MEDIANE

Media in Europe for Diversity Inclusiveness

December 2014 **MEDIANE EVALUATION** **GLOBAL REPORT**

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1. Introduction and Contents

This report comprises the Final Evaluation Report of the Mediane Programme: *Media Exchanges for Diversity Inclusiveness, Anti-racism and Non-discrimination in Europe,* a joint initiative of the Council of Europe and the European Commission. Its duration is two years from January 2013 to December 2014. This report covers the period to the end of November 2013. In effect this covers the entire period as no additional actions are envisaged during December 2014.

Mediane builds on the earlier MARS (*Media Against Racism in Sport*) initiative[1], applying the lessons gained there, taking advantage of the good working relationships developed during MARS by involving most of the same partners, and targeting many of the same media professionals as a means to reinforce the impact.

Drawing on a special outcome survey undertaken in mid-2014, as well as on the MARS evaluation, the final section of this report explores the outcomes of both Mediane and MARS. The rest of the Report focuses exclusively on Mediane.

The Mediane research and data gathering methodology employed is detailed in Annex 1. In short it involved documentary analysis; a system set of online questionnaire surveys, both quantitative and qualitative, distributed at the end of each Mediane event and Mediane exchanges; and ongoing interviews during the course the Programme.

Section 2 offers a description of Mediane, its objectives, structures, key actors and interventions as envisaged at the time of its launch in January 2013. This will act as a benchmark later for progress.

Following this in Section 3 is a description and analysis of all outputs up to end of November 2014. It focuses on the 10 Encounters, based on the surveys returned, observations and documentation. Extensive comments from participants on the Encounters, following headings from the survey, are included in Annex 2.

Section 4 turns to the 160 European Media Exchanges completed, and analyses the feedback received.

Section 5 focuses specifically on a key output of Mediane: the Mediane Box.

Section 6, as noted above, draws conclusions on both MARS and Mediane Programmes, with a focus on outcomes.

Annex 1 details the methodology of the Mediane evaluation

Annex 2 presents survey comments from participants of Mediane Encounters, in response to a number of open questions.

Annex 3 documents the same, from participants in each of the Mediane Exchanges.

2. Key Features of MEDIANE

The Mediane Project as outlined in the Project proposal is described below. Included are its objectives, main interventions, the expected outputs, and partner roles.

[1] www.coe.int/**mars**

The approach taken by the MEDIANE Manager was to develop a broad framework for the programme incorporating its key features but, within that, to leave considerable leeway for MEDIANE partners to review and further refine the work plan soon after launch.

2.1 MEDIANE Objectives

The MEDIANE global objective, as described in the Project plan, 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." (p2) In practice this means "spreading and systematizing inclusive and intercultural approaches to media content production applied to any kind of media sector and content." (p3)

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 on and 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." [p1: emphasis added]

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

The approach to achieving this was concrete, meaning that learning and changes sought took place in large part through actual media production, direct collaboration and interaction between different media actors, and the creation and provision of useful resources, rather than through formal training sessions. The target actors include *media professionals*, *media and news managers*, and *journalism and media trainers*, across all types of print, broadcasting, multi-media and internet media. The focus was on three areas: the *media content production process*, *ethics-based factors shaping media,* and *journalism training*.[2]

Three main interventions were directed towards achieving this goal:

- Organising workplace exchanges of media practices between professionals in different European countries, each with the goal of producing specific outputs in the form of media content, or for use in journalism training or in the ethical aspects of media. These are termed European Exchanges of Media Practices (EEMPs) or **European Media Exchanges** for short, and a total of up to 160 were envisaged in the project plan.

- Organising **Media Encounters**, at European and sub-Regional levels media, in which professionals in the three media themes – media production, media ethics and journalism training – meet to develop resources, and contribute to MEDIANE objectives. Three European and seven sub-regional Encounters were envisaged in the plan, to attract a total of up to 500 participants.

[2] As the Programme has evolved the terms: *media or journalism production*, *journalism practice* and *journalism training* have been adopted for shorthand use.

- Building a **Mediane Box** (originally called the Media Index of Diversity Inclusiveness or MIDI, or (MEDIANE Tool for short) working closely with media professionals, as a self-assessment tool that would allow media organisations and practitioners to measure and track their inclusivity in relation to diversity and non-discrimination, and to act on the results. The goal was to make this available for the widest possible use by media-related organisations in all sectors.

Additional supporting measures were also envisaged, as a means to promote activities and to disseminate and amplify results, including a **MEDIANE Website**, and a **MEDIANE Newsletter**.

2.2. Expected Intervention Outputs

The interventions each had anticipated outputs, in turn expected to lead to the desired outcomes and final objective.

Media Exchange Products

The EEMPs required each pair of exchanging professional to produce one concrete output, resulting in 160 in total. The goal was that 100 of these would be **media reports** (in print, radio television or multimedia), broadcast or disseminated via media organisations and the MEDIANE Website. In line with the MEDIANE rationale, it was expected that the majority of these reports would not necessarily be *on the subject of media discrimination, exclusion or racism*. Rather they will *exhibit characteristics of inclusion and non-discrimination*, and the manner in which this is done would be documented by the producers.

A further 30 Media Exchange outputs were to comprise electronic, downloadable **training tools and exercises,** produced through workplace exchanges between journalist and media trainers.

The other 30 EEMPs Media Exchange would see the production of **guidelines and resources on media editorial and staff management**, based on inclusive ethical principles that embody inclusiveness and non-discrimination.

All Media Exchange outputs were to be available for download on the MEDIANE Website, and the MEDIANE Newsletter was to provide updated information on what is coming available.

MEDIANE Encounter Outputs

Outputs of the MEDIANE Encounters are tailored both the different stages of the programme's development, and to the requirements in each of the three domains.

Three two-day European Encounters, each intended to have about 65 participants and separated by a period of six months or more, were designed successively to:

- Provide training to media producers, media managers and trainers/teachers on diversity and non-discrimination;
- Help to define criteria and indicators of diversity inclusiveness to be introduced in the MEDIANE Box, and to test it;
- Finalise the MEDIANE Box, through bringing together selected participants in other Encounters and in EEMPs.

The Thematic Encounters were at the same time sub-regional in geographical scope, building on the perception in MARS that adjacent countries had often most that could be usefully and feasibly shares with each other. The seven of these, also two days in duration, would each host about 40 participants.

Three Media Production Encounters would produce 20 media reports; two Journalism and Media Literacy Encounters would focus on producing (or updating existing) a total 15 training tools for diversity inclusiveness; and two Editorial and Management Encounters would produce 10 management guidelines for inclusiveness and non-discrimination.

MEDIANE BOX on Diversity Inclusiveness

The MEDIANE BOX was the most innovative and potentially far-reaching of the MEDIANE outputs. It was envisaged to be available electronically on the MEDIANE Website and the centre piece of the resources available there.

As a tool for self-assessment by media organisations of their existing practices, the MEDIANE BOX would encompass a wide set of indicators covering all aspects of media content production, management, editorial and training. It will also include a set of resources and guidelines that will enable media organisations and professionals to address shortcomings and build capacities. Inspired in part by the Intercultural Cities Index[3], a Council of Europe conceived network of 21 cities building on the link between cultural diversity, creativity and innovation, MIDI is designed for media production organisations as well as training institutes.

2.3. Partners and Responsibilities

The full-time Project Manager, Reynald Blion, reports to the Head of Cultural, Policy Dialogue and Diversity Division of the Council of Europe. He is supported full-time in administration and logistics, until September 2014 by Ellsworth Camilleri and subsequently by Francesca Lionetti.

Three of the four main MEDIANE partners (all but EJTA) also took part in the MARS Programme.

Community Media Forum Europe (CMFE) is a platform of over 100 non profit-making media organisations serving local communities, for undertaking advocacy, research and capacity building in this growing sector, quite distinct from national public service sector and private commercial media.

The **European Federation of Journalists** (EFJ) is the regional organisations of the International Federation of Journalists, and links about 260,000 journalists in over 309 European countries.

The European Journalism Training Association (EJTA) brings together 55 journalism centre, schools and universities from 23 countries across Europe aiming to improve journalism education. A special relationship has been established with the **School of Journalism and Public Relations** (SJPR), Skopje, FYR of Macedonia, which has committed to working with EJTA in the area of journalism education. No funding is available for this as it is outside the EU.

Media Animation (MA) is a media education resource centre and lifelong learning organisation for the Brussels Wallonia Federation, and is recognized and receives a subsidy from the Ministry of Education and Ministry of Culture. It also facilitates a European network for media literacy: EuroMediaLiteracy.

Further associate partners are included in MEDIANE, though without specific resources. These are the **Association of Commercial Television** (ACT), the **European Broadcasting Union** (EBU) and the **European Newspaper Publishers' Association** (ENPA).

[3] See http://www.coe.int/t/dg4/cultureheritage/culture/Cities/Default_en.asp

The Project Description notes: "*The strength of this partnership is found in mixing various media actors and interests and in the very wide range of potential participants that they represent. On one hand, IFJ/EFJ will mobilise individual journalists. On the other hand, CMFE will bring non-profit/community media, while EJTA and Media Animation will include journalism trainers and media educators. Through their support and members' participation, ACT, EBU and ENPA will bring mainstream media; audio-visual public and commercial ones and the written press.*"

Having already built a positive working relationship in MARS, it was always intended that the Council of Europe and four main partners work closely in MEDIANE as a partnership. The main partner's general responsibilities were to:

1. Contribute to the definition and implementation of MEDIANE activities;
2. Commit their different network members to be part of the EEMP and encounters;
3. Support the development of MIDI in their respective fields of competencies and expertise;
4. Contribute to and participate in European Encounters and organise a sub-regional Encounter;
5. Share expertise with MEDIANE team and provide relevant contacts for inclusion in its activities;
6. Disseminate the outputs of the project, in particular the Media Index.

Responsibility for the three thematic areas was also allocated between partners, according to their expertise. CMFE was responsible for the Media Production EEMPs and three Encounters; the IFJ for the media ethics and editorial management EEMPs and two Encounters; and EJTA /MA for the journalism training.

3. EVALUATION OF ENCOUNTERS

A total of ten MEDIANE Encounters, as originally planned, were run during the course of the Programme, each in a different European country.

The main evaluation methodology of outputs from the Encounters comprised the circulation of hard-copy or online Surveys (participants were given a choice of which), containing a number of primarily multiple-choice questions. Almost all were completed either immediately following at the end of the Encounter, or within a few days afterwards. What these provide are:

a) A picture of the types of people attending, their gender, age, occupation, organisations and main media activity;
b) What they felt about the Encounters, in terms of their preparation organisation and content;
c) Whether they believe they influenced their understanding and use of diversity inclusiveness;
d) Whether they expected to participate in future events, and the kinds of support they would like beyond the Encounter;
e) In their own words, what they believe they individually brought to the Encounter; and the single most and single least useful activities they experience in the Encounter;
f) In the case of the final Encounter only, what participants thought of the MEDIANE BOX, and whether they would recommend its use to their peers.

The results are presented – all the quantitative data - in the form of a set of aggregated tables that allow comparison. The extensive set of free-hand comments left by participants are contained in Annex 1.

The following lists the type of Encounter, the location and date of each:

European Encounter	Nicosia, Cyprus	June 10th – 12th 2013
Media Production	San Sebastian, Spain	September 12th – 14th 2013
Media Production	Groningen, The Netherlands	September 18th – 20th 2013
Journalism Practice	Thessaloniki, Greece	October 4th – 6th 2013
Journalism Training	Florence, Italy	October 23rd – 25th 2013
European Encounter	Lisbon, Portugal	March 26th to 28th 2014
Journalism Practice	Würzburg, Germany	April 11th – 13th 2014
Media Production	Split, Croatia	April 28th – 30th 2014
Journalism Training	London, United Kingdom	June 11th – 13th 2014
European Encounter	Brussels, Belgium	November 12th – 14th 2014

3.1 Participation and Participants

Based on the list of attendees, 616 participants took part in the ten Encounters. This gives a survey response rate of 57%, which is relatively high and certainly adequate for the purposes here. Table 1 shows the attendance, survey completion and gender breakdown for each Encounter.

Table 1 - Participants & Surveys	Present*	Total surveys	Male surveys	Female surveys	Response Rate
European Encounters					
Nicosia, June 2013	85	36	18	18	49%
Lisbon, March 2014	109	72	30	42	66%
Brussels, November 2014	137	77	30	47	56%
Media Production					
San Sebastian, September 2013	42	28	11	17	85%
Groningen, September 2013	38	28	9	19	85%
Split, April 2014	41	21	7	14	51%
Journalism Practice					
Thessaloniki, October 2013	42	15	8	7	56%
Würzburg, April 2014	38	28	18	10	74%
Journalism Training					
Florence, October 2013	39	18	7	11	41%
London, June 2014	45	28	8	20	62%
Total Participants	**616**	**351**	**146**	**205**	**57%**

*Numbers are based on attendees list excluding Council of Europe & Project Consultants.

Gender breakdown overall, according to the surveys, was 42% male and 58% female.

The age range is below. Overall it suggests poor attendance from the under 25 year group compared to the others.

