

MEDIANE

Media in Europe for Diversity Inclusiveness



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European Encounter

From Media Diversity Coverage
to Media Diversity Inclusiveness

REPORT

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Authors – REPORT by Reynald BLION, *Media & Diversity* and *MEDIANE joint EU / CoE Programme Manager*, Council of Europe and Diane KEMP, *MEDIANE Encounters*' CoE Consultant & Senior Academic at the Faculty of Performance, Media and English, Birmingham City University. This document has been produced with the financial assistance of the European Union and the Council of Europe. The views expressed herein can in no way be taken to reflect the official opinion of the European Union or the one of the Council of Europe.

MEDIANE PRESENTATION

Reynald BLION, Media & Diversity and MEDIANE Programme Manager, CoE
Diane KEMP, MEDIANE Encounters' Consultant, BCU / School of Media
www.coe.int/mediane

Building upon the experiences and results of the 2008 – 2010 "Speak out against discrimination!" Campaign and the joint EU/Council of Europe 2010 – 2012 MARS – Media against Racism in Sports" Programme, MEDIANE – Media in Europe for Diversity Inclusiveness offers European and Thematic encounters as a first step for sharing practices, but also the opportunity for media outlets and professionals to share professional practices directly on an one-to-one basis, through "European Exchanges of Media Practices" (EEMPs). One of MEDIANE's main outputs will be the MEDIANE Index. The MEDIANE Index will be an instrument for the media industry to self-monitor their abilities to include diversity in their daily work and also to serve as an action-support tool in favour of inclusive, diverse and intercultural modes of media content, design and production.

MEDIANE's global objective will advocate and stimulate inclusive and intercultural approaches of design and production media content, that could be applied to any kind of media sector by:

- supporting European Exchanges of Media Practices (EEMP) in journalism training, editorial management and design/production,
- implementing media encounters linking the various actors of the European media industry,
- analysing media practices to build a Media Index on Diversity Inclusiveness; this Index will be a self-monitoring and decision making tool regarding media content design and production.

More information on MEDIANE is available on its website: www.coe.int/mediane.

THE SOAPBOXES – QUICK HITS ON MEDIA DIVERSITY INCLUSIVENESS

The soapboxes comprised a series of short interviews, intending to give participants a 'quick hit' on the subject of media diversity inclusiveness. Eight people have been asked to talk about case studies, strategies, pieces of work with which they were associated, which dealt with the subject in their context. The eight contributors were interviewed by **Marina Lalovic**, Babel TV, Italy; two at a time, and the sessions were interspersed throughout the three days of the encounter.

The 'soapbox' reference is a British one; anyone wanting to make him/herself heard could stand on an upturned box on a street corner and start talking. This has led to the phrase 'getting on one's soapbox' meaning to talk on a theme.

The first Soapbox - **Martine Simonis**, AJPB, Belgium & **Robin Elias**, ITV News, United Kingdom

Martine Simonis - Martine talked about gender equality and diversity and how she promotes it, and the general theme of inclusiveness, through her association, the AJPB in Belgium. After having implemented one survey on diversity and gender equality in national and local print press in French-speaking Belgium, she decided to work directly with media and newsroom managers to see how they can implement a greater of inclusion of diversity and gender in the way media content are produced and designed.

Robin Elias - Robin talked about the Creative Diversity Network in the United Kingdom. Set up in 2000 it is a joint venture of all the major broadcasters whose aim is to change the face of

television in the country. The organisation has a rotating chair, and this year Robin's company, ITN, will be taking the lead. The CDN offers a platform for companies, which might be in competition in their core business, to get together to address the diversity issue which confronts them all. It offers a useful example which, while he feels it hasn't been completely successful, provides an important forum for the subject to be raised at a high level within the industry.



The second soapbox – **Walther Tjon Pian Gi**, NYUKWHA, Freelance, The Netherlands & **Lydia Lange**, Equal Opportunity Manager, RBB – Rundfunk Berlin Brandenburg, Germany

Walther Tjon Pian Gi - As a diversity consultant in Multicultural TV in the Netherlands, Walther talked about the way he has promoted more inclusive reporting with all the journalists who've worked for him. By encouraging them to report on human interest stories - at the heart of most good reports - he has taught them to approach different communities to uncover interesting lives and angles. Because the reporters who've been through this training have attained such good results, their work and his approach have made them well known to diverse communities in the Netherlands.

Lydia Lange - As an equal opportunity manager, Lydia works mostly as an HR advisor to German public radio. Her aim is to promote women to leading positions within the organisation. So she advises managers how to be more inclusive towards women. The hardest part of her job however is ensuring they take up her suggestions. When asked how she did this, she replied that 'I make them'. Partly she is able to do this as she was herself a prominent journalist who'd gained a reputation as an effective operator. Her years working on the main morning talk show meant that she carries perhaps more credibility into newsrooms for this kind of discussion than others who come only from HR.



The third soapbox - **Safia Kessas**, RTBF, Belgium & **Eduardo del Campo Cortes**, El Mundo, Spain

Safia Kessas - As a producer in Belgium TV and the radio station RTBF, Safia talked about her own experience in the industry. A journalist with Arab origins, she found that in the beginning she was only asked to cover 'Arab' stories. But she persevered to move out from this 'pigeon-hole' and onto more general programmes and reporting. As well as speaking about her own experience, she also discussed a documentary programme which she'd made, shining a light on the issues of inclusiveness in Belgium.



Eduardo Del Campo Cortes - Eduardo also reflected on his own experience as a journalist. He had first noticed the very disproportionate nature of society as reflected in the media in Spain when dealing with scientists and researchers. 99% of them were men - a fact he noted went back through the past couple of centuries. He went on to try and make a difference through his own reporting when covering the recent war in Libya. In order to be more inclusive he interviewed women to uncover their role in the revolution. An angle which was unusual to take in Spanish media.



The final soapbox - **Yasir Mirza**, The Guardian, United Kingdom & **Nadia Bellardi**, CMFE, The Netherlands

Yasir Mirza - Yasir explained his role as head of Diversity and Inclusion on the British daily paper The Guardian. He gave examples of the kind of workshops and encouragement given to bring different 'voices' to the Broadsheet. Workshops enabled new writers to feel they could contribute their stories and the 'Comment Is Free' section of the paper was a space where they could see their work online. Apart from delivering different opinions, it also brought new writers to The Guardian. Many of those have gone on to be commissioned to write articles for the main paper itself - thereby ensuring these new voices get heard by a wider audience.

the guardian

Nadia Bellardi - Nadia pointed to the example of community radio and specifically to LoRa. LoRa radio is based in Zurich and it gives voice to those whose stories aren't usually covered in mainstream media. But the station doesn't just broadcast in 'silos', with one programme ending and another starting. Instead they looked to see how they could bring some interaction between them, moving from multi-cultural 'slots' to intercultural dialogue. On one particular programme, "incontri in diretta" ("Live encounters"), for the first time hosts from different radio shows would actually interact with each other. One of the tactics applied during the show was switching to different languages. Considering the fact that this radio transmits in 23 different languages that was no small thing. Also to increase the sense of being connected, hosts usually summarize the topic from the previous show, often broadcast in another language, during their own, so their audience understands issues or concerns from other sections of the community.



