7 current initiatives are on the way

"My participation in MARS/MEDIANE has led to tangible outcomes with other participants involved in MARS/MEDIANE"
Better understanding of the work and focus of different types of media and recognition of the professional value of community media; opportunities for exchanges across media sectors.
I didn't contact any other participants apart from my exchange partner.
I do not know yet, I hope the future will lead to more outcomes. But it remains important to meet people in person. It's the best way to brainstorm and discuss about mutual interests and possibilities.
I occasionally help other colleagues that I met in the encounters to advise them on subjects regarding Spain, as with a journalist from Turkey writing about the ETA ceasefire. But I'm sure that bigger and more tangible outcomes will come in the future as the human network matures and develops in time.
I tried to build a group of 5 to work together on disabled people items but I wasn't able to receive a grant
I was trying to promote my book in Germany, so I received some help from German participants in Wurzburg encounter.
In November 2013 together with another we started the first website for sport for disabled people in Bulgaria disabledsportsbg.com.
No and I have tried hard for over one year.

Parkour generation - series of 3 educational clips on self-determination, breaking taboos, awareness, and city spaces: involved: Street Dance Zoom - a group of young people with disabilities from Bulgaria and the Dance Parkour - trainers in parkour to young people from the UK. The clips will be broadcast online. will finalise hat before the Brussels encounter

We have developed and piloted 3 training tools for children, aged 8-10 on labelling and influencing the others.

MEDIA & DIVERSITY INCLUSIVENESS – WHAT IS THE PROBLEM?

Today, in Europe, too many people are not very visible; in fact some remain invisible, on screen!

Even worse, when these same groups appear in the media, they are confined to very specific roles and consigned to limited topics. Thus, as different groups are barely visible, they are being denied their voice in the democratic debate!

This is why the joint European Union (EU)/Council of Europe (CoE) MEDIANE – *Media in Europe for Diversity Inclusiveness* - programme has chosen to focus on the media's abilities and capacities to include diversities of today's European societies in the production process as well as in the design of media content, in particular of news that contributes to inform the public opinion.

Building upon various recommendations of the CoE bodies on media pluralism and diversity expression, the achievements of the 2008-2010 antidiscrimination campaign and its joint EU/CoE programme MARS – *Media Against Racism in Sport*, MEDIANE aims at considering diversity and non-discrimination as on-going angles of media coverage. Through this approach, MEDIANE wants to encourage truly inclusive modes of media content design and production.

To do so, MEDIANE offers the media and their professionals (journalism students and trainers, journalists, media managers, etc.) the opportunity of committing themselves to sharing professional practices, either during European or thematic encounters or on one-to-one basis, through European Exchanges MEDIANE activity. Beyond this sharing of experiences, these professionals will be invited to build a Media Index on diversity inclusiveness. This index shall be a tool, for the media and media professionals, to monitor their capacities to include diversity in the design and production of media content. It is also intended to serve as a decision making tool in favour of truly inclusive and intercultural modes of media content design and production.

Through the sources they use, the subjects they select and the treatment they choose, the media influence the agenda (what to think about) and public perception (how to think) of contemporary debates. This is why the Council of Europe considers truly inclusive information - where people can participate as witnesses, players, producers etc. – as crucial for democratic participation and social cohesion.

Some key figures about the problem!

In Europe, only a quarter of news items feature women, even though they account for over half of the European population (GMMP, 2010)

Immigrants represent around 10% of the EU population (*Eurostat, 2011*); they appear for less than 5% of the main actors in the news (*Ter Wal, 2004*)

Lesbian, Gay, Bisexual and Transgender (LGBT) people account for roughly 6% of the population of the United Kingdom but are represented as less than 1% on screen

Still in the UK, 20% of the population is disabled, but they are less than 1% to be represented on British TV (*CDN 2009-10 Progress Report*)

In Belgium (CSA, 2012), persons with disabilities still appear in secondary roles and only as subjects in relation to disability

Still in Belgium, women and ethnic minorities appear mostly in secondary roles or as extras in the information (CSA 2012, AJPB 2011), rarely as an expert or a spokesperson

In France (CSA, 2008), while ethnic minorities account for 19% of actors in all TV news, they are represented more heavily in sports and music stories, than in political, social and economic news: more than a third, compared with less than 10%.

In Europe generally (Ter Wal, 2004), these minorities appear less than 5% in political coverage, with women (GMMP 2010) account for less than 5% of actors in the economic or scientific news

... Something to add?