Table 2 - Age Range in Years (%)	<25	26 - 40	41 - 55	56+	Total
European Encounters					
Nicosia, June 2013	**3**	**42**	**36**	**19**	**100%**
Lisbon, March 2014	**7**	**43**	**31**	**19**	
Brussels, November 2014	**7**	**40**	**40**	**13**	
Media Production					
San Sebastian, September 2013	**0**	**50**	**39**	**11**	**100%**
Groningen, September 2013	**0**	**59**	**38**	**3**	
Split, April 2014	**0**	**57**	**38**	**5**	
Journalism Practice					
Thessaloniki, October 2013	**0**	**47**	**27**	**27**	**100%**
Würzburg, April 2014	**4**	**39**	**32**	**25**	
Journalism Training					
Florence, October 2013	**0**	**22**	**50**	**28**	**100%**
London, June 2014	**0**	**36**	**54**	**11**	
Total	**3%**	**44%**	**38%**	**16%**	**100%**

Table 3 - Country of Participants	*Percentage*
Italy	**12%**
Netherlands	**11%**
Belgium, France (each)	**10%**
Romania	**9%**
Germany , Portugal (each)	**8%**
Cyprus	**7%**
UK, Spain, Ireland (each)	**5%**
Sweden, Bulgaria, Finland, Croatia (each)	**4%**
Poland	**3%**
Other (including 1.7% non EU)	**7%**

Table 3 illustrates the country in which participants mainly work, in percentages.

Hosting an Encounter has tended to boost the number of nationals attending from that country. Overall, however, there is a good spread of nationalities, and among larger and smaller countries

Table 4 - Occupation of Participants (Participants could indicate up to two)		
Occupation	**Number (surveys)**	**%**
Journalist	178	36%
Lecturer/teacher/trainer	70	14%
News editor/Chief editor	42	9%
Researcher	30	6%
News manager/director	21	4%
Union	17	3%
Education Management	11	2%
Student	11	2%
Regulatory body member	10	2%
Other editorial staff	7	1%
Publisher	4	1%
HR Manager	2	0.5%
Other (please specify)	88	18%
TOTAL	**491**	**100%**

Table 4 looks at the occupation of participants. Respondent could choose up to two, and most of those selecting 'other' had also selected from the list.

Among the 'other' category responses were: Union Executive Committee Member, Media Network Coordinator, Media Education Programme Manager, Website founder, two press photographers, NGO President/Director, and social media entrepreneur, Media PR, video editor, gender officer and industry trade body representative.

The types of organisations were also diverse (again it was permitted to choose up to two), as shown in Table 5.

Amongst the 'other' category were several NGOs (including human rights and anti-racism) and universities, a Journalists' Association, research institute, national news agency, primary school, language school department, global online publisher, and a news agency.

Table 5 - Participants' Organisations n= (Participants could indicate up to two)		
Occupation	**Number (surveys)**	**%**
Freelance	84	18%
Public service media	83	18%
Commercial/private media (incl. print)	68	15%
Journalism/communication school/department	52	11%
Community media	51	11%
Trades Union	31	7%
Ethnic & Diversity media	30	7%
Journalism/media training body	20	4%
Media literacy organisation	18	4%
Regulatory body	8	2%
Editors/broadcasting association	6	2%
Press council	3	1%
Other (please specify)	35	8%
TOTAL	**461**	**100**

Finally, there was a relatively good spread between the different media types overall, illustrated in Table .

Table 6 - Percentage Involved in Different Media											
Encounter	**Nicosia**	**Lisbon**	**Brussels**	**San Sebastian**	**Groningen**	**Split**	**Thessaloniki**	**Würzburg**	**Florence**	**London**	**Total**
Themes	**European**			**Media Production**			**Journalism Practice**		**Journalism training**		**Ave-rage[4]**
Print	**28**	**26**	**21**	**14**	**21**	**22**	**16**	**50**	**10**	**25**	**22**
Radio	**14**	**26**	**26**	**24**	**27**	**30**	**26**	**21**	**5**	**36**	**24**
TV	**25**	**12**	**29**	**26**	**23**	**22**	**26**	**29**	**29**	**32**	**20**
Web/ Multimedia	**14**	**29**	**28**	**33**	**29**	**28**	**26**	**39**	**33**	**39**	**27**
Doesn't apply	**19**	**8**	**5**	**2**	**0**	**0**	**7**	**7**	**24**	**14**	**7**
Total %	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

3.2 Satisfaction with Organisation, Content and Expectations

The level of satisfaction of participants with the organisation, content and activities was the subject of a couple of question, with results shown in
Table 7 and Table 8.

Table 7 - Satisfaction with organisation of Encounter (percentages)											
Encounter	**Nicosia**	**Lisbon**	**Brussels**	**San Sebastian**	**Groningen**	**Split**	**Thessaloniki**	**Würzburg**	**Florence**	**London**	**Total**
	European			**Media Production**			**Journalism Practice**		**Journalism training**		**Ave-rage**
Very Satisfied %	**56**	**63**	**78**	**82**	**48**	**65**	**53**	**69**	**78**	**68**	**66**

[4] The effect of weighting here and elsewhere is to give an average of all participants, rather than an average of the Encounters (the latter would have given them an identical weight to small and to large Encounters.).

Somewhat Satisfied %	**35**	**36**	**18**	**11**	**37**	**30**	**40**	**18**	**22**	**25**	**25**
Neither one nor other %	**6**	**2**	**1**	**7**	**0**	**5**	**7**	**4**	**0**	**4**	**4**
Somewhat dissatisfied %	**3**	**0**	**1**	**0**	**15**	**0**	**0**	**11**	**0**	**4**	**4**
Very dissatisfied %	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Weighted Total Max=5	**4.4**	**4.7**	**4.8**	**4.8**	**4.2**	**4.6**	**4.5**	**4.5**	**4.8**	**4.6**	**4.6**

Table 7 shows the level of satisfaction with the organisation of the encounter, whether it was appropriate and effective to achieve what it set out to do. Overall, satisfaction is high, with all Encounters achieving a score of over 4 out of 5, though with some variations. (The system of weighting gives a weight of 5 to 'very satisfied' and so on down to a weight of 1 to 'very dissatisfied'.)

Table 8 shows the level of satisfaction with the content and activities. Again these are very satisfactory overall, but there are some clear variations. No participant expressed strong dissatisfaction in relation to either issue.

Table 8 - Satisfaction with content and activities of Encounter (percentages)

Encounter	**Nicosia**	**Lisbon**	**Brussels**	**San Sebastian**	**Groningen**	**Split**	**Thessaloniki**	**Würzburg**	**Florence**	**London**	**Total**
	European			**Media Production**			**Journalism Practice**		**Journalism training**		**Weigh-ted**
Very Satisfied %	**56**	**44**	**54**	**57**	**41**	**45**	**33**	**54**	**56**	**57**	**50**
Somewhat Satisfied %	**32**	**49**	**41**	**36**	**41**	**50**	**53**	**39**	**44**	**39**	**42**
Neither one nor other %	**3**	**2**	**0**	**7**	**4**	**5**	**7**	**0**	**0**	**4**	**3**
Somewhat dissatisfied %	**9**	**5**	**2**	**0**	**15**	**0**	**7**	**7**	**0**	**0**	**5**
Very dissatisfied%	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Weighted Total Max=5	**4.4**	**4.3**	**4.4**	**4.5**	**4.1**	**4.4**	**4.1**	**4.4**	**4.6**	**4.5**	**4.4**

Overall, then participants were satisfied with both with the organisation of the events, and with the content they were provided with and the activities undertaken. With slight variations, this held across all Encounters.

3.3 Influencing views and perceptions

A second part of the survey explored the more difficult area of whether taking part in encounters influenced the views perceptions of participants.

A number of statements were put to participants, and they were asked to indicate where they stood in relation to them, on a scale from "agree strongly" to "disagree strongly".

The first such statement was: *"In relation to diversity issues/challenges, the Encounter **gave me a better understanding** of what an inclusive approach to media content means in journalism training, production or practice"*

Table 9 - Better understanding of an Inclusive approach (percentages)

Encounter	**Nicosia**	**Lisbon**	**Brussels**	**San Sebastian**	**Groningen**	**Split**	**Thessaloniki**	**Würzburg**	**Florence**	**London**	**Total**
Themes	**European**			**Media Production**			**Journalism Practice**		**Journalism training**		**Ave-rage**
Agree strongly %	**29**	**46**	**53**	**54**	**41**	**45**	**27**	**46**	**67**	**50**	**46**
Agree somewhat %	**47**	**46**	**37**	**36**	**30**	**55**	**60**	**36**	**28**	**39**	**39**
Neither agree nor disagree %	**24**	**3**	**9**	**7**	**11**	**0**	**7**	**7**	**6**	**7**	**8**
Disagree somewhat %	**0**	**2**	**1**	**4**	**19**	**0**	**7**	**4**	**0**	**4**	**4**
Strongly disagree %	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**7**	**0**	**0**	**1**
Weighted Average	**4.1**	**4.3**	**4.4**	**4.4**	**3.9**	**4.6**	**4.1**	**4.1**	**4.6**	**4.4**	**4.3**

A degree of variation is evident particularly among those who expressed strong agreement. Overall the level of agreement is consistently high, however, and not far off half agree strongly.

The second statement put was: *"In relation to diversity issues/challenges, the Encounter **demonstrated new ways of implementing an inclusive approach** to media content in journalism training, production or journalism practice"*

Table 10 - Demonstrated new ways of implementing an inclusive approach											
Encounter	**Nicosia**	**Lisbon**	**Brussels**	**San Sebastian**	**Groningen**	**Split**	**Thessaloniki**	**Würzburg**	**Florence**	**London**	**Total**
	European			**Media Production**			**Journalism Practice**		**Journalism training**		**Weigh-ted**
Agree strongly %	12	31	43	36	19	35	27	35	61	39	34
Agree somewhat %	53	49	49	54	59	60	53	46	39	46	51
Neither agree nor disagree %	27	12	5	7	15	5	7	11	0	7	10
Disagree somewhat %	9	7	1	4	7	0	13	4	0	7	7
Strongly disagree %	0	2	0	0	0	0	0	4	0	0	1
Weighted Average	3.7	4.0	4.4	4.2	3.9	4.3	3.9	4.0	4.6	4.7	4.2

While 85% are again in agreement, a significantly smaller number (about one third) feel strongly about it. About 8% disagreed, and the vast majority of them only to a slight degree.

The final statement was: "*In relation to diversity issues/challenges, the Encounter* ***demonstrated advantages of exchanging views and collaborating****, between media sectors, types or organisations, including training centres, unions, regulatory bodies etc."*

Table 11 - Demonstrating advantages of exchanging views and collaborating											
Encounter	**Nicosia**	**Lisbon**	**Brussels**	**San Sebastian**	**Groningen**	**Split**	**Thessaloniki**	**Würzburg**	**Florence**	**London**	**Total**
	European			**Media Production**			**Journalism Practice**		**Journalism training**		**Weigh-ted**
Agree strongly %	59	70	69	61	56	60	40	61	83	79	64

Agree somewhat %	**29**	**29**	**30**	**29**	**37**	**30**	**53**	**32**	**11**	**14**	**29**
Neither agree nor disagree %	**8**	**2**	**0**	**11**	**7**	**5**	**7**	**4**	**0**	**4**	**5**
Disagree somewhat %	**3**	**0**	**1**	**0**	**0**	**5**	**0**	**0**	**6**	**4**	**2**
Strongly disagree %	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**4**	**0**	**0**	**0**
Weighted Average	**4.4**	**4.7**	**4.7**	**4.5**	**4.5**	**4.6**	**4.3**	**4.5**	**4.8**	**4.7**	**4.6**

Overall the highest level of agreement is expressed in this area i.e. that the Encounter demonstrated advantages of exchanging views and collaborating between media sectors etc. Almost two thirds agree strongly with this statement.

Finally, participants were to suggest what kinds of support might assist them in practicing inclusive media coverage. They could choose several options.

All options had some supporters, but the most popular was clearly training workshops and Case Study examples, followed by reliable contact sources, financial support, and Tools for reflecting on diversity in the workplace.

Table 12 - Assistance to Include Diversity in Daily work/coverage	**#**	**%**
Training workshops (Content and Techniques)	234	24%
Case Study examples of good practice	185	18%
Good, reliable contact sources from diverse backgrounds dealing with your issue	130	13%
Financial support	118	12%
Tools for reflecting on diversity in the workplace	89	9%
Production techniques manuals or examples	86	9%
Arguments that make the case to senior management on diversity	85	9%
E-learning tools (content and techniques)	70	7%
Total	997	100%

4. MEDIANE EXCHANGES

4.1 Participation Figures and Participant Features

A total of 371 applications were received for the MEDIANE exchanges, of which 24 were deemed not to be eligible. Of the reminder 75 could not identify a suitable partner. Over 50 pairs also later cancelled, which perhaps is not surprising given the length of commitment required – a five day visit followed by five days hosting.

The final total of media professionals engaging in Media Exchanges was 143 (on exchange could not complete the second exchange due to ill health). The first Media Exchanges began in September 2013, the final one completing in early December 2014.

Although the target was not achieved, the overall result was, relatively, significantly better than that of MARS. Several factors account this, including a higher level integration between the programme components; the enhanced financial terms for participants; greater clarity for participants regarding the possibilities and the broader scope of MEDIANE as compared to MARS; and the promotion work during MARS in terms of building up a network of potential applicants.

A total of 93 surveys were completed by those undertaking Media Exchanges, about 65% of the total. The results are presented here.