INTRODUCTION - **FROM MEDIA DIVERSITY COVERAGE TO MEDIA DIVERSITY INCLUSIVENESS** – Some Concrete Examples to think about...

Alexander VOJVODA, MEDIANE Programme, CoE

The presentation focused on various examples of current media practices which foster diverse and inclusive media work and includes diversity in the daily work of media outlets and their professionals. Furthermore, the presented examples were an input for the discussions following the introduction session at the Cyprus Encounter. Four examples have been chosen from the 3 areas: diverse sources, staff training schemes and media production.

Diverse Sources

Vielfaltfinder.de - In 2012 the German association Neue Deutsche Medienmacher¹ has established the online database Vielfaltfinder² to "promote migrant experts in all news areas"³. Neue Deutsche Medienmacher argues that migrant experts only appear in mainstream media in context of migrant and integration issues and their expertise and knowledge in other areas is neglected by the media. Therefore, Neue Deutsche Medienmacher built a database with diverse experts and contacts which are offered to media outlets and journalists. On www.vielfaltfinder.de, further information can be found on this service and register for the database.

Beer Beauty - Marverine Cole is a journalist, author, blogger and beer sommelier. She is hosting the blog Beer Beauty and was featured on different occasions on ITV or BBC 3 with her reports on British ale and beer. The Beer Beauty blog is a good example how the diversification of the contact database increases the inclusiveness of reports. The following Youtube video was presented at the Cyprus Encounter: <http://youtu.be/TxQfJ4nBEFg>

Trainee Schemes

dastandard.at - Der Standard is an Austrian daily newspaper and was the first Austrian media company building a separated online presence in the 1990s. DerStandard.at also hosts the online portal dieStandard.at dealing mainly with gender and feminist issues and daStandard.at focusing on migrant issues. Olivera Stajic, executive editor of daStandard.at, says that "daStandard.at does not only cover migrant issues, but it also deliberately supports migrants to work in mainstream media". Journalists working at daStandard.at can be seen as role models and daStandard.at is the entry for migrant journalists in the media network. Olivera Stajic is a good example; she is also managing editor of derStandard.at.

Media Production

"*What a tram can do to the city*" - The media report "What a tram can do to the city" has been produced during the MARS European Encounter in Bordeaux in November 2012. It focuses on the newly-build tram connection between the suburbs on the other riverside and the city centre of Bordeaux. Jean-Christophe Blancand (France), Marius Daea (Romania) and Denisa Udroiu (Finland) created an inclusive media report, however, not directly addressing issues of diversity and discrimination in Bordeaux. They displayed the effects of urban development (new tram line connecting different parts in a city) in Bordeaux and thereby draw a wide-ranging and diverse picture of the concerns and problems of Bordeaux's inhabitants regarding exclusion and inclusion mechanisms in Bordeaux. The report can be downloaded via the MARS Online Resource Centre on www.coe.int/mars.

¹ in English *New German Media Producers*

² in English *Diversity Finder*

³ <https://www.vielfaltfinder.de/content/das-projekt>

WORKING GROUP SESSION ON MEDIA DIVERSITY INCLUSIVENESS

Global Summary - To encourage deeper discussion at the encounter in Cyprus it has been decided to divide the participants into 6 working groups, each with an experienced facilitator, in order for there to be space and time for everyone's views to be aired. This approach certainly worked, as there was much fruitful discussion which took place.

The task for the first session was for people to share their examples, practice and initiatives on media diversity inclusiveness. In fact in almost all groups this session became, instead, an opportunity to share what they understood the concept to mean. There were interesting debates going on in the different rooms where groups were working which highlighted the cultural, societal and demographic differences represented at the encounter. Some people couldn't see the difference between diversity and inclusiveness, some thought it was so obvious they didn't understand why they were discussing it.

As well as the range of comments, people were also approaching it from different perspectives, inevitable since the participants represented so many different countries, groups, forms of media and cultural backgrounds. The main approaches tended to be ideological (querying ownership of media, access to media), some were philosophical (what inclusive really means in today's society) and others more specific and pragmatic (giving solid examples of practice in this area).

Broadly speaking, education cropped up in many of the working groups' discussions. Some of this pertained to education of journalists. Were they taught they needed to reflect the whole society? Was there teaching in terms of ethics and responsibility / duty? Also the question was raised several times how much do journalists know about minority groups? Education in terms of wider society also cropped up with participants talking about the content of school books about the media. Discussions seemed to be about how societies see themselves, whether the prevailing view was exclusive, as opposed to inclusive, and therefore the role the media has to change or support it. To this respect some participants looked to find definitions for diversity inclusiveness, with one group offering the following; 'inclusiveness is to normalise'.

Another theme which emerged from this first session was the concern participants had about the way in which diversity inclusiveness might be introduced in newsrooms, to editors and other stakeholders. People preferred to take a non-judgemental approach. Comments were that in any written approach, 'no values be put, a report doesn't say good or bad, just adopts a qualitative approach'. Suggestions included 'working directly with different communities. They should be encouraged to come and be included.' Many participants reflected that the 'tone and language' were important.

Discussions in this session reflected ways different media in specific countries dealt with diversity inclusiveness, for example 'audience is our main focus' from one, while 'what would be the financial benefit' from another.

All working groups seemed to agree that there's a need for examples to show media colleagues how diversity inclusiveness works; 'best practise follows best practise'. So while the first working group session didn't supply many examples themselves, they used the time to get under the skin of the subject and explore diverse views on the subject.

Main Detailed Feedbacks of Working Groups on Media Diversity Inclusiveness

There was the smallest return of comments. While there are some leads and useful ideas, there were nevertheless few concrete examples from this session. More questions were raised and evidence of groups discussing what diversity inclusiveness means to them in their contexts. They

either needed better setting up for this workshop, or it demonstrates the need they had to bond, settle into the topic and find their own understanding of the terms and task ahead in this, their first in-depth session together.

Discussions demonstrated a range of understanding about diversity inclusiveness. Some couldn't see the difference between diversity and inclusiveness, some thought it was so obvious they didn't understand why they were discussing it.