In terms of the **usual place of work of those exchanging** (closely corresponding to countries visited for the exchanges), Italy accounted for 15%, followed by Spain at 12%, then France and Germany at 11%, the UK and Bulgaria at 8% %, and then Portugal, Romania, Ireland and Austria in and around 5%. Cyprus, Finland, Greece, Hungary, Malta, Netherlands and Poland also featured, giving a total of 18 countries.

The largest participating **occupational group** by far is journalists, with 69% of the total, followed by lecturers, teachers or trainers at 14%, and news or chief editors at 9%. There was a significant number of students (8%), researchers (7%) and news managers and directors (5%), and other represented to a lesser degree.

In terms of **employment organisation**, those working freelance accounted for 45%, followed by community media (17%), public service media (16%), commercial and private media (14%) and ethnic & community media (9%). Journalism schools and media literacy organisations each had 6%, and there were also a few some from media training bodies and a regulator.

All the main **media types** were well represented, quite a few working across several media, with over half in web/multi-media (59%) and in print (54%), in radio (41%), and television (24%).

4.2 Satisfaction of Participants with Exchange Organisation and Preparation

Three questions were put to participants regarding their satisfaction with the organisation of the exchanges:

1 "Overall, are you satisfied that **the type of media organisation you visited** was appropriate for what you wanted to achieve?"

2 "Overall, are you satisfied that the media organisation you visited **was well prepared for your arrival**, in terms of enabling you to spend your time productively?"

3 "Overall, are you satisfied that **you yourself were well prepared on your arrival**, enabling you to spend your time productively?"

Erreur ! Source du renvoi introuvable. Table 13 shows the results of each:

Table 13 - Level of Satisfaction with ...					
Very Satisfied	**Somewhat Satisfied**	**Neither one nor other**	**Somewhat dissatisfied**	**Very dissatisfied**	**Weighted Total Max=5**
...type of media organisation visited.					
78%	**17%**	**3%**	**0**	**1%**	**4.7**
...preparation of host media organisation.					
72%	**21%**	**5%**	**1%**	**1%**	**4.6**
...my preparation for the exchange.					
59%	**36%**	**5%**	**1%**	**0**	**4.5**

Levels of satisfaction are high especially with the type of organisation visited and their preparation. Interesting, participants felt their won preparation was slightly weaker.

4.3 Influencing views, practices and perceptions

As with the Encounters, the survey attempted to gain insight into whether the activity resulted in changes to thinking and to practices.

The first two questions looked at whether a deeper understanding was achieved in relation to an inclusive approach in media; and to whether it demonstrated to them specific advantaged that accrue from exchanges:

"In relation to diversity challenges and via the EEMP visit, I have been able to get a better understanding of what an inclusive approach to media content means in journalism training, production or practice"

"In relation to diversity challenges, the EEMP demonstrated advantages of exchanging views and collaborating between media sectors, types or organisations, including training centres"

The third looked at the issues of changes in practice to implementing an inclusive approach in media.

> *"In relation to diversity challenges and via the EEMP visit, I have been able, with my exchange partner, to work on new ways of implementing an inclusive approach to media content in journalism training, production or journalism practice."*

Responses are below:

Table 14: In relation to diversity challenges and after the Exchange					
Very Satisfied	**Somewhat Satisfied**	**Neither one nor other**	**Somewhat dissatisfied**	**Very dissatisfied**	**Weighted Total Max=5**
...I have a better understanding of what an inclusive approach to media content means.					
59%	**39%**	**2%**	**0**	**0**	**4.5**
...it has demonstrated advantages of exchange and collaboration.					
68%	**28%**	**3%**	**1%**	**0**	**4.6**
...I have been able to work on new ways of implementing an inclusive approach.					
52%	**40%**	**6%**	**2%**	**0**	**4.4**

Participants were also asked about their overall experience: "Overall, was the experience of collaboration with your exchange partner positive and worthwhile?"

Table 15 - Overall, was the exchange positive and worthwhile?					
Very Satisfied	**Somewhat Satisfied**	**Neither one nor other**	**Somewhat dissatisfied**	**Very dissatisfied**	**Weighted Total Max=5**
84%	**11%**	**2%**	**1%**	**1%**	**4.7**

The result here is the most positive of all. About 5 in every six were very satisfied that the exchange was positive and worthwhile. Given that they and devoted five days of their time at the exchange itself, and additional time supporting their visitor, this must be considered a very positive result.

5. THE MEDIANE BOX

The MEDIANE Box was launched only at the end of the final MEDIANE Encounter in November 2014 so there was little opportunity for even participants at that Encounter to try it out in practice.

However, participants were asked their views of the tool, not based on experience of the live version of it, but based on multiple small-group workshops that were run earlier in the event that discussed each of the sections in depth. These allowed participants to become familiar enough with the concept and content of the MEDIANE Box to enable them to complete the final Encounter Evaluation Survey. (Participants were advised to check "Does not apply to me" that if they felt that they had insufficient contact with the MEDIANE Box to enable them to make an informed judgment.)

Table 16 - Impressions of the MEDIANE Box	Agree strongly	Agree somewhat	I am neutral	Disagree somewhat	disagree strongly	Does not apply to me
"The MEDIANE BOX is a useful tool for media professionals to monitor and support media inclusiveness."	47%	35%	8%	1%	0%	8%
"I would recommend to appropriate colleagues to try out the MEDIANE BOX for themselves."	69%	20%	2%	0	0	8%

These show a highly positive regard for the MEDIANE Box. The higher number of affirmative actions suggest that many would recommend the MEDIANE Box to others, through the might not find it useful to themselves.

This opinion is also reinforced, and the thinking behind it revealed, in the comments in Annex 2.

6. OVERALL CONCLUSIONS

The following summarises conclusions regarding the impact of MEDIANE Programme, but also the MARS one (more available in online report; Seán Ó SIOCHRÚ, *MEDIA Diversity Inclusiveness, Does It Have an Impact*? Strasbourg, Council of Europe, December 2014).

MEDIANE had a core goal, which was to promote 'diversity inclusiveness' in media. The main outcome of MEDIANE is the investment and the significant mobilisation of professionals in the media sector, broadly defined, across virtually every country of the EU. The MEDIANE programme organised a total of 10 Encounters, each with a duration of at least two days that attracted over 600 participants. Of course some participants attended more than one – there was a deliberate strategy of reinforcing the learning among participants – but the total number of *professional days* devoted to these events came to well over 2,000.

A second major intervention deployed by MEDIANE, as well as by MARS, was the organisation and funding of exchanges among professionals, where each would visit the work place of the other for five days and produce a common output or content that embodied, in different ways, diversity inclusiveness. A notable feature of these outputs is that they can be freely used, for instance for free or non-profit republication or as training material, by all. MEDIANE supported 143 media workers to complete such exchanges. This would bring the total number of media professional days devoted to the theme of diversity inclusiveness to not far off 2,600. This volume of effort is not insignificant even in the context of Europe as a whole.

Participants came from all backgrounds, especially journalism (over a third) but also trainers and educator, editors and news managers and researchers and with some regulators, HR managers and publishers. They came from every corner of the EU, and represented a good gender balance with slightly more women than men. The very fact that so many were motivated to devote time to this, many returning for more, suggests that they gained some advantage.

This global evaluation was designed to explore and assess each of the stages of change, based mainly on self-reporting of surveys. Many aspects of the media sector, media production, training, education, regulation tend to resist mechanisation: it is a knowledge producing and processing sector. Hence human interaction components - communicating, exchanging ideas, co-producing – are central to its change and evolution. This evaluation surveyed each of these stages and focused primarily on impact in terms of 1/ Changing thinking, 2/ Changing practices, 3/ Reinforcing through communication, 4/ Cooperating and 5/ Influencing others.

As shown previously, the immediate impact of the Encounters is significant and very widespread. After MEDIANE Encounters, most of the participants that they had gained a "*better understanding of what an inclusive approach means... in practice*". The same agreement has been given by those having completed exchanges. The important point here is how much of that carried forward into long-term changing in thinking, the subject of enquiry of the Impact Survey completed in September 2014 (See results in online report: Seán Ó SIOCHRÚ, *MARS / MEDIANE Outcomes' Survey – Global results,* Strasbourg, Council of Europe, December 2014). Participants have been asked whether participation had "*changed the ways I think about the media diversity*". A total of 81% agreed that it had, and over one third agreed strongly with this. *Thus over four fifths of participants in Encounters and Exchanges moved, in Stage 1, from raised awareness and better understanding, to longer-term changes in thinking about media diversity.*

Applying Learning and Changing Practices

After each MEDIANE encounter, those attending encounters were asked if they agreed that the experience had "*demonstrated new ways of implementing an inclusive approach to media content*"; and 85% did so. Those completing exchanges were asked is if they had been able "*to work on new ways of implementing an inclusive approach to media content*" and 92% agreed. The later Impact Survey (Concerning MARS and MEDIANE programmes) looked directly at whether their earlier participation has "*changed in some way my work practices in relation to diversity and non-discrimination practices*": 77% agreed that it had. These figures indicates strongly that virtually all those who had changed their thinking regarding media diversity inclusiveness went on to apply the learning to modify their work practices.

Communicating and Reinforcing New Practices

The evaluation approach adopted argues that new practices are reinforced through communication with others, especially others who have been involved in MEDIANE. When asked whether they had, in the course of their work, "*communicated with other participants on issues related to diversity and inclusiveness*", most of participants agreed that they had (nearly 90%). When asked if it had engaged in "*ongoing networking with one or more of those involved*" almost as many, more than 80% of participants agreed that they had. The implication here is that the impact of MEDIANE, that followed MARS, on work practices is real, based on the assumption on that communicating with others from the programme tends to be a reinforcing factor.

Cooperating and Collaborating on Diversity Inclusiveness Outputs

Cooperation and direct collaboration is a step beyond communication and confirms the idea that knowledge gained and practices engaged in are being further deployed to produce products or interventions of various kinds that embody the diversity inclusiveness approach. These products proceed to have their own impact, but what is at issue here is the fact that such cooperation and collaboration is likely to deepen the practical knowledge of and commitment to the diversity inclusiveness among those engaging in it. In short, the Impact survey shows that, about three in four cooperated at least occasionally, and one in seven engaged in frequent concrete cooperation. For over half, it led to tangible outcomes with other participants.

Influencing Others

From the impact perspective, this is particularly important. For MEDIANE to have had an impact on those who actually participated is positive, especially since that impact has been among so many and so significant. However, that impact is multiplied further, potentially to a huge (though undeterminable) extent if their participation has motivated and enabled them to influence others, in thinking or actions, in their workplace in their approach to media diversity. This was the subject of a separate question in the Impact Survey. Participants were asked if they thought their experience "*enabled me to influence others in my workplace or professional/ networks, in their approach to media diversity inclusiveness*". 76% agreed that it did, and 30% agreed strongly. That three in four felt that participation in such programmes enabled them to influence others indicates both a strong commitment to the idea and the confidence that they could extend the practice to others.

The main innovative achievement – A self-monitoring and action support tool as a possible way for ensuring sustainability of the MEDIANE approach on diversity inclusiveness

The MEDIANE BOX was launched during the final MEDIANE European Encounter (Brussels, November 2014). Even if it has had no chance yet to achieve an impact, participants were asked their views of the tool, not based on experience of the final live version of it based on multiple small-group workshops that were run during the last European encounter. These allowed participants to become familiar enough with the concept and content of the MEDIANE Box to enable them to complete the final Encounter Evaluation Survey. As explained previously, they were asked if they believe it to be "*a useful tool for media professionals to monitor and support media inclusiveness*". 82% of them believe that it is. A second question asked them if they would "*recommend to appropriate colleagues to try out the MEDIANE BOX for themselves*". Interestingly, even more were positive here: 89% agreed that they would recommend. This represents a very strong endorsement of the concept and the content, and suggests that the MEDIANE Box may have a significant impact in the future. Recommending the use of the tool to colleagues is an ideal way to pass on the idea and to influence others in relation to diversity inclusiveness. In this sense, the MEDIANE BOX holds the greatest potential for amplification. It will require a period of use before it becomes clear that it functions as it is intended to, in terms of being a usable and useful tool for gaining an understanding of, and supporting the practice of, diversity inclusiveness. If it does, and it is essential that this be monitored, then the potential for further impact is enormous.

Concluding Comments

Over a period of four years, MEDIANE, following the milestones of MARS, builds up considerable impetus within the media sector. This momentum was maintained to a very high degree through the stages of the impact pathway identified above: of influencing thinking and understanding, to altering practices at work; further reinforcing that change and learning through communicating and networking with others from the Programmes; and concrete collaboration around products that embody the idea; through to, crucially, a willingness and ability to influences those not previously exposed to this topic. The explanation for such a strong momentum is probably to be found in the high degree of personal commitment that participants take to the idea of diversity inclusiveness.

Furthermore, the programmes' outcomes, in the form of media products and learning and training materials, have begun to amplify the impact of the programmes as promoted by participants in their workplaces and networks. It is impossible to quantity this in any meaningful sense but it shows how much the "media diversity inclusiveness" approach, as an innovative concept built by the Council of Europe and its Media & Diversity Manager, is relevant to the Media and their professionals in Europe as a way for renewing media production practices, not to say audiences, as well as contributing to a greater social cohesion and fight against racism in European societies.

ANNEX 1 MEDIANE EVALUATION FRAMEWORK

The MEDIANE Evaluation includes both process (formative evaluation) and outcome (including outputs). The approach to each is distinct and they are considered in turn below.

Process Evaluation

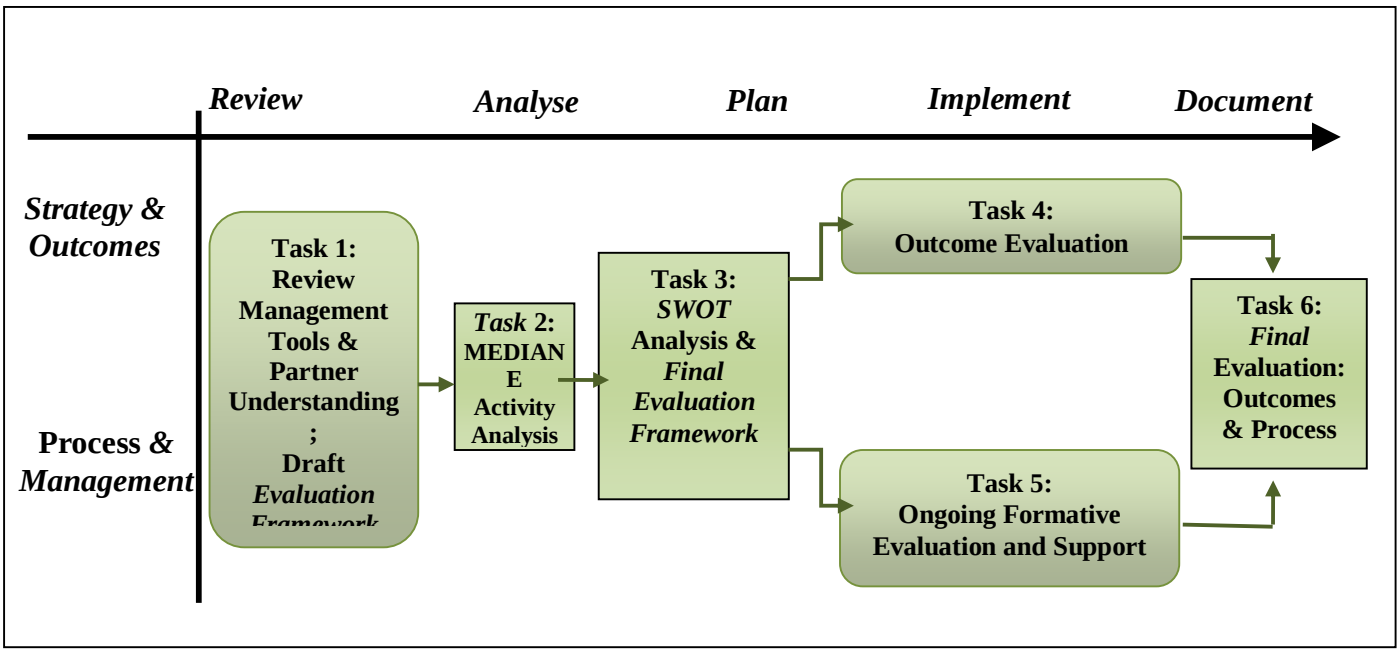
The goal of the process evaluation was to review the on-going activities of the MEDIANE Programme and to feed back any ideas and lessons emerging. This was achieved:

1. Through the hands-on participation of the Evaluator in the MEDIANE Management Team
2. Documentary analysis;
3. Immediate Feedback to Partners from the Surveys undertaken at each Encounter and the Media Exchanges
4. A series of on-going communications and interviews with MEDIANE Partners and, as appropriate, others.

Output and Outcome Evaluation

The methodology draws somewhat on the experience of the MARS evaluation, but also introduces unique components and approaches necessitated by the innovative aspects of MEDIANE and in particular the MEDIANE BOX.

The mains steps involved are presented below. The work can be separated into two main parallel strands and several phases, illustrated in the diagram below.



The following outlines the process of evaluation, and refers to the instruments used. For the Media Exchanges and the Encounters extensive use was made of online surveys to participants, including qualitative data gathering.

Media Exchanges and European and Sub-regional Thematic Encounters

Each Media Exchange (also known as EEMP: European Exchanges of Media Practices) comprised a visit from each of two media professionals to the workplace of the other. They were conducted a period of time apart.

The immediate reaction of participants to the Exchange was captured by online survey immediately or very soon after completion. The survey was designed to record the key characteristics of participants (gender, age, occupation etc.); level of preparedness and participants; what specifically was learned; and some overall impressions.

The survey instrument was discussed and agreed by the Project management, the Advisor in this area and the relevant partners.

Although there are several distinct kinds of **Encounters**, to enable comparison and aggregation it was decided to utilise a single online survey. For the same reason it also has several questions in common with the EEMP survey. Any outputs specific to each type of Encounter can be assessed by other means including qualitative analysis. A version of the survey is produced for printing purposes, for distribution immediately on completion of the Encounter; or it can be completed online at the end of the event or soon afterwards. A quick analysis is undertaken following each of the Encounters and fed back to Programme management and the organisers.

For this Final Evaluation Report, all the data is drawn together, presented, analysed and conclusions drawn.

The MEDIANE BOX

The MEDIANE BOX launched at the final Encounter in Brussels in November 2014. A number of questions were included in that survey to assess its reception there.

ANNEX 2: COMMENTS FROM ENCOUNTERS.

The following comments were from the Encounters. Responses from each Encounter to each of the three questions are distinguished.

The single MOST USEFUL aspect of the event
CYPRUS EUROPEAN ENCOUNTER
The fact that many different persons from very different background are gathered
Finding contacts and exchange of practices - re-motivation
Meeting people
Meeting diff people with different experiences
Networking with media trainers and journalists from all over Europe
Interaction with participants
Networking
Getting in touch and discussing with different media professionals of various backgrounds and origins
Speed dating and working groups
European contacts
Exchanging with other professionals with different background and nationality
Workshops training
I feel less alone. sharing all these experiences was grateful... thanks for the good organisation
Learning practices from other media (best practices)
Meeting with many different people and maybe work with them in the future
Talking with the experts
Exchange of practices
Networking
Numerous people contacts and exchange of practical experiences from different countries
Les rencontres et les échanges de pratiques favorisés par une organisation efficace favorisant la réflexion dans les ateliers.
Bring put in contact with another's points of view
I have particularly appreciated the workshop about attempts to define "inclusive reporting". 1/ It gave me key words and tools to explain it 2/ I could understand some points of view, dramatically different about the same topic and it was very helpful to have an overview about what I was not able to see or understand or imagine before the meeting.
Exchange practices. Meet colleagues from other countries.
Meeting people from other country and media and promoting debate.
Professional practices exchange
I often feel isolated writing about human rights. It was great to share experiences and to reflect together about inclusive reporting.

The exchanges that took place in the workshops and informally
Meeting people from different media sectors and countries and Soap Box
Work in small groups of common interest based on our respective roles in our media provenance
Meeting professionals with different skills to implement inclusive reporting in our job
Exchange of experience
The soap box sessions as they provided examples - food for thought
SAN SEBASTIAN
The open discussion at the beginning of the conference
Very good organization.
The diversity of the themes related to inclusion and diversity that were dealt with by journalists participating in the MEDIANE encounter.
Exchange our practice in different countries and different project. Share, learn, hear advice from colleagues
Exchange programme among journalists
To find the basically point of view: not the 'theme' is important; the 'story' is.
Diversity inclusiveness in news reporting by Reynald Blion and Diane Kemp
Exchange with other participants
A lot of new contacts and my colleagues I hope I will work with in the future.
To remember that a diversity project in order to be effective, needs from an inclusive approach in order to be effective, which would lead to contrary people to think about the subject, giving him the voice too
The "speed-dating", but it'd be better to do it at the beginning
Meeting with people from different backgrounds
Exchange programme
The possibility of exchanges with so many people coming from so many countries.
Diane
The critics of my colleagues regarding my video report that I showed as an example of my job.
Finding a partner for Exchange
I learned how I can work better for diversity
The discussion about the different projects or experiences
Networking
Diane's explanations about inclusiveness
Presenting
The exchange and the support to do the joint project
The 'Exchange's" case study examples
The organisation of 2 journalists focus relevant to build on develop perennial international connections and build a corpus of interesting multimedia documents
Hearing examples from other participants and being able to share ideas and stories and get feedback from each other about project ideas.

GRONINGEN
Sharing practices with other journalists
Meeting other media professionals
Getting new perspectives from my colleagues
Meet some interesting colleagues from mainstream media
Speed dating
Talking and listening to how other journalists work in Europe
Network
Meeting other journalists and exchange good practices
To make new contacts with other freelance journalist
To get in contact with journalists from different countries
Face to face discussions, personal stories of experiences of diversity inclusiveness.
Obviously more most people the database but it was not new to me.
Exchange ideas and practices
Exchange
Sharing experiences with the other participants bringing us together
The discussion about building a contact database.
Meeting other participants and getting to know about this experience and working conditions in their countries.
Discovery of new realities to the ones I had experienced before.
Connections and networks
Meeting all new and inspiring people
Meeting different people who do different things i.e. not only one kind of journalists.
Finding out about the different approaches to diversity and inclusiveness and her.
Defining of diversity in an inclusive way
Workshop on media diversity inclusiveness - Day 1
Availability of meeting new and 'different' people coming from various countries with various backgrounds.
Speed dating and exchange of ideas
Networking.
Thessaloniki
Mike Jempson's training, designing cover pages for different "animal's" communities
Encounter of other international journalistic minded people and passionate discussions with them
Exchanging views with other delegates - speed dating
Examples of good practices already implemented
For me the most useful was knowing about the manuals and tools to assist the professionals of media to work in diversity and inclusiveness

Meeting/contacting with different people and their approaches to diversity
Interesting different people
The exercises with Mike
Debate
Meeting people
The possibility to meet - even on informal base - other participants and share the experiences.
For me it was to realise how many different angles, perspectives, and dimension one has to apply when talking about diversity and inclusive reporting and representation in media.
The Encounter provided a great opportunity for exchanging ideas and for practical information and examples.
FLORENCE
Workshops brainstorming session
To meet different professionals with common interests and to share
Soap box as toll for teaching
To know the level of other experiences on a European level
Brainstorming in little groups during workshops
Workshops
The networking and exchange of information
I really enjoyed the show and tell session. Sharing experiences should maybe have a little more space.
To find good tools: profiles in order to share practices
Show and Tell, Discussions about examples and tools used by others journalism teachers
The practical work and the various discussions.
The way of communication between very different participants
Show and tell
Highlighting the complexity and the multi-dimensionality of diversity inclusiveness
Discussing on /making a project proposal gave the opportunity to exchanges and seeking practical and feasible ways to contribute to the whole MEDIANE project.
Lisbon
Sharing practices
In my workplace there isn't a moment to discuss about inclusivity with my colleagues. the event represented an interesting moment to discover how different are our point of view about it
To meet and exchange with people from different areas regarding a big issue.
The theatre play/monologue at the end of the conference, paired with the same actress playing our waitress at the welcoming dinner, making me uncomfortably aware of my own prejudice.
The local exchange visits - a surprise, very good methodology - go out, visit the reality around us
Encounters inside and outside
Practical lessons especially in March 28 afternoon

The exchange of experience and work together
More detailed knowledge about diversity gained in discussions with great people
The visit to the association of different news agencies; also the working groups that I think you have to improve and increase.
Soap boxes
Great diversity of participants
Small groups - interactivity with peers and colleagues
Shared experience with other participants
visit one of the local experience or example of inclusiveness
During Mediane many interesting events took place. But I found a session with Barbara Reis, the Director of Publico Portugal very inspiring. She also showed the editions where Público tried to include diversity. Indeed the encounter gave the participating journalists a better understanding of what an inclusive approach to media content means in journalism training, production or practice is and allowed insights into local news rooms and discuss with the main European media networks.
The visit of the Thursday afternoon.
It were discussions in workshops on Mediane box - Keywords of diversity practice and Reference Guide to Practices
Difficult to choose only one, but if it must be, the Exchange visits. They give a reality check and promote further discussions, reflections and fine-tuning of the ongoing work.
meeting other journalists and exchanging practices - incredibly interesting insight
having a working document which could be discussed and commented on, this focused the minds of the conversations and the discussions
1-to have the possibility to reflect the own practice regarding diversity / inclusiveness and share it with other participants from other countries. 2- to visit media groups in Lisbon
The possibility to meet and to discuss the problems of diversity with experts from all over Europe. We heard opinions from professionals and journalists presenting how the inclusive approach can be part of the daily work in the media.
Meeting fellow professionals from different cultural backgrounds, disciplines and experiences invaluably informs one's awareness of diversity and the need for inclusiveness. The period of time devoted to the encounter was perfect, the field trips were excellent and the balance between plenary and breakout sessions was also great.
O contacto com outras abordagens há mesma temática.
The important discussions and exchanges with other media professionals.
Visits.
The exchange visits. And the play by Natasa Marjanovic was such an amazing finale!
Discussions
What I find most useful was the exchange of experiences among participants, which demonstrated the complexity of various problems related to diversity and inclusiveness. Allowed to see that in some countries have managed to verify progress. Allowed to think how to improve this thematic problem in other countries where more complex policies for the educational and human development are under progress.
Study Visits
Session on "are we asking the right questions" (not enough time though and participants had not prepared the encounters enough, but important session and good that it happened)
To talk to different people (with Myria, too, about the self-monitoring indicators).
Time of exchanges