More examples need to be developed to illustrate the term and what it might mean in different countries so those struggling to understand can grasp it better. These also need to be examples hosted online so they can be accessed by all: as raised by final session too.

Discussions demonstrated the different backgrounds of participants. Some comments were ideological (ownership of media, access to media), some were philosophical (what inclusive really means) and others more specific and pragmatic (examples of practice).

Journalists must be free and independent. Even if the topic is inclusiveness, professional autonomy is important, press is free in Europe. Media actors need to realise they have a social role - not just reporting facts.

Countries have different levels of interculturalism and integrating migrants into newsroom. Civil society is not always ready for awareness/inclusiveness.

Integration of migrants - projects of the European university institute (news making, content, implementation etc.), training: media diversity indicators of MEDIVA look at their results, it all depends on the history of migration. Awareness is high in the UK but lack of diversity policy in Italy.

Interpretation of topics: put into mainstream output, not 'special' programming. Training: live in an asylum, etc.

Community media can be important to give a voice to those who don't have it in MSM, also language.

Promoting tools that exist / Measurable objectives / Diversity media monitoring / Audience as a driver.

Inclusiveness = to see what is not seen / to report as a human being. Not just about numbers. Covering subjects not just because it is popular but on a regular basis. Assumption is a barrier to inclusivity. Confront prejudices. Give voice to people who don't usually have it. It's work for the minority and work for the media (to reach normalisation).

Experiences with diversity inclusiveness (issues, examples) in

Employment:

- Accountable interview process can (should) guarantee diversity in selection process
- Monitor gender equality
- General economic employment conditions of journalists are a barrier to diversity inclusiveness - how to promote gender equality principles in employment if contracts are not even being renewed?
- Self-reflection process about power dynamics in a local (community) radio where most paid staff was local and male and volunteers were migrant; output: policy paper.

Training:

- Importance of media literacy training for the audience/media consumers; modules of critical media consumption
- MARS training modules (for ex. media "subjects" are asked to rate the coverage produced about them)
- Monitor gender and disability
- Education systems tend to favour people from middle-class background; need to support/finance training of journalist with migrant or working-class backgrounds (example TAZ Foundation in Berlin)

Production:

- Carta di Roma: deontological code for journalists on reporting about migration and refugees (developed with UNHCR and with binding value) (Italy)
- Projects with local associations/foundations for producing diverse, inclusive content and training (Italy)
- Example of web documentary focusing on female senior citizens 60 – 95, issue was "growing old in France"
- Cross-production between different cultural/language communities focusing on shared topics and interests (Holland)
- Using one's own migrant background as an opportunity for topics and angles based on inclusiveness
- Issues in Cyprus media: lack of diversity, culture of exclusion, state control. New web community multilingual radio program gives a space to excluded voices.
- Ethnic graphic research: identify groups' needs and demands what they want from the media - chart interests and topics to be included in media.

MEDIANE INDEX ON MEDIA DIVERSITY INCLUSIVENESS

www.coe.int/mediane/index

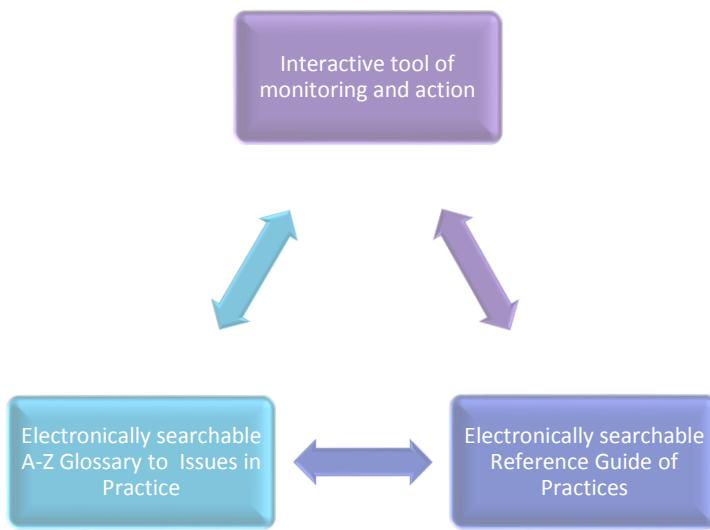
INTRODUCTION - MIDI – A MEDIA INDEX ON DIVERSITY INCLUSIVENESS – A media diversity self-monitoring and action tool

Dr Myria GEORGIOU, MEDIANE Index Consultant

The Media Index on Diversity Inclusiveness (MIDI) took a prominent position in the discussions held during the first MEDIANE European Encounter in Nicosia

The Index aims to address issues associated with the main areas of media practice and media organisations' strategies. For the purpose of this project, these are organised around four themes / interfaces: (i.) Employment, (ii.) Content development, (iii.) Ethics and (iv.) Media strategies for development

The four interfaces of professional media practice and organisational strategies will be addressed through the development of an Index that consists of three elements:



• **Interactive tool of media self-monitoring and action** - This tool will have three distinct and parallel platforms targeting three different groups of stakeholders: media managers; journalists and media trainers. Each platform's design aims to correspond to the interests and needs of each particular professional group of users (see next sections for details). The self-monitoring part of the proposed Index is an important dimension as it will offer the media and their professionals a very concrete and practical tool as well as it will guarantee the monitoring results to remain confidential and to be for their only use.

• **Electronically searchable Reference Guide of Practices** - A mapping of the most significant studies, reviews and codes of practice on diversity inclusiveness in the media. Approx. 20 projects, such as the Diversity Toolkit; IFJ's Ethical Journalism Initiative; the publication Reporting Ethnicity & Religion, alongside additional European and international publications such as OSCE's Guidelines on the Use of Minority Languages in the Broadcast Media are to be reviewed. The reference guide, with hyperlinks to the specific reports, will be organised around the four main thematic units: employment; content development; ethics and journalism practice and media strategies for development. This reference guide will be made of a single document for all stakeholders divided under the four themes of the Index (employment, content, codes of practice, strategies for development). The logic of single document is that diversity is driving common agenda and practice. This reference guide will include a shared selection of approx. 25-30 resources

(see after, Part III) introduced through an executive summary that highlights key points of each resource under the four themes of the Index and divided between its 3 targeted groups: trainers, journalists / media content makers and media managers.

- **Electronically searchable A-Z Glossary to the Key Practical Issues** - The Glossary will address specific issues that managers, editors and journalists face in their practice and when making decisions about personnel and content production. With an emphasis on the integration of diversity and the principle of non-discrimination as a guiding theme, the user-friendly glossary will be organised around the four main thematic units: employment; content development, ethics and journalism practice and media strategies for development.