Exchange of different opinion on new tools
Final case studies sharing and analysis
most of the workshops were very useful
Exchange visits.
The local exchange visits.
Connecting with other professionals
Soap boxes
Diversity of the participants and engagement of the organisers
exchanging on best practices, cases, problems and how to improve diversity
The workshops that gave attendees the opportunity to provide feedback on the Mediane box.
Soap Box
Sharing practice examples!!! It is the best way to learn. If one can do it, you can do it too, of course after adjusting it to your country or organisation's needs.
The networking with colleagues from other countries and other cultures
The workshops were extremely useful - it was a shame they were so short and often quite rushed. In my opinion they should have been the main part of the encounter, especially with regards to the Index on the first day as people were not given the opportunity to: - look at the other indicators beyond the ones given to their group - complete the indicators they were given in their own group in a way that would allow the participants to provide constructive criticism and useful feedback I think for the next event precedence should be given to the interactive workshops and less time given to presentations and speeches
The last day's workshop where we exchanged best practices in journalism.
Contact with different best practices examples.
Self-questioning on diversity
The analysis of questionnaires, group work and experience sharing.
Exchanging experiences of our respective countries. Particularly enjoyed the visit to ACIDI Immigrant centre
Wurzburg
Soapbox! discussion with the professionals and learning more about their practices
Second day workshop with Mette
Meet other people who have the same interest
I'd like know journalists of other countries and compare experiences.
The workshops
The visit of the media centre and the samples of the video
The workshop
The workshops and debates
Workshops
Presentation of the MEDIANE Box on Media Diversity and Inclusiveness
You come in touch with many different journalists' point of views and approaches (technical and philosophical)
Practices in engaging audiences

The most useful topic is women's participation in media which must be 50%
The possibility to share with other unions
Dr. Aralynn McManus points and information about the tools, research, and best practices you can find at the COE webpage.
Meeting other journalists interested in European media exchanges
For me it was very interesting to listen about Danish example of recruiting students of journalism in their Union of Journalists. Denmark has a very high standard and for many of them theirs internships are paid.
The works shop about including youth and women in the unions.
The different view-points and the variety of experience.
The visit at the local media institutions.
The local visits.
Networking with colleagues from other European countries
Exchange with colleagues from Eastern Europe
Soapbox
The visit to a local TV station
Meeting dynamic and committed news people and potential of exchange programme (although it is woefully underfunded)
Sharing and exchanging experience with other participants.
Split
Being given the opportunity to consider the range of potential diversity inclusion and being shown the collaboration products. The chance to see MEDIANE in action with active participants
Comparing experiences
The examples of other colleagues
To know different ways in Europe and to talk with them about their work and points of view
I meet new people, new points of view and backgrounds that will enrich my work
Discussing experiences of exchanges/ co-productions
Meeting people, discussing
Workshops discussing exchanges and hearing from people who have already completed their exchanges and getting tips/ advice
Discussions and shows about exchanges project
Discussion
When participants told our own experiences of work and practices
Contribution of working in the MIDI; reporting on and preparing exchanges, and getting to know something about the local host environment
The exchanges with other people and their perceptions about diversity
The presentations of media reports produced during the exchanges.
Know the practices about young readership development from dr. Aralynn McMane

The term diversity gets more and more understandable for me, including how I can implement it in my everyday work. This understanding comes along with new contacts and a lot of examples of good practices that I can apply in my work.
The workshops on the MEDIANE box
Networking
London
Exchange with other participants
To share experiences with other colleagues
Show and tell session 'equal times'
Contacts/projects get to know and MEDIANE box
Networking
Show and tell
Insight of discrimination of women in broadcast media representation in IK and work of BBC
Show and Tell' were good to uncover good practice
Great brainstorming session and new impulses on how to implement diversity inclusiveness and fairness in the journalism training and practice
Working groups, networking
The diversity of the people who took part in the encounter, lively, open, interesting and interested people
Connecting to colleagues, to improve our skills about diversity inclusiveness
Sharing with fellow professionals, focused on the same issues and objectives
Networking with media professionals and academics from entire Europe
share, debate, listen, bring examples
I've met people that can help developing my project
The exchange of ideas and experiences
- other's experience on media training and aspects - tangible tools on more diverse viewpoint
Exchanges between people of good practices
Information from cases in group sessions and Show and tell
The sharing part
Exchange of practices and ideas
Exchanging ideas and establishing network
The feedback from everybody concerning the Box. The test is very helpful to improve the Test (the final one)
Diversity of participants
The analysis of the concept of diversity inclusiveness during workshop/group sessions
Brussels
Meeting people who want to improve implementation of diversity.
I found out experiences from other countries especially the use of barometer and open agenda about experts with diversities very useful in my daily work

Networking. Be able to summarize all in one sentence: diversity is a way of life.
Networking and informal conversations around the event. Direct conversation and shared experiences always impacts.
Listening and exchanging experiences
Visit
I could meet new colleagues from all over Europe and share ideas and experiences. I could hear the opinions of different experts!
Outside perspective from Belgium: was an discussion that opened the mind
Networking
Group discussion/debates were eye opening on different issues in different countries
Meeting all the people and hearing their views, formal and informally. The manuals and other print material will come in handy. The visit was great as well to Alterechos, very inspirational and I would like to develop something similar in my country.
Meeting new people who work in the area of diversity
Sharing of experiences
he box
To contact so many different people and to learn their opinions
Exchange programmes
Meeting so many colleagues from Europe and exchanging ideas and experiences
The exchange visits
The visit of Gender Pluriel organisation. It was a great experience as it was for the first time I met a transgender person
Exchange visit
Networking
Get more information about the MEDIANE Box
The direct contact with journalists and media professionals working with diversity
Working with so many people and shifting
Composing 12 working groups, because it was really the most dynamic and efficient way to discuss issues and establish action plan
The visit exchange
Networking and informal sharing of experience
Personal exchange and contacts
The experience exchange with people from different backgrounds and works.
Debates on diversity
Networking, exchanging ideas
Meeting people with different background and experience and exchange ideas, examples
Meeting, debating, sharing different experiences and from the small continually changing groups
Meeting people

The circle
Encounters with individuals passionate about diversity and see experience in home settings
Diane's strong added value monitoring of the encounter
Shared experiences
Meeting many people with diverse backgrounds, working on many different areas
Exchange visits
Involvement of senior management/public service
Compare and exchange points of view and practices on media diversity inclusiveness
Work group and 'circles'
Networking
The exchange visits that brought a clear and practical example of good practices and working practices.
Comparison with other experiences for all Europe.
Networking
Sharing practices and points of view with professionals that are facing the same problems. Promote together the ideal of a real international policy.
Meeting lots of people coming from different experiences but all engaged in the same themes.
Most helpful aspect of the event is to get to know people working with the same state of mind and their every day practices - really inspiring
The meeting and the comparison with other journalists and their experiences.
The field trip
Meeting of people
Having debates with makers and decision makers like 1st and last session (sorry 2nd: but exchanging again, including the visit to our roadshow lgbt organisation! Sharing is best part")
To learn how MEDIANE box works
To think, together, what can I do in order to disseminate MEDIANE box.
Meeting people - I'm going back home with a lot of new ideas I'll implement.
Practical examples of initiatives, problems and best practices.
Meeting other people from diverse backgrounds
Getting to know practices and figures from other countries.
MEDIANE box
Meeting people and exchanging experiences and practices.
Sharing
Building a network of committed people/organisations
The change in my mind-set, over three encounters, more and more.
The opportunity of making acquaintance with very different European media actors, the method of small working groups seems to be a good one for that
Fantastic opportunities to network and share ideas and build relationships.

What was the LEAST USEFUL aspect of the Encounter?
CYPRUS EUROPEAN ENCOUNTER
It might be a little too long to hold over three days
Too much words- audio-visual/mix media needed
Workshop
We were inside all the time. activities outside would have been better
Personal presentations without audio-visual materials
Presentations
Speed dating
Speed dating in the format that it was done
Discussion around index as it needed more focus.
Soapbox
Speed dating
Discussion among very diverse professional fields
Speed dating exercise
Working in French through interpreters
It really was a very dynamic and it is difficult for me to single out any useless aspect
NONE
ITS ALL OK FOR ME
None Everything went at the right place and the right moment
Speed dating.
I don't see any
The speed dating. I did not feel comfortable.
The Workshops
The heterogeneity of the working groups
Speed dating because there are many unconventional opportunities to meet colleagues during the meeting
Speed dating
SAN SEBASTIAN
Interrupting the speed dating moment
More practice.
None
Not enough exchange on the portrait, problem and solution; didn't have enough time to meet people.
Presentation of San Sebastian
Not the 'government policy'; How the people give the 'story' useful?
Speed-dating session

Workshop
None
I find we took too much time in getting to the point, to the next interesting practical situation, which made the real objective easier to understand.
Bring examples (in my case and audio), we didn't see. Audio, video... Only examples in paper were easy to share
Panel presentations
Split Europe in North and South and so don't have chance to work together.
None
More practice, not words
Writing down the problems and solutions to this instead of having a debate.
For me all was useful and interesting
I didn't see anyone
Speeches of guests from San Sebastian. Too long and kind of boring
Working groups
The official speakers
The speed dates
GRONINGEN
Different levels of diversity inclusiveness
Not enough time
For a Nordic thematic encounter, where were the Swedes and Greenland journalists, as well as from Iceland?
N\A
The obligatory exchange programme - I don't appreciate that we are forced to do it.
EU- diversity
I expected to learn more, I found it interesting to hear other examples, but I missed the voice of media - experts who did research (like universities who study the topic).
The ideas were most of the time very basic, not advanced enough.
None
I expected to see more cases and discuss them thoroughly. It was a surprise to see that most people don't work inclusive and even know what it is.
Groningen presentation (useful if more about diversity with practical examples)
We should have had some dinner events, for instance with guests (i.e. community leader from Groningen)
Discussing challenges in big groups, which does not necessarily lead to sharing in-depth knowledge, but don't know alternative so...
The discussion about diversity
Group discussion on the first day should have been more focused.
Can't think of anything right now
2.5 hours at the end of the second day for the newly built couples to already make a draft for their exchange projects. Way too much time.

The group discussion on the first day (could have been more inclusive).
Can't think of a useless aspect.
Speed-dating - I've found a pair already before. Intro to EEMP - you can read about that and get info.
Coffee break :)
The limited time
Big group discussions.
THESSALONIKI
Editor in chief did not respond to the invitation.
Past speech of Michael Yempson on Saturday afternoon
Newspaper game + mock complaint from worker delegates
There were no unuseful aspects
I think that all aspects were useful.
Sometimes too theoretical
Divided workshops
Some speeches
Lone presentations
The training of Friday morning which was not training.
The training of the last day was not very targeted or cohesive.
Florence
Some of the show and tell were difficult to understand in relation to the even topic
It could have workshops
Focussing mainly on journalism and ignoring media literacy education
Nothing
Lecturer session
Few school teachers, media educator profiles (practical)
Long conference in English
The too fast way to drive the workshops. We would need much more time to really build tools and complete material.
None
A few sessions were not structured well enough in order to yield tangible results
A couple of presentations /interviews could not pass a clear message about their link with the whole effort.
Lisbon
To not have the opportunity to participate "live" to the encounter, we could only listen to
The survey (questions weren't practical, I have the impression that they have been written by someone who doesn't work in a newsroom

Some of the soap box sessions were too vague, not enough focused on concrete examples and tips to take back home.
Some workshops around the materials - our feedback was not integrated on the reporting to all...
Two documents instead of only 1: participants, biographies (to save paper)
Should have more immigrants in the participants, more representation of ethnic minorities (Romany for e.g.)
Knowing Portugal culture, cuisine and Gulbenkian Foundation, which were great!
Many of the soap boxes were boring and not useful.
Not so much exchange between community media and professional media
No opportunities to ask questions of guest speakers. Maybe fewer speakers with more time.
Meeting at distance are interesting but has to be improved
In general the event was very well organized but in the first workshop we had to fill a survey on a Mediane Box and then some doubts arise because sometimes the same questions were raised several times.
Some of the soap boxes speakers were far for being exemplar, apart from the fact that they were absolutely not engaged in a real diversity inclusiveness practice.
I find it difficult to single out least useful aspect of the event. Some panel discussions were less interesting than some others but everything was rather useful.
Groups at distance (even if I would still recommend to repeat the experience, perhaps with a better briefing of the local facilitators)
Very little time! and the actress!
The visits to the organisations. It's not that they were not useful but I feel that people could have been better assigned and visited an organisation which was similar to their work. this way we could have brought back some useful observations to our own organisations
The chance to meet the hosts from the Gulbenkian Foundation, to feel the spirit of this incredible place which was great. Thank you for this too!
I don't really have a "least useful" comment to make.
Nada a assinalar
None.
During some of the working group sessions, it was striking that many people were not really aware of the desired outcome of the discussions, leading to topics/areas that were not really of help to the development of the project. Maybe more clear instructions of what people have to do/discuss should be given rather than letting people discussing what they think going in various directions.
The workshop sessions were very useful but not very organized, not always changing groups, and with little time to discuss ideas.
The museum tour with only a few minutes time tour
What was least helpful were the visits to the media in such a short space of time. Was insufficient to have the perception of work that goes on diversity.
N/A
Maybe the play at the end, although I enjoyed it very much
Very few time for the practical workshops. Many questions.
Soap boxes
Visit to RTP radio and television (they are not an excellence)
The opportunity to listen to different media realities and practices