The guide will provide specific and applicable tools for media professionals and trainers to self-monitor their practice and to make decisions that promote inclusiveness of diversity and the principle of non-discrimination. For example, under the A-Z guide on content development, practitioners will be offered sets of questions to address when they work on crime stories (e.g. How many sources did you use? How many voices of those involved have you included? Have you mentioned the perpetrator's/victim's ethnicity and is this relevant to the story?). While the Electronically searchable Reference Guide of Practice and the Electronically searchable A-Z Glossary to the Key Practical Issues should provide common reference points for media managers, journalists and trainers, the Interactive tool of media self-monitoring and action will be tailored to separately correspond to the needs, interests and practice of the three main groups of intended users.

As the initial name chosen for the MEDIANE Index on Media Diversity Inclusiveness does not reflect the real structure and content of what this tool aims at being; a self-monitoring and action tool supporting the efforts made by the media and the professionals for including diversity in their daily media work and production, a consultation will be launched by the end of 2013 until February 2014. Based on the results of this online consultation, a new name will be selected by the MEDIANE team, consultants and partners.

The realisation of MEDIANE Index on media Diversity Inclusiveness is organised in four stages:

Preparatory phase (April 13 – May 13)

Establishment of rapport and initiate consultation

Online survey

Draft Methodology paper outlining the key elements of the realisation of the MEDIANE Index.

Index building phase (June 13 – Feb 14)

Finalisation of the Methodology paper

Development of indicators of intercultural practice

Development of the three key elements of MEDIANE Index

Index testing phase (Feb 14 – June 14)

Recruitment of volunteering participants

Test MEDIANE Index on Media Diversity Inclusiveness content

Analysis of data and internal report on results of the testing phase

Revisions and finalisation of the Index

Index promotion phase (June 14 – Dec 14)

Maximization of collaborations and strategies for participation and promotion

Presentations of MEDIANE Index on Media Diversity Inclusiveness in conferences, public events

Promotion event of MEDIANE Index during the last European encounter

At the end of her presentation, Myria Georgiou emphasised that the Index is a collective effort and its successful development and implementation depends on input and feedback from partners and the main stakeholders – i.e. journalists, media managers and media trainers. Following the presentation, the consultant had a number of 1-2-1 meetings with various participants and partners, recording their feedback on the presentation and the actual development of MIDI.

WORKING GROUP SESSION ON MEDIANE INDEX ON MEDIA DIVERSITY INCLUSIVENESS

Global Summary - The dedicated workshops that followed the presentation represented the main activity for participants to offer their insights and input to the Index's development. Participants were allocated workshops according to their professional affiliation. Workshops were loosely organised around the three main groups of stakeholders: media managers, media trainers, journalists. Participants in the workshops were invited to offer their input in five main areas: the relevance of the Index to them; the benefit that the Index could have for their organisation/profession; the best format for the Index; the name of the Index; the content of the Index monitoring tool. During the workshop, each participant was given a booklet to fill in with specific recommendations in regards to the Index name and with proposed questions to include in the Index monitoring tool for each of the stakeholder group: media managers, media trainers, journalists.

This second session of working groups was for them to discuss issues pertaining to the proposed media index. Having had an introduction to the index in the plenary beforehand, they were asked to divide into new working groups, again with a facilitator, and answer a series of set questions. They were given sheets to fill out answers to the questions, which most people did. But there was much general discussion, flowing from the questionnaires, which was reflected in flip chart notes made by the facilitators.

This session was very animated. People in their groups were swapping experiences of working with codes of practice or diversity monitoring tools. There was a lot of anecdotal evidence aired from those working in newsrooms of their 'reality' in this field and also many interesting examples given of community stations, pressure groups and individual programmes /newspapers doing thoughtful work on inclusive reporting.

Broad themes which resonated in every group were the need to 'not reinvent the wheel', the importance of giving concrete examples - alongside the question of how this could be done given the diversity of circumstance the media operates within - the need to persuade journalists to use it and a scepticism as to the usefulness of self-monitoring.

In terms of participants' attitude towards the idea of a media index, there seemed to be a wide range. Some expressed a deep scepticism based on previous experience of initiatives around diversity and they mentioned issues of cost, time and 'usefulness' which would form barriers to an index changing peoples' attitudes or working practice. These comments seemed to be around the aspect of the index which concerned monitoring or more codes of practice. Suggestions such as; 'discourage formal processes', 'you need to win staff over', 'heads and hearts' typified the view that many had. Also voiced was that 'journalists must be free and independent. Even if the topic is inclusiveness, professional autonomy is important, press is free in Europe.' This suggests there is support for the index to be an encourager, an enabler of journalists and ties in with previous sessions' emphasis on 'the tone and language' being important.

On the other hand many people - some of whom had also voiced sceptical views - thought the idea of an index which shared 'best' practice and positive examples which had been shown to work in specific circumstances, was a good one. They offered many examples of their own to add to it: an Austrian community station broadcasting in 17 languages, some research on TV representation in Belgium done in association with broadcasters, the adoption of less value-laden descriptions ('Illegal immigrants' now 'undocumented immigrants') and many others.

Main Detailed Feedbacks of Working Groups on Index

GENERAL COMMENTS

Organization

- Regulations and charters should always include diversity element, binding the work of journalists
- Management should enforce the respect of charters and regulations
- Systems to guarantee diverse participation in management (quotas?)
- Promote quality journalism

Training

- Create partnerships and networks between journalism schools and community media
- Integrate principles of non-racist, anti-discriminatory reporting in basic training (*klipp & klang*)
- Monitoring of local media and discussion of impact of discriminatory articles and headlines with editors in chief of local press. Approaching them with the focus on the element of public interest of journalism and referring to existing charters, as the *Carta di Roma*. (*Radio Asterisco*)
- Radio school with an inclusive policy (www.klippklang.ch);

Overall, groups seemed to be agreed that practical and realistic were the best watchwords for the index, along with the question of how that could be reflected for the many countries and media involved.

There was a lot of material offered up in this session: questions, comments and broad examples which would need to be researched / checked out, if they were going to be included. Broad themes were the need to 'not reinvent the wheel', the importance of concrete examples - but the question of how this could be done given the diversity of circumstance media operates within - the need to persuade journalists to use it and a scepticism as to the usefulness of self-monitoring.

Discussions seems to swing between deep scepticism (people raised cost, time, usefulness, etc.) and a plethora of examples which people cited to demonstrate good practice did exist (and to be included in the index).

There were plenty of ideas for questions themselves, as well as how they should be asked and in what format. People were engaged and keen to insist on user-friendly, practical, accessible and effective as 'watch words' for the index.