For me, everything was useful.
The short period for such an encounter.
Nothing
To an extent, the soap boxes. While they were useful, there were too many. Perhaps, the next encounter should include a single soap box for an extended amount of time so that the participants can go into detail on what they are doing within their organizations to become more inclusive.
Did not see any
There is no such aspect
Can't think of one...
I think the soapboxes were a good idea but quite redundant as well. For the next event it would be advisable to include only one speaker in each soapbox as opposed to 3 every time.
The exchange visit to the veteran association ADFA. The venue was badly organised, there was no translators and it was total waste of my time.
Not having the possibility to take part in the panel discussion with questions to the presenters: this isn't polite, this isn't professional. The moderator asking all the leading questions in no way represents views of all
Wurzburg
- no
Schedule/itinerary was too long, visit to local media unnecessary
/workshop about unions
None
None
None
The panel discussions
The panel discussions
None
I would like to choose the Saturday afternoon group myself
Including youth in unions
The translation equipment (missing)
Media visit to the university
Not enough time for testing together the Mediane Box
Some aspects were more useful, some less useful but I think every panel was useful in some sense
The media visit to Journalism school of the University of Applied Sciences
NONE
There is no such
None.
Speed dating
Statistics and so called studies

None whatsoever, in my opinion.
The podium discussion
Lack of clarity to me until well into the process about "youth" element and nearly complete lack of managers in the room.
Theoretical lectures about diversity
Split
Every session was useful
I had hoped for more workshops to elaborate guidelines
Spent so much time evaluating the test Media Box. Better to spend it on analysing case studies and examples of good practice
Bringing in German youth radio for Soapbox
Too long days. little free time
Lack of insights into the Croatian reality. Soapbox not enough
When introduction are so long about MIEDIANE project; very technical, not enough practice
Some part of the outcomes of the working groups were quite abstract and nothing new
Nothing.
Share our own experiences have the feedback of the participants on our exchange
Soap boxes about gender equality
I could travel to a new country, meet a lot of new people and be inspired for my work.
The reflections of workshops not attended
Too much repetition
London
Long times of sitting. More active practices are better
Mediane Box
lack of celebration of diversity
Some of the soap box sessions were not informative not polemic
None
In the beginning the acoustics of the room was not very good
The days were very long - perhaps a 9.30 am start might make the days easier.
not enough inclusion of 'disempowered people' and ' power people'
None
The politician visit, didn't bring too much new.
Discussion by MEP Mary HONEYBALL. It took 45 minutes to talk about issues - domestic violence initiative
Discussion in large group about MEDIANE Box
Over-representation of gender inclusion; under-representation of other fields
Intervention of the woman working for the European Parliament. Not adapted to the audience.

A bit too much of lecturing. Small group workshops are very useful
Brussels
Journalists and Medias Top Managers will never use those tools. It's too complicated and doesn't take into account journalists' daily work.
I CHANGED MY MIND IN THE APROACH WITH DIVERSITY INCLUSIVNESS IN MEDIA BUT ALSO IN MY LIFE
I found the event was well structured. The linguistic barrier is a clear issue and I'm not sure how well some of the bigger panel pieces worked. Some were too unwieldy and too un-focused.
Debate first day
Many, many new faces that I could not meet and speak for more than 2 minutes, but though interesting, and I hope we could work together in the future
The first topic in the beginning: there was no discussion
Long panel session at start
Non-participative/interactive panel discussions
The welcoming session was somewhat interesting, but I did not find it useful. The time for round tables was too long
Panel talks
None
The hat
The beginning discussions, too long, too many participants, no strict moderation
Meeting with media representatives. It is not useless, but least useful
The long panel discussion
The presentations in the first day. They were non-interactive and I failed at some point to follow the discussion
Last day
Too much talk from panel
The introductory panel (too long)
I can't see any
A group talk too much on the second day
None
Official version from official bodies with good words not being challenged.
There should be more time for discussion and sharing results
Circles
Long panel discussion on the first day
Some speeches
PSB debate
Random changes of programmes/activities on short notice.
Panel discussions not very practical, especially the first one.
MEDIANE Box not yet online

Most parts of the plenary sessions
Lack of controversy on panels
Panels are too long.
The first panel? - Everyone agreed.
Ideas to bring in our daily working lives.
The dip in the hat? No, just kidding. I think we could have taken more time to share our everyday practices in the media, how as a journalist, I improve the implementation of diversity inclusiveness.
Any point: it was all interesting.
The dips in the hat.
Animation "usine a gaz"
Some repetitive messages about the MEDIANE approach and goal, but fine.
Unfortunately, a visit to the TRFB was not prepared and therefore not very interesting or useful.
Hat
The stage discussions took too much time, at least in the part that didn't include the audience.
Belgian style lunch :)
Too many groups, a little confused.
D3: Discussion between M. Blion and Ms. Kemp
Discussion groups early on in the process of the box when we didn't really understand the purpose.
Maybe too many 'ex catherdra' discourses.

Additional Participant Comments: *The following are additional comments added by participants.*
CYPRUS EUROPEAN ENCOUNTER
The team is very good and very motivating.
I would prefer working in smaller groups with more narrow topics for each workshop to give concrete issues.
Disseminate the info in a better way. too many people do not know about the programme
It was more useful for trainer than journalist
It's important to address the top publishers/editors/broadcasters, whether inviting them to come or getting to their annual meetings...
This was quite a useful and constructive workshop on media diversity and inclusiveness, offering deeper insights on the topic
Want more practical examples of best practice. I would value keynote address by a decision maker (broadcaster-regulator-minister)
It was really interesting to know about all the different experiences in Europe. But I was expecting more people from diversity who could tell us about their experience.
A broader discussion about the problems to implement diversity inclusiveness
Thank you for the effort to have rhythm at the meeting
Screen was too low. very hard to read also because camera was in the middle of the room

I think that media and journalistic production are the most important so it is the need to gather more editors and journalists
J'aurais souhaité obtenir une synthèse des réflexions menées dans les petits groupes. Celles-ci étaient riches et denses. Ce serait dommage de les perdre.
As I am in charge of sessions of journalism for students, I 'm trying to build the whole program for September with the aim to teach "inclusiveness". This is not so easy because every week the students are working with a different teacher and I have to convince each of them, at each step. But now, at least for me, things are clearer and I feel stronger. It is the same challenge with my colleagues
If time allows, it would be good to showcase more case studies/ best practices, using also video/audio/multimedia support (the soapboxes were great but it is a good complement to show concrete examples rather than just talk about them). Also relevant is the context where the Encounter takes place, maybe explain more about the local media situation at the opening of the Encounter, encourage/allow time for a visit to local media.
The translation in French and English during the Event was irrelevant, although the translators did good job. All participants could speak and understand English. The argument, French is one of the both official language of CoE is not convenient in this case, because this event was on DIVERSITY and everybody who deals with it in Europe can and have to speak The International Language which is English. The majority of participants were not French or British, so that if translation was occurred, it should be offered also in other European languages. The translation caused sometimes disturbance and lack of understanding because people didn´t keep the devices all the time during the plenary and some couldn´t jump suddenly to get one! 2. Except of one person, all consultants, workshop leaders and organisers were white, most of them French or British. Diversity was not visible enough. 3. The workshops were not well organised and the tasks and results were not precisely communicated. Some workshop leaders seem to be overstrained and didn´t have too much experience in working with not English or French native speakers.
It would be important in MEDIANE encourage good practices of small productions with some form of financial support for two main grounds are; ensure a plurality of voices to the fight against discrimination and encourage the creation and maintenance of laboratory experimentation for outreach.
Encourage Mediane European Exchanges between journalists with at least two languages known in common. That should help final output
The project can generate - produce various tools and promote diversity-inclusiveness. However, we should seek to establish sustainable networks of various groups /agents /sectors. Promoting the issue of diversity and inclusiveness is not a once-off project but a continuous one.
SAN SEBASTIAN
I think it was a very good encounter, but I don't like the idea of holding two encounters dividing Europe in north and south. I believe it would be better if participants chose themselves which encounter to join. Thanks.
Thinking how to change media into impartial editing.
I would have liked some case studies and more concrete content.
The topic has been interesting. The implementation could have been more precise.
This was the most useful and interesting conference I have ever attended. Thank you!
I would have liked more time to see work of others presented/analysed (we did not in 1. Workshop)
The programme MEDIANE has improved a lot. I took part in MARS. This is better.
It was a wonderful opportunity of meeting people with similar interests and problem. I'm sure it is the beginning of a productive networking!
Try to reach out
Keep up!
It was great! And I'm in a hurry to catch my plane. Best regards and Thank you Reynald.
We have just mentioned during the encounter the use of internet tools (social media, Skype, blogs, data sharing...) in order to manage durable connections between media actors and other community actors.

GRONINGEN
Increase MEDIANE approach on media and top managers and implement a balance between mainstream media and free-lance journalists through EEMP in order to have a 'win-win' exchange.
It's good that so many people from community media participate and bad that so few journalists from mainstream media participate.
The 5 day exchange programme seems too long. 3 days are perfect.
I thought the workshop was useful, but had I known that the exchange programme was obligatory, I would not have applied.
I think during this encounter there was a lack of professional speakers on the topic. I would suggest next time to also invite people who already made profound studies on the subject. The exchange of good practices and ideas is interesting, but there should have been a more 'formal' learning session too.
All EU member states should be part of this and this should be marketed much better.
I expected to see journalists with a lot of experienced journalists who work for big newspapers they have more effect on the public opinion interesting to share experiences
Activities outside work venue can help improve atmosphere of cooperation e.g. canal rides, group exercises etc.
The group could have been different. Mixed independent working people, and people working for a network is not workable in my eyes.
Speed dating is a great idea. It would be more practical if the sessions were at the same place of staying (common to all participants).
I do appreciate a lot that you look into media practice, which was not the case 5 years ago when working on diversity and media - exciting to hear about Index too. . Although I missed a bit new ideas for improving or insight in a nowadays approach...
Speed date sessions were too short. I think they were the most important part of the workshop and should be about 15 minutes each to have time to brainstorm.
Having a more creative approach in finding a topic
It was great to work with you all.
Bad organising: ON the first day one of three groups met in the cafe - with the typical noise involved. Then there was not enough time for everyone to present the piece of work that they had brought. The next morning, there should be conclusions of the groups - but instead of summaries we heard a few people presenting their projects again. So no matter who talked one third of the participants already knew the story. And we heard nothing about the discussions in the other groups. Later the speed dating had not enough time, and draft planning had way too much time at this early point of the project.
It was great to see and hear about the different ideas in representing diversity and inclusiveness.
I understood what is reporting in an inclusive way and will change for the best my approach to reporting.
It would be better if everybody prepare and present during the first workshop their work or view on inclusiveness.
The collective participation moments could have been constructed in a more interactive and engaging way.
THESSALONIKI
The panel on hate speech was very successful. It is the biggest challenge for ethical journalism.
Not enough active journalists present, too many 'representatives' of journalists and trainers of future journalists but not enough real working journalists who could bring their testimony of how it is happening in his media, in his country. Not enough time to visit the town.
I think we should focus on more concrete measures and the transfer of experience and know-how. In three days we could compose a handbook for promoting diversity.

I am grateful to participants in this Encounter. I learned a lot of useful things and realised that there are so many problems I didn't know about, but I am aware of them now. I will certainly implement, or at least try to, the good practices my colleagues were presenting during the Encounter.
I learned the importance of giving visibility to the minority collectives for practicing good journalism.
My single critical point is that when you employ the techniques of role-reversal, it is essential to secure that all participants are de-roled (i.e. have the opportunity to talk with the other participants about how it felt to be in these different roles than the role of being oneself).
FLORENCE
It would be interesting to promote cross production - journalism students and journalists to report diversity inclusiveness by regarding the local context
Theoretical aspects of diversity are still to be debated
As MARS programme influenced my school practices, I hope that new MEDIANE project will give me new ideas of projects for my daily school work.
For me it's very important to share experiences because a lot of good practices exist and it's not efficient to do again the same things - in order to focus on efficient action.
My training session with students began today for six months and the topic "inclusive diversity" is present everywhere, every time and about any subject. I hope students will incorporate this notion as one of the bases of journalism.
There were a few people at the encounter who were neither journalists nor trainers, and who perhaps did not have quite enough to contribute
Perhaps the entire workshop - while certainly very useful - might have benefited from narrowing down its focus a little; as it was, there were so many directions to go that the proceedings lost track every once in a while.
I would be glad to see tools that could help journalists / media professionals avoid speech that indirectly OR implicitly leads to hatred or non-tolerance. I will reflect on it and see how to contribute in this direction. Furthermore how to build on diversity and inclusiveness instead.
Lisbon
These encounters, or at least training workshops, should be planned and become "compulsory", as it can be possible, for all the European media professionals
Chief editors need to take risks and they don't want to in time of crisis.
We need the tool that you are now developing! I will use it and spread it amongst my colleagues as soon as it's ready!
I believe this project in really needed. More structure, more smartness, shorter and less fragmented tools - the tools need to be stronger and user-friendlier. Training for media and students, most needed - also for the NGOs and CSOs, on how to reach media - could be future actions for Mediane :) Good work!
Thank you for great organisation and chance to meet new people and exchange ideas.
I hope that in the next meeting and also in the soap boxes and during interviews will be more participative, with the possibility of questions.
More opportunities to share examples of work/anecdotes/discuss dilemmas we face in the field. I wish we could have discussed the natural conflict between 'integration' vs 'assimilation' among minorities.
I think it will be important to give minority and less represented social groups more tools on diversity and capacity building on advocacy and lobbying.
I'm working in information interculturally
Knowing each other experience made me broaden my perspective in the way I cover social topics
I posted on the Social Media some impressions and I am going to report about the project in our next radio show. http://youtu.be/6UkMig4aRI0 http://youtu.be/8kU8TCynKow Tomorrow we have a meeting with our working group New Media Makers in Germany and where I am going to introduce Mediane ideas. Next film will get even better...

It is important to include editors in chief and other editors in next events because they are most responsible for media content
For the workshops - the first 2 were very intense, focused on the Index tools and with little time for exchanges. The last workshop was great because people finally could complement with their own experiences. For next time, an initial workshop where people are free to bring in their views, examples and ask questions would be better. Also punctual start! :)
Thank you for smooth organisation and great time. And amazing venue. Now I am ready for exchange I think
First of all, I really want to thank you for this gorgeous encounter! The organization was perfect, the place at the foundation Gulbenkian was amazing! 1- I think, we had not enough time to give a good feedback about the different tools we had to test. I would have preferred we would have been asked to read the material before the encounter. So we could have gone deeper in the discussion about the self-monitoring, the keywords and the list of good practices. I felt a little bit frustrated about our superficial feed-back... 2- According to me, the self-monitoring (test) about the own approach from diversity and inclusiveness is not a test that journalists are going to do on their own but a tool that is more appropriate to be filled in a group by a workshop or at journalism school. It is a good stuff to discuss about. 3- The Mediane Encounters are too short! One day more would give the participants the opportunity to exchange even more and have time to look for a partner for a Mediane-exchange and perhaps thinking together about a topic.
It is great to meet so many people devoted to the media diversity. I wish we stay in contact and work together. I dream for a longer encounter - about 5 or 6 days - so I can meet and discuss different topics with all the participants. Congratulations for the great organization and incredible coordination of the over 120 participants!
Penso que o encontro foi muito positivo e penso participar em outros.
I find very useful the composition of the participants as when people work in silo's tend to look only at certain aspects, while now I believe there is a more holistic approach.
There could be time saved for discussions, if people would have been given the task to read the documents in advance, with clear instructions what to look for and what to comment on :)
Liked. I think these meetings are very useful. Should involve directors of various medias and more, so that they feel responsible for implementing guidelines in their directional lines, diversity and inclusion. I missed an agent: representatives of minorities and communities, usually excluded. I think it would be interesting to do a practical experience. 3 suggest: a) a visit to a suburb where they are concentrated population groups usually excluded from the media. b) Shall participate in meetings, to report their relationship with journalists (good or bad), representatives of these groups who feel excluded. c) Divide the group of journalists of Mediane, into three of two journalists, each group. These little group could pass a morning in the newsroom of a newspaper, radio or television (all the media) watching and joining a journalist host parents to make together a news report on the subject.
It was an excellent event which was well coordinated and executed.
What I mean by participating in the Media Index / Mediane Box in question 16 is that I will send some comments by email on the Mediane Box. Thank you for organising this event
It was very interesting and useful some invited people: Barbara Reis, Mukti Jain Campion, Rosario Farmhouse, etc. It was a great idea the Exchange visits.
Please try to build a nice and simple user interface to the Mediane bests practice online platform (geo, themes, keywords...)
the encouragement of informal exchange of information was really interesting
This Encounter was my first, but hopefully not the last. It gave me a new perspective on diversity inclusiveness and encouraged me to improve my future work.
The conclusions to be send and to the national press councils.
I would add the possibility to ask public questions to the speakers so we can created a debate together.
The MEDIANE program is highly important for the implementation of diversity inclusiveness in the traditional media. I realized this during the visit at Publico, one of the Portuguese main newspapers. The journalists seemed to have never thought or talked about including diversity in their work (while choosing their sources for ex). So during our visit, we brought the topic into conversation, which is an important step in terms of awareness of the situation. Furthermore, the female journalists from Publico seemed to be a lot more aware of the gender representation needed for the sources of the articles, while male journalists confessed they had never thought about the gender of their sources and did not realise that having only male sources was an issue. So for me the

visits in the newsrooms of traditional "mainstream" media are very useful and important for the spreading of information on diversity inclusiveness and the Mediane initiative on an international level.
great inputs, has given motivation, useful contacts
In preparation for the encounter, I believe it would be useful to ask attendees if they have any impairments or lifestyle choices that should be taken into account. For those in wheelchairs, access to different activities should be taken into account. Further, it would be useful to know if there are vegetarians or people with a specific diets participating in the activities. Finally, the conference packet with all the useful activities should be made smaller and less cumbersome. For activity-based paperwork, why not hand those out for the workshops themselves rather than have people hold on to them throughout the encounter?
Thank you CoE for this wonderful opportunity to meet other professionals for direct Exchange of views and experiences.
A big thank you!
The 'packs' we were given at the very beginning were too big and it was difficult to find what was needed at every point of the encounter. Maybe next time the relevant documents (i.e. the indicators) should be given out in the workshops when they are directly necessary to be engaged with.
I voiced my preference of the exchange visit group to Mr. Camillieri & Blion when I understood from the instructions to my great horror that I won't be visiting any of the newsrooms/media. My opinion was totally ignored. I was excluded from the company of my fellow journalists and am very unhappy with the way my request was handled. It seems the participants get very different treatment from the organizers. What kind of an inclusivity programme is this?
I would like propose to focus separately on different groups within the media in order to strongly implement the Mediane ideas on diversity inclusiveness: 1. the owners and chief editors 2. The lecturers, trainees, teachers (journalism) 3. Young journalist - beginners 4. Experienced media workers
Diversity toolkit needs to be clear, accessible and customise-able to different national and media contexts. A WIKI-type platform that can be updated would be a great way to share examples
Wurzburg
I have learned about more useful ways to improve the journalistic knowledge and can use this in my work with community radio
More Workshops
To present in every county of Europe Midi
Thanks to IFO [?] and DJV [?] for this encounter
I think creating of Media box with Keywords of Diversity Practice and Guidelines online may assist in raising awareness of diversity inclusiveness in media and in implementing it in media work. It is a good decision to continue activities of Mediane's activities against any discrimination.
I was delighted to know as to young journalists is in other unions. I think we should make a specific meeting about what to do with students and young journalists
None! The team and the colleagues have been very considerate, careful and tolerant in including my colleague - a participant who has a disability and does not have social maturity and assertiveness. Which comes to show that diversity inclusiveness is a MUTUAL process: the one who is excluded has to also make efforts.
Great workshops. The visits were really useful and interesting. Thank you for everything.
Thank you CoE Team for this wonderful opportunity.
If you concentrate only on journalist unions as partners you will most certainly fail as this effort will become a labor-management issue rather than a neutral quest for better practice and find massive resistance from managers.
I used to understand better the importance of diversity in media production. To look in every possible angle in my daily work. I think that young journalists must be work more on site as one of the Wurzburg participants from Germany Alexandra said: "To talk with people and not to talk for people".

Split
I am conscious that editors and news organisation proprietors should be drawn into the discussion. Useful link into journalists' professional organisations - NUJ etc.
I think that MEDIANE is not present enough in Croatia in terms that journalists does not know about it, so there were not many of them at the encounter.
The Workshops were not so much motivating. I missed more work together rather than discuss and debate for hours
Case Studies for multimedia
The exchanges should be done on one topic per year: example: Roma people one year, other minority groups in another. This would give a nice package of media reports on the subject that could be recognised by national/ international media
- Lack of out of room activities, as well as day light - Lack of involvement from the Croatian organization - Wouldn't have been possible to watch at least part of a cenzuna [?} plus TV programme? - Couldn't we get a clearer picture about the cases they have been dealing with? - Couldn't they have organised a visit to a newsroom?
I think one of the most important problem against diversity coverage on media is probably the context of journalism formation which is not representative of society. The diversity has to start in journalism school of formation to be good
I very much enjoyed the facilitation work by Diane and Barbara. As they are native English speakers they are very well understandable. As they are British they are used to articulating themselves more clearly than others. And the British way of moderating groups is quite inclusive because it's always very polite.
I think it would be possible to improve the output of the presentations of media reports produced during the exchanges. With more useful details, people could participate asking questions to the authors; so, they could learn much more from other's practices. (More details were given to Mr. Blion)
Thank you for the great organization! This encounter was a challenge again - how to find many different ways to the diversity in the media and how it looks in different European countries. Helping colleagues with ideas and getting new suggestions from journalist all over Europe was an unforgettable experience. Thanks to the hosts from Split who gave as the opportunity to work in this beautiful city and feel its richness.
London
This encounter was very beneficial to me, it gave me more insights in diversity inclusiveness approach to apply in the future
Publishing and video recordings
Great event very well organised. Very inspiring
Well done - a great project well executed
next encounter bring more 'disempowered and power people'
Very interesting, very useful. Active individuals can change things.
I would be happy to share my experience later on how the tools and ideas of MEDIANE meetings have been implemented to our work at editorial; and schools
The question of the biases of media box makers is essential. The fields of makers and the research it is based on should be documented in connection with the Box - to be transparent and credible.
The participants themselves could be more diverse e.g. handicapped.
How to spread the information now?
I really liked the efficient time management during the encounter as well as the structure of the event. However, I would recommend to formulate clearer goals of the encounter before its beginning. Also, I am still not so sure about the impact of the encounter towards the development of journalism training tools.

Brussels
I think we need to consider what is a newsroom, how does it work. A manager will never have the time to use the Mediane Box. The only way to change things is to meet in their medias those people, and to organise a special training dedicated to recruiters in every country. Concerning the diversity inclusiveness in the editorial contents, lists of experts which represent diversity is very useful too, it needs to be sent to every medias in Europe.
More programs are needed
This was a very positive and productive event, with good practical and realisable ambition. It's an important conversation that is still evolving.
The value of MEDIANE has been to create a network and sense of other like-minded people addressing same challenges
The encounters are getting more intense and intriguing. We are gaining speed and I hope no one will lose it.
We should start to do our job in the best way! Get out of the box!
The encounter definitely inspired me to learn more about diversity inclusiveness and look for it when reading or writing myself. With regard to the Box, I find it awesome that journalists and media practitioners I know showed interest and already asked me to send them more information.
I'm very sorry that it had to end. It is so useful to meet other people and share views.
More media visits please
I think the MEDIANE Box is a good tool but we have to finds a possibility to translate it into other languages.
We must keep these tools alive, spread the database and not lose this so useful experience
We need to respect all people
I really came to appreciate the value of the MEDIANE Box., Thank you.
I find it great, I would just put at first the working teams and then the panel
The most important is to persuade media owners, media managers and editors to really practice diversity inclusiveness.
This is a positive and evolving process. Important to keep dialogue going.
Personal experiences of exchange has been so positive that I would like to keep doing more of them. Please, we need more MEDIANE
Having diversity is only half the equation. Inclusiveness makes the diverse mix work, it helps us unleash the true power of our organisation and daily media work.
Don't take for granted that you/I do not have prejudices. Question yourself
Makes me inspired but also frustrated at how far and tough is the journey towards inclusiveness and diversity, especially where I work in Finland.
Missed in the preface a formal presentation of the MEDIANE Box
No Flemish media presence? Big problem for Belgian media!
Please continue with the international encounters and exchanges
It is a great approach yet some participants may not have internalised the 'inclusiveness' idea that is central.
MEDIANE is a very important experience to compare and reflect about difficulties in inclusiveness process. I hope that MEDIANE could continue and involve more and more journalists.
Great approach! The box has been established, contacts and networks have been built: the next important step would be a call for concrete projects and offer financial support for drivers of inclusive work and publishing.
I would like to use the MEDIANE Box in my public relationship with local media to help them to improve their covering of our theme (and migrants and integration).

It was very interesting the visit we did to one human rights association talking about the Roma community in Belgium
I think the MEDIANE box has to be more user friendly.
The MEDIANE programme; you must continue. Essential these meetings and activities are to build a truly inclusive Europe
The field trip could have been with organised transportation. Multiple trips on metros ate up all the time.
It was very good to have both media makers but also decision makers, net managers like the 1st and last session with RTBF, TV France, RAI etc. very valuable guests to engage with.
Many thanks for being part of ' inclusive we/us' MEDIANE.
I would have liked if we had a chance to get to know different diverse practices from the encounter's participants.
The toolbox was still very vague, although this was the final encounter.
It's good to know new people with their all differences and discover that we all are the same in several parts.
It should, we should continue in some form.
I regret not enough involvement of international and French community radios in the encounters.

ANNEX 3 COMMENTS OF MEDIA EXCHANGE PARTICIPANTS

The following comments are from the **Media Exchange Participants**.