Diversity checklist, media literacy/ upgrading skills, awareness raising, online survey/focus group, public ranking or learning tool, social reports, self-assessment, audience report, convincing newsroom, partnerships between unions & universities. Management/evaluation awareness, media watchdog, guidelines to help restart.

The value of the index was recognised as a potential means to raise journalists' and especially student journalists' awareness on diversity. But it was clear that hard-pressed journalists might struggle to find the time and employers resist onerous requirements. So the relevance of the index would be critical if it were to be accorded the priority necessary.

It would also be important to clarify how index would relate to existing instruments such as *Charte de la Diversité* in France. From the union side particularly there was a positive view of how the index could assist existing codes in encouraging a more normative commitment by editorial directors to journalism which was inclusive. The importance of the index being user-friendly was stressed.

Usefulness of index for media professionals:

- A Should be resource intensive and discourage formal processes.
- B BBC self-monitors and it isn't effective, especially. Can be repetitive process.
- C Germany doesn't have one at the moment so unsure of the relevance.
- D France current monitoring on ethnic diversity but at early stages. Need to win staff over, what it will mean for them etc. The experts selling it are white, male etc.
- E Compare and contrast model would be effective on a competitor model (ex. BBC-ITN, so public service to commercial).
- F Leadership issue in BBC regions - they need to be engaged with staff.

Benefits of the index as a media professional:

- A Sharing between media orgs, the benefit of sharing with similar on specifics.
- B Ensuring practicalities are in place. Will this be a repetitive exercise? Are the questions applicable to orgs, or tailored to specific ones and driven by the organisation itself? Sceptical journalists need to be won over. Methodology is important in the selling and engagement of experts. Will journalists be critiqued?
- C The Guardian - 3% on return of appraisal.
- D Diversity question in the newsroom would be useful / need to avoid "ghetto".
- E 100 women experts directory in France, avoid specificities.

It is recommended to avoid yes/no questions in the questionnaire and rather gather more substantial answers and feedback through how/what questions. Phrase the questions so that the answers are truthful / accountable. The answers should spark off reflections and lead to relevant best practices, examples of diversity and empowerment projects.

Ensure the Index is translated also into other local languages, perhaps through journalism schools.

Database of best practices: there is a lot of (too much!) material available, it's important to sort it and present it in a way that makes it accessible.

Importance of making the Index a practical tool, using online format by including as many concrete tools as possible: training modules, exercises, relevant research.

Selling points for the Index: diversity as an asset in media enterprises; diversity of sources as a way of building relations of trust with the public. Define a strategy to reach journalists and target groups.

Specific questions to include things like data on equal-opportunities employment of staff (for managers) and diversity of sources (for journalists and media trainers). The implementation of codes of ethics and house style guides were also prominent. 'Road testing' was also stressed.

Resistance to the word 'index', as it could be misunderstood as a list of people, or for a French connotation of censorship.

QUESTIONS / INDICATORS FOR THE INDEX ON:

A/ Journalism training

- How and where is the training promoted? Does the announcement reach all target groups you want to include?
- Who has access to the training? What are the selection criteria? How do they guarantee access to students with diversity background and / or disabilities and / or disadvantaged socio-economic background?

- Are the training groups diverse and, if yes, (how) does the group benefit from this diversity?
- Is there a gender-specific training in the technical area, are women encouraged to specialize in technical aspects?
- Are the trainers aware of the expectations and profile of the students?
- Is diversity treated as a separate topic in the training or is it included across all topics (research, interview techniques, selection of sources, etc.)? Examples.
- How are the use of non-discriminatory language and ethics included in the training?
- Which contacts on the ground do students/trainees make during their training?
- Do you promote contacts and relations between students and community media projects (for example, as opportunities for internships)?
- What mechanisms do you use to monitor the effectiveness of the training (in relation to diversity inclusiveness)?
- What are the guidelines that your training organization employs in order to safeguard diversity inclusiveness?

B/ Journalism practice

- For which topics do you choose sources from "diverse" backgrounds?
- How do you choose sources that are representative, credible and objective?
- In what ways do you evaluate the collection and use of sources of journalists in your organization?
- How do you encourage the use of diverse sources for reporting?
- How would it be possible to include more diversity in my report?
- How are persons presented in a report, which elements stand out?

C/ Media managers

- Does the background of our journalists reflect our society?
- How does the organization monitor the implementation of diversity principles?
- Do you have quota systems?
- Does the media project have the authority to "enforce" diversity?
- Is there a diversity manager? Which are the selection criteria, what is the mandate?
- Are you aware of how and if the working conditions, infrastructure and policy of the organization exclude certain groups in society? (Visually impaired, handicapped, women, elderly, etc.)
- How do you gather information and best practices from other media (including community media) in order to improve diversity inclusiveness?

EXAMPLES OF PRACTICE

- Associazione Cultura e Sviluppo promote a public debate on LGBT issues, inviting local media to participate.
- Integration of refugees in journalism training (CCMC).
- Workshops on coverage of Islam with contacts and sources, targeting mainstream journalists (SaphirNews).
- Choice of local language as main working language and inclusion of point of view of "locals" on all topics (Radio Asterisco).
- Empowerment of local communities through positive examples of their involvement in society (CCMC).
- AMARC Gender Policy for Community Radio.
- UNESCO gender indicators.
- Empowerment projects including youth/children/seniors/disabled/migrants/etc. in broadcasting (specific examples: www.sichtpunkt.net www.radiolocomotivo.ch ; project "Ohrenblicke" in Salzburg built an accessible radio studio).

„Youth is wasted on the young”, said G.B. Shaw, Irish Playwright and Essayist, 1856-1950. Playing on words, we might ask: Are foreign exchanges also wasted on the young? How many of you thought when hearing about MEDIANE exchanges: This is something for students, not for professionals?

Exchanges are for Professionals! A MEDIANE European Exchange is a possibility for journalists, media trainers, media owners, publishers, editors, journalism students, etc.

The exchanges' aim is to learn from each other about your media practices towards what we call diversity inclusiveness or inclusive reporting – how you do this in your everyday journalism, in training and practice of media content production and design.

What a MEDIANE European Exchange offers - 5 days/ €500/ Flights covered/ Exchanges run until mid-December 2014/ Support in finding an exchange partner

A MEDIANE European Exchange requires:

- the joint production of one of the following outputs: journalism training tools, media reports, case studies, guidelines for recruitment, editorial management tools – or evaluating existing media products, training tools or case studies with the aim of including diversity and non-discrimination in design and production of media content,
- filling in an Exchange Evaluation Survey,
- providing a short report describing the exchange process, its learning effect and the approach they used towards diversity inclusiveness. This report should offer guidelines and/or recommendations that could contribute to a greater inclusion of diversity within daily news production and content design.

Some exchange ideas – Developing activities to be used within seminars and lectures, exchanging on training practices and collaborative researches – in relation to media diversity inclusiveness / making students exchange in relation to sport media coverage and media diversity inclusiveness/ having a look at your country's media training in relation to media diversity inclusiveness/ focussing on gender issues and stereotypes, on programmes on equality between women and men in journalism, with possible exchanges of studies and good practices – in relation to media diversity inclusiveness/ multimedia story-telling in the news in relation to media diversity inclusiveness/exchanging ideas on issues related to diversity inclusiveness and enlarging inter-union contacts

MEDIANE ENCOUNTERS ON MEDIA DIVERSITY INCLUSIVENESS

WORKSHOPS ON "WHAT'S MISSING" – To discuss our planned thematic and European Encounters
www.coe.int/mediane/encounters

Reynald BLION, Media & Diversity and MEDIANE Programme Manager, CoE
Diane KEMP, MEDIANE Encounters' Consultant, BCU / School of Media

Global Summary - The final working group session on the last morning of the encounter in Cyprus produced the most feedback from their flipcharts. By this time participants were not only involved in the subject, but also had got to know most of the group, so discussion and suggestions flowed.

Their task was several-fold. They have been asked to reflect on this encounter; what was useful and what was not; what they'd like to see in forthcoming ones and who should be invited to them.

Much of the feedback reflected interests and concerns raised in previous sessions. People really liked and wanted more practical examples of inclusive reporting, more support and case studies in how others had persuaded newsrooms and news editors to be more inclusive, as well as the chance to meet more diverse representatives at encounters like this.

To this, latter, end they suggested names of individuals to be invited to future events, as well as identifying groups - overwhelmingly people wanted more participants from diverse backgrounds, journalists from marginalised communities as well as representatives from 'civil society', but also more news editors, producers, commissioning editors and 'opinion makers'. In effect, more of the kind of people we invited to Cyprus.

In terms of practical examples, the main point was about wanting 'specifics' which could be delivered in many ways: video and radio examples, key-note speakers, more time to ask questions in the round, feedback from any working session at which they weren't present, all work or reports to be posted online so a wider community could share, and arguments and rationale to combat the obstacles to inclusive reporting (audience, facts, etc.).

People also expressed the desire to create work together - which they recognised some would do through the EEMP - to network and to learn more about the region and local media they were attending the encounter in. This acknowledgement of the importance of networking was one of the things participants particularly appreciated about the Cyprus event. They also universally applauded the location, the other participants, results-oriented discussions and the many opportunities to share.

Criticisms of the event were mostly around the lack of practical examples on offer and confusion as to the aims of some sessions. To some extent these critiques were valid, though as this first encounter was aimed at asking a range of stakeholders their opinion on the way forward for 'MEDIANE' it was also inevitable. One of the very many heartening reflections from this final session was the oft-repeated comment that it was good to have time 'out' of the workplace to discuss these issues with like-minded people. For many it served as a way of encouraging them to carry on with their own inclusive practice, for others it gave them new ideas and strategies, as well as a sense of not being an isolated voice.

Main Detailed Feedbacks of Working Groups on MEDIANE Encounters and what's missing

POSITIVE ELEMENTS OF THE ENCOUNTER

- Soap boxes very interesting – participants represent more possibilities – sharing practice more
- Group sessions useful
- Speed dating allowed access / helps to build new relationships
- Learning about different approaches to community media.
- Different stakeholders with diff perspective - good.
- Learning the wide range of people and orgs involved in this.
- Information about ways other journalism schools introduce diversity.
- Like any power points with empirical evidence.
- Information about research into current practice.
- Like mix of people and meeting international counterparts.
- Like new contacts and ideas for new projects.
- Understanding what diversity inclusiveness means for diff media and professionals.
- Create confidence on media professionals after this meeting.
- Learning more about European media and diversity, what others are doing with this and what's happening with Cyprus and the economic crisis.
- Results-oriented discussions, opportunities to network and share are valued components of the encounter.
- Opportunity to create work together.
- Arguments and rational to combat obstacles (audience, facts, etc.)
- Short and focused part of workshops was best: targeted and results oriented.

ELEMENTS TO BE ADDED IN THE NEXT ENCOUNTERS

- Getting concrete measures to implement more inclusive journalism.
- workshops in small groups according to their field or specialization where everyone says what he does and how he puts into practice the inclusive diversity to share best practices (modules of courses, teaching methods, sources and resources ...).
- Find the stimulus to participate in European exchanges.
- Work precisely on the media index.
- Speed dating - needs to be more organised.
- Soapboxes should allow questions.
- Need more concrete examples and workshop summaries.
- Improve selection to ensure more diverse professionals and have the right mix of professionals and civil society.
- Invite more decision makers, leaders and key-note speakers.
- Promote media coverage of MEDIANE.
- Share case studies and experience of participants beforehand.
- Learn about the culture of the location of the encounter via local media /journalists. A Q&A talk from local representatives.
- Bottom up approach - include representatives of groups who feel marginalised, hear what their challenges and hopes are.
- More inactive sessions, more Q and As
- Define diversity, as it depends on context for all of us.
- Lack of diversity / representation in the MEDIANE leading team.
- Lack of representation of different aspects of diversity (disabled people etc.)
- More introductions in first workshop
- Interviews / meetings with biggest newspaper / media.
- Biographies – just few words to say about their main interest.
- Workshop on obstacles.
- Lit of participants not alphabetical, but by country.

- Online archive of best practice interviews.
- Concrete training, reflect the results, not passive participation.
- Topics to be included - The state of the industry and its impact on MEDIANE work, how to build sustainable networks, turning multi- into inter-cultural.
- Get in touch with local issues of diversity inclusiveness and promote them, build local networks, learn how to persuade people to deal with div-inclusiveness, invite civil society actors, sessions with people who deal with common topics and have different perspectives.
- Sharing best practices but also exchanges on methods that have failed to devise an index designed to meet the following criteria: methods / countries / organizations.
- Communication: lack of information upstream and understanding about what programs like MEDIANE are. Need a document and precise understanding of the issue (especially when there has never participated) to convince other potential participants and convince editors of interest to let one of their reporters to participate .Understanding to better explain and convince.
- Interactive case studies by sector (journalists, publishers, trainers) and more practical exercises from concrete problems from case studies.
- Create conditions to include practices with major broadcasters.
- Strengthen group tasks (rather than groups)

PROPOSALS OF PROFILES FOR POTENTIAL INVITEES TO THE NEXT ENCOUNTERS

- Underrepresented groups (LGBT, Women's organisations, Migrants, Refugees, Roma...)
- Media owners, big corporations, public broadcasters
- Journalists and media managers from each country
- Bloggers, online journalists
- Liberal conspiracy
- Influential speaker – press conference (local politicians, mayor...)
- Attract regulatory bodies
- Involve people who do not feel represented in the media "mainstream"
- Do not invite professionals who are not interested.