Please describe the single most useful aspect of the Media Exchange (EEMP)
The possibility of comparing different realities. The comparison allows me to benefit from good practices in place.
Speaking with journalists and news producers on how do they cover the issues relating to Muslim minority and Syrian refugees
Share with a person from a different country and context the point of view about inclusiveness in communication, highlighting the points in common and the discrepancies. The opportunity to work with a journalist from another place of Europe about the same topic, sharing worries and perspectives. The encounters were a great and much enriched opportunity to know other professionals and other realities.
Facing many experiences, projects and approach we were not aware of before the EEMP helped us in widening our angle of view on diversity and to include it in our daily work of communication and journalism.
The opportunity to deal with topics and approaches just rarely used in the professional life
Learning that Germany was making strides in dealing with diversity, whereas the issue wasn't relevant in Bulgaria.
I could know a new country and work with a colleague from Cyprus. I have met a new culture which is priceless.
The opportunity to dive in - with help and assistance of a local partner - to controversial topics in another country.
The general reflection on diversity.
I think a have a more realistic perception of Romanians and Romania and my partner had a more realistic perception of Portuguese and Portugal because of that exchange. I had more contact sources from diverse backgrounds dealing with the issue
The brand the Mediane project and the partner's institutions provided.
To benefit from the knowledge and expertise of a journalist from a different background and a media environment different from the usual.
It is great to work with somebody together from other countries.
Fostering the reflection on intercultural and inclusive media production within a practical experience
The exchange itself
New opportunities for cooperation
The opportunity to see in practice how these themes (the ways) is implemented by your colleagues from different European countries.
New local and international contacts.
The most useful aspect of the EEMP in my point of view was the following: it permitted us to cover a subject really interesting but for several media, they didn't care about this topic. In other word, thanks to the Mediane exchange, and particularly thanks to the support (grant, flying tickets...) we were able to write articles about this topic. Moreover, EEMP was a good experience because I wrote and worked without pressure by my editorial chief and her hierarchy. I was totally free to work with my own conviction and my own view of journalism.
The economical and name of EEMP as a support for stimulating people to be involved in the project.
The possibility to meet with a group of experts from a different European country and work together to a project. The EEMP label is a stimulus itself to the good result of the projects.
The most useful aspect of the EEMP was the simple fact that it has facilitated an exchange between young journalists like myself and my partner putting a European sense in our work. For the first time I was engaged in a transnational journalistic project, living for a few days in a different country and absorbing its cultural differences.

The most useful aspect of the EEMP is, of course, the facilitation of a joint work between young media professionals that can exchange best practices in media and also angles of approach when dealing with a subject about cultural diversity. To work alongside a fellow journalist from Spain was, first of all a premiere, and, of course, an excellent way to exchange views and put them into practice in a journalistic project.
Exchange different way to work and to see inclusiveness
Collection of opinions from different people of different background with different responsibilities.
The chance to suggest strong or delicate topics and have the chance to carry it out with full support form Mediane.
Having an opportunity to work with a journalist from another country
The most useful aspect of the EEMP was to have access to support from specialists during the exchange to gain more knowledge on media diversity.
The most useful aspect of the EEMP was to get to know another journalist and to work together: learn from him of the ways his society and media work.
The exchange of experiences, and the different way people cover diversity. The approach and definition that raise for each of us diversity, then it open a wider angle on it. To be able to share our own approach and experiences.
Exchange of journalistic practices
I was impressed by the possibilities for sport for disabled people in Paris in comparison to the Bulgarian ones. Obviously France is putting a lot of money and support in this area. That's why the disabled people in Paris look much more integrated in the society, feel more comfortable in their everyday life and have more opportunities for progress. The way of working of my partner also was impressive – slow but plain, persistent and pressing.
Exchange knowledge between cultures
The possibility to know other realities for media practice in a different socio-economic context.
Sharing doubts and choices in research, right away and in practice! I think it is very valuable, knowing from experience doing research on diversity in media and setting up monitoring and databases, it is difficult to reach journalists or practitioners, and this is a great opportunity to work practically together.
Exchange experiences, reflexion and practices Expand our respective networks Invent new projects
Contact with exactly people, and know the same problems but in other country
The most useful aspect of the EEMP is the possibility of working in another language, in another country with a totally unknown partner on a commonly interested subject.
The time to spend more days in another country just to make interviews and research.
To learn how a journalist in another country works and thinks about these issues.
Possibility to visit some other European country
Exchange of ideas and experiences, the opportunity to hear about other countries intercultural and integration experiences in general and how it is reflected (or no) in the media.
The possibility to work with someone with a quite different background on the conception and production of a journalism training tool. Also important was the production of our training tool in three languages (Portuguese, French and English).
Contact with exactly people, and know the same problems but in other country
Exchange per se. Sharing.
To compare two different social environments, which is the way to show what may be useful and what is missing in our countries.
Contact with exactly people, and know the same problems but in other country
Exchange between two persons from different countries. This way helps for different points of view about the issues.

The joint work.
To be able to see and compare similar realities in two European countries, and the variety or people that I met during the exchange.
The most important aspect of the EEMP was the chance to create a network between different realities who started to know each other, to talk of their problems and of the related solutions.

Please describe the least useful aspect of the Media Exchange (EEMP).
Technical skills, which I already have.
File written only in one language ... A translation into different languages would be interesting ...
The guidelines were not really clear about what was expected and why.
Making the media report in two different countries was quite challenging in terms of creating a coherent and complete story. Maybe it could be better to make two different outcomes, one in each country, but in a close co-operation with the exchange partner.
Lack of discussion on the topics that could have been covered as part of the report and how they could be covered and also feedback on how our experiences could be used to widen discussion in general about the subjects were we writing on.
Not all meetings we had were relevant to the issue.
I found the descriptions of the overall project confusing.
Not explaining enough what we have to do.
Filling out forms. (Inevitable because of CoE regulations, I know...)
The information and forms for this program could be far more simple and straightforward.
n/a
Don't know
None
I found the web site and procedures for submitting applications and the final submissions rather complicated and difficult to understand. Could consider creating user accounts where exchange participants could have a central page to add things to as the project goes on?
Two weeks is too little to tackle an ambitious project, and if you are freelance you can't afford to ignore your income generating gigs.
I don't think I can write anything here.
It took a lot of time to finalize the agreement and actually make the exchange.
Court et forcément superficiel, base sur la discussion et non sur le travail effectif ensemble
there isn't any
Sometimes speaking to news sources who were telling same problems in covering the issues
Some parts of the encounter in Split, specifically that one about completing together the online survey about inclusiveness in media. I missed that some sessions were more participatory.
Not having enough time to conduct more in-depth research Muslims in Bulgaria.
None
The (necessary) bureaucracy of the process.
Direct communication to the young people I was working with. The practical and hands-on experience.

None
n/a
I think this is the insufficient time to get to know the culture of the host country during the one EEMP.
We didn't receive strict guidelines for the project. But this allowed us to create the project from scratch.
It's hard to find a least useful aspect of the EEMP because it was an incredible experience. If I have to say one, it could be the fact that we had to lend all costs before being reimbursed. I can understand why, but for young journalist as me, it was a little bit complicated.
The training support from the EEMP after the approval of the project. But this aspect led us to organise and develop our ideas in an independent way.
The support from the EEMP team after the approval of the project. This allows us to fully organise the project in an independent way.
The fact that it was too short, but we have managed to reach all of our goals in a journalistic race against time.
I cannot find a least useful aspect.
Non availability and non interest of other people for interview which point of views could inspire more the exchange
Concerning my experience for this specific exchange, there was no useless aspect to report.
We did not get enough support from EEMP
The least useful is perhaps all the formalities that are required, but this is to be expected in such an exchange.
I can´t think of anything unuseful in the EEMP.
Sometimes to go away from the diversity perspective, the importance to stay focus.
Limited amount of time spent to prepare the subject
The chance to know a new town in different way – by working and having a lot of contacts with people connected with the sport for disabled people, visiting places related to sport for disabled people – something that would be impossible to make if I would have visited Paris as tourist.
Somehow isolated
I was expecting some more in depth discussion, or having experts talking, but that is also a matter of time during the encounter I guess.
To have a little time to prepare the interviews.
None
Everything is useful in these kind of exchanges, also a negative things
I will like to hear a little bit more about integration of pre-existing ethnic minorities (as oppose to new comers), Roma/Gipsies, Travellers, Irish in the UK... and many other minorities that in many cases because they do not have a physical distinctive feature from the main society make them even more "invisible".
To have a little time to prepare the interviews.
Too short.
The methodology box is too complicated and boring to read it from up to down.
To have a little time to prepare the interviews.
Time for coordinate the interviews, etc...
Short-time.
None

I think it's very difficult to explain the complexity of the EEMP with a radio report of only twelve minutes. In the future, you would give more space to the final output that allows to spread out, much better than a written document, the results of the experience exchange

Please add any additional comments you may have about the exchange or about your experience of the diversity inclusiveness approach MEDIANE seeks to implement in daily media work activities:
I think Mediane gives the possibility to produce inclusive news and to spread it, which, because of the economic crisis, is nowadays very difficult.
It might still need a lot of work to make the management level at the big media houses to understand the importance of the diversity inclusiveness approach. As a freelancer you are quite forceless if the "buyers" won't appreciate the diversity inclusiveness approach.
In our media exchange, I learned that, in a big country everything solve slowly, but in a small country problems solve quick... in Cyprus there is only one team and they have federation, but in Bulgaria there is three team but they have no federation...
I consider that diversity inclusiveness should have been better explained at the beginning.
After talking to many of the participants of the encounters and trough my own exchange experience I think the project has been very positive.
Many thanks to Mediane Program and its responsible team for all the interesting experiences.
I think it is great that this project exists and have found it very useful. It has made me think differently about my work.
The finalized reports of everybody involved should be included in a support that has a big reach, at least in the Journalism schools if not anywhere else.
was a totally positive experience
I think MEDIANE is a great opportunity to professionals from the world of communications from all around Europe and other countries. But the important issue is that we come together to talk about underrepresentation and inclusion, which is a topic forgotten about mass media. I would like to have this experience again but I think it would be great for the exchange that more than one person could participate from each country. If we could travel two people it would be helpful for disseminate the experience and for the researches and productions.
It was a great experience!
My partner was able to give enough time with me in Thessaloniki and the exchange was not as complete as it could be. After that, it was difficult to share the editing of the video and work on it together. Nevertheless, I think it was a good experience.
It was a great experience. I 'm more aware of diversity issues. They are now part of my daily concerns.
I would like to thank you for this great opportunity.
I am very grateful for this opportunity and the success just proves that more initiatives such as this one are needed. I also wanted to mention that diversity was a topic rarely mentioned in my studies and thus welcome the fact that MEDIANE made me think about it.
Continue the program and organize some sort of Alumni network.
The next (following) collaboration between involving in the MEDIANE project journalists (after the end of media visits) is very important for this project to continue to implement in their daily media work.
Detailed in the attached report.
With an increasing number of journalistic projects on the subject of diversity inclusiveness I think we can shape a relevant public agenda on a European level.
Media subjects based on diversity inclusiveness, which are usually dealt rarely, have an excellent boosting tool because of Mediane. My joint article published on my radio's website was the most read article of the day.
This experience was for me very positive. I really encourage any other similar action.

To offer to best exchange products a stage or chances to be shown somewhere, and a support to spread them.
This has been a great opportunity for me to learn more about diversity inclusiveness and how to incorporate more diverse sources in my work as a journalist.
As a freelance journalist I do not have much power to make big decisions, but I can share knowledge through my writing at least.
Mediane is an excellent initiative, I think it could be useful to compile the reports from all the exchanges and offer them to discussion in the journalism schools.
The MEDIANE project is unique opportunity to improve the journalistic skills and the perception of diversity. After the exchange and the Encounters I have attended I could say that my work has changed – I pay attention to more details as usual and can explain why all my colleagues have to be more inclusive and have to pay more attention to the diversity in the media. And more important – I have relatively clear idea how this can happen in Bulgaria – a country that is not very tolerant toward minorities and different people.
I does feel that it is a start, and am very curious to the other 'pairs' experiences... I think it is a fantastic and luxurious opportunity to do this without the time consuming funding applications etc. before you can work on something and not tied to the newsroom or the one that you make the production for. It is inspiring so far indeed and gives a lot of freedom to think and rethink your production approach.
This experience has been very important for me because I have be able to know others ways of working with other journalist, in general, but overall how they work with the diversity inclusiveness. In fact, I 'd like to have another exchange in a different country
Thank you!
The partner must be aware that working together doesn't mean just finishing the interview but also be collaborative from the social point of view
I would not mind to participate in the Media Index, but I do not think that I would be the appropriate person to test it as my projects due to the nature of my proposals are most of the time inclusive and show diversity.
This experience has been very important for me because I have be able to know others ways of working with other journalist, in general, but overall how they work with the diversity inclusiveness. In fact, I 'd like to have another exchange in a different country
I think that topics with less popular social groups must be a priority, because they do not receive much attention in regular medias.
This experience has been very important for me because I have be able to know others ways of working with other journalist, in general, but overall how they work with the diversity inclusiveness. In fact, I 'd like to have another exchange in a different country
This experience had been very important for my works.
Definitely, more variety of sources will be used in reporting.
2014 is the World Year of family farming, our radio report product could be crucial to start a useful discussion on these issues.

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.

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?

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.