MEDIANE EUROPEAN ENCOUNTER – MEDIA COVERAGE

www.coe.int/t/dg4/cultureheritage/mars/mediane/encounters/cyprus_en.asp
www.coe.int/t/dg4/cultureheritage/mars/mediane/news_en.asp

GLOBAL DOCUMENTARY ON MEDIANE APPROACHES

Towards Inclusive Media in Europe – Marina Lalovic, Mariana Diaz, Babel TV, 8'43 – July 2007

MEDIA REPORTS ON MEDIANE OR RELATED TOPICS

Exilés au large de Damas. Online documentary. Sonia Ghezali, Mélanie Challe, Nicolas Servain, La Vie - 18/09/13

Ein Infoportal nur für MuslimInnen wäre absurd - Simon Inou, M Media - 27/06/13

Idanha brilha na Europa - Vitor Tome, Reconquista - 20/06/13

Le Conseil de l'Europe à l'œuvre pour une diversité inclusive dans les médias - Hanan Ben Rhouma, Saphir News - 19/06/13

Zypern: Wie die UNO in Europa Frieden stiftet - Simon Inou, M Media - 17/06/13

MEDIANE European Encounter on Diversity Inclusiveness - Association of European Journalists – Bulgaria - 16/06/13

Un programma europeo per la non discriminazione e l'inclusione della diversità nei media. Lavori al via a Cipro: Lucca in Diretta fra gli attori del progetto - Enrico Pace, Lucca in Diretta - 16/06/13

Reconquista no Chipre - Vitor Tome, Reconquista - 13/06/13

RadioCentre attends MEDIANE Diversity Conference - Lindsay Bennett Ford, Radio Centre - 12/06/13

ERT-Schließung: "Die Journalisten senden bis die Polizei sie rauswirft" - Simon Inou, M Media - 12/06/13

MEDIANE Diversity Round Up - Tuesday 11 June - CCMC, MYCY Radio - 11/06/13

Medyada Farklıklärn yanstımas semineri balad - Haber Tarihi, Star Kibris - 11/06/13

Avrupa basara bölgelerde buluacak - Haber Tarihi, Star Kibris- 10/06/13

MEDIANE Diversity Round Up - Monday 10 June - CCMC, MYCY Radio - 10/06/13

Zypern: M-MEDIA bei der EU Medienfachtagung für Diversität und Inklusion - Simon Inou, M Media - 09/06/13

MEDIANE Diversity Round Up Day 3 - 12 June - CCMC, MYCY Radio - 03/06/13

APPENDIX

www.coe.int/t/dg4/cultureheritage/mars/mediane/encounters/cyprus_en.asp

MEDIANE 1st European Encounter - Agenda

Detailed agenda is available online at:

<http://www.coe.int/t/dg4/cultureheritage/mars/mediane/source/encounters/cyprus/01%20-%20MEDIANE%20EME%20Cyprus%20Agenda%20ENG%20280513%20OK%20RB.pdf>

10 JUNE 2013

1.00 PM *WELCOMING LUNCH*

2.30 PM **WELCOME TO CYPRUS**
Plenary Session Larry FERGESON, Director, CCMC

2.40 PM **INTRODUCTORY SESSION – Welcome to MEDIANE**
Plenary Session Irena GUIDIKOVA, Head of Division, Council of Europe (CoE)
Reynald BLION, Media & Diversity and MEDIANE Programme Manager, CoE
Diane KEMP, MEDIANE Encounters' Consultant, BCU / School of Media

3.20 PM **FROM MEDIA DIVERSITY COVERAGE TO MEDIA DIVERSITY INCLUSIVENESS – Some Concrete Examples to think about...**
Plenary Session Alexander VOJVODA, MEDIANE Programme, CoE

3.30 PM **SOAP Box – A quick hit on diversity inclusiveness**
Plenary Session Martine SIMONIS, Secretary General, AJPB, Belgium
Robin ELIAS, Managing Editor, ITN, United Kingdom
Interviews by Marina LALOVIC, Journalist, Babel TV / Sky / Radio3Mondo

3.45 PM *COFFEE BREAK*

4.00 PM **WORKSHOPS ON MEDIA DIVERSITY INCLUSIVENESS** in Journalism Training, Journalism Practice & Media Production
6 Working Groups Facilitators Pascale COLISSON, IPJ, France – G1 (French / English Interpretation)
Nadia BELLARDI, CMFE, Switzerland – G2
Robin WILSON, Consultant, United Kingdom / Northern Ireland – G3
Larry FERGESON, CCMC, Cyprus – G4
Catherine Mary SHANAHAN, DIT, Ireland – G5
Zubeda LIMBADA, ConnectJustice, United Kingdom – G6

5.30 PM **WORKSHOPS' CONCLUSIONS**
Plenary Session

6.00 PM **ON AIR – Latest News on Diversity**
Live Radio Session Anchor Michalis SIMOPOULOS, CCMC

FREE EVENING

9.00 AM	<i>WELCOME COFFEE</i>
9.30 AM	INTRODUCTION to the day's themes <i>Plenary Session</i>
9.45 AM	SOAP Box – A quick hit on diversity inclusiveness <i>Plenary Session</i> Walther TJON PIAN GI, Freelance, NYUKWHA, The Netherlands Lydia LANGE, Equal Opportunity Manager, RBB, Germany Interviews by Marina LALOVIC, Journalist, Babel TV / Sky / Radio3Mondo
10.00 AM	MIDI – A MEDIA INDEX ON DIVERSITY INCLUSIVENESS – A diversity self-monitoring and action tool <i>Plenary Session</i> Presentation – Dr Myria GEORGIOU, MEDIANE Index Consultant
10.20 AM <i>6 working groups</i>	WORKSHOP for guiding the development of MIDI Facilitators Pascale COLISSON, IPJ, France – G1 (French / English Interpretation) Nadia BELLARDI, CMFE, Switzerland – G2 Robin WILSON, Consultant, United Kingdom / Northern Ireland – G3 Larry FERGESON, CCMC, Cyprus – G4 Catherine Mary SHANAHAN, DIT, Ireland – G5 Zubeda LIMBADA, ConnectJustice, United Kingdom – G6
12.30 PM <i>Plenary Session</i>	WORKSHOPS' CONCLUSIONS
1.00 PM	<i>LUNCH</i>
2.30 PM	SOAP Box – A quick hit on diversity inclusiveness <i>Plenary Session</i> Safia KESSAS, Producer / Journalist, RTBF, Belgium Eduardo DEL CAMPO CORTÉS, Staff Editor, El Mundo, Spain Interviews by Marina LALOVIC, Journalist, Babel TV / Sky / Radio3Mondo
2.45 PM <i>Plenary Session</i>	THE MEDIANE EEMPs – An Introduction to MEDIANE European Exchanges of Media Practices Presentation Anna FRENYO, MEDIANE EEMPs Consultant
3.00 PM <i>Face-to-face</i>	' SPEED-DATING' SESSION for pairing media professionals to implement common MEDIANE activities, including European Exchanges of Media Practice
5.00 PM <i>Plenary Session</i>	INDIVIDUAL PRESENTATION OF PAIRING IDEAS – Objectives, content & expected results...
6.00 PM <i>Live Radio Session</i>	ON AIR – Latest News on Diversity Anchor Michalis SIMOPOULOS, CCMC
7.30 PM	MEDIANE Dinner at Chateau Status

9.00 AM	<i>WELCOME COFFEE</i>
9.30 AM <i>Plenary Session</i>	<i>INTRODUCTION</i> – Brief discussion about obstacles to implementing inclusive diversity
9.45 PM <i>Plenary Session</i>	SOAP Box – A quick hit on diversity inclusiveness Yasir MIRZA, Head of Diversity and Inclusion, Guardian News and Media, UK Nadia BELLARDI, Vice-President, CMFE, Switzerland Interviews by Marina LALOVIC, Journalist, Babel TV / Sky / Radio3Mondo
10.00 AM <i>6 Working Groups</i>	WORKSHOPS ON “WHAT’S MISSING” – To discuss our planned thematic and European Encounters Facilitators Pascale COLISSON, IPJ, France – G1 (French / English Interpretation) Nadia BELLARDI, CMFE, Switzerland – G2 Robin WILSON, Consultant, United Kingdom / Northern Ireland – G3 Larry FERGESON, CCMC, Cyprus – G4 Catherine Mary SHANAHAN, DIT, Ireland – G5 Zubeda LIMBADA, ConnectJustice, United Kingdom – G6
12.00 AM <i>Plenary Session</i>	CONCLUSIONS & NEXT STEPS Diane KEMP, MEDIANE Encounters’ Consultant, BCU / School of Media Reynald BLION, Media & Diversity and MEDIANE Programme Manager, CoE Larry FERGESON, Director, CCMC
12.30 PM <i>Live Radio Session</i>	ON AIR – Latest News on Diversity Anchor Michalis SIMOPOULOS, CCMC
1.00 PM	<i>CLOSING LUNCH</i>
2.30 PM	<i>DEPARTURE OF PARTICIPANTS</i>
<i>THE ENCOUNTER</i>	<u>Live stream</u> www.ustream.tv/channel/mediane <u>Facebook</u> www.facebook.com/groups/journalistsfordiversity <u>witter</u> #mediane_cy https://twitter.com/CoE_Mediane

MEDIANE 1ST EUROPEAN ENOUNTER – LIST OF PARTICIPANTS

Participants' biographies are available online at:

<http://www.coe.int/t/dg4/cultureheritage/mars/mediane/source/encounters/cyprus/03%20-%20MEDIANE%20EME%20Cyprus%20BIO%20FR%20ENG%20OK%20RB%202705.pdf>

PARTICIPANTS

Faustin AKAFACK

Journalist

Radio Asterisco - Italy / Italie

Nadia BELLARDI

Vice-President

CMFE - Community Media Forum Europe - Switzerland / Suisse

Lindsay BENNETT FORD

External Affairs / Policy Officer

RadioCentre - United Kingdom

Stéphane BIJOUX

Executive Director for Diversity in the News

France Télévisions - France

Viktor BUZNA

Journalist

Magyar Nemzet - Hungary

Mélanie CHALLE

Photojournalist

NUJ - France

Christophoros CHRISTOPHOROU

Assistant Professor

University of Nicosia - Cyprus

Mihaela DANGA

Deputy director

CIJ - Center for Independent Journalism - Romania

Alessio DEL SARTO

Head editor

AlessandriaNews - Italy

Luciano DI MELE

National Secretary

MED - Italy

Zdenko DUKA

CJA President

Croatian Journalists' Association - Croatia

Robin ELIAS

Managing Editor

ITV News - United Kingdom

Beatriz GOMEZ DIAZ

Gender Responsible

FSC CCOO - Spain

Mindaugas AUGUSTIS

Sports reporter

DELFI - Lithuania / Lituanie

Hanan BEN RHOUMA

Rédactrice en chef

Saphirnews.com - France

Brigitte BESSE

Deputy Director on Audio-visual

IJBA - Institut du Journalisme de Bordeaux Aquitaine - France

Roman BURSTEIN

Chief of commentators

Viasat Sport Baltic - Lithuania

Gianna CAPELLO

President

MED - Italian Association for Media Education - Italy

Christos CHRISTOFIDES

Member of the Executive Committee

Union of Cyprus Journalists - Cyprus

Pascale COLISSON

Responsable pédagogique / Mission Diversité *IPJ - Institut*

Pratique du Journalisme - France

Eduardo DEL CAMPO CORTÉS

Staff writer

El Mundo - Spain

Mariana Francisca DIAZ VASQUEZ

Journalist

Babel / Sky - Italy

Yurdakul DJAFER

Member

Basin-Sen - Cyprus Turkish Journalists Association - Cyprus

Mikel ECHEVARRIA

Delegate

Pausu Media - France

Sonia GHEZALI

Journalist

Freelance - France

Bruno HORTA

Journalist

*Freelance - Portugal***Simon INOU**

Directeur

*M-MEDIA - Diversity Mediawatch Austria - Austria***Martin KALA**

EU Legal Advisor

*ENPA - Belgium***Marina LALOVIC**

Journalist

*BABEL TV / SKY - Italy***Zubeda LIMBADA**

Co-director

*ConnectJustice - United Kingdom***Yasir MIRZA**

Head of Diversity and Inclusion

*Guardian News & Media - United Kingdom***Lisa NI CHOISeALBHA**

Executive Director

*IBI - Independent Broadcasters of Ireland - Ireland***Celen OBEN**

Chief Editor

*Star Kibris - Cyprus***Enrico PACE**

Editor in chief

*Lucca in Diretta - Italy***Roos QUINTIJN**

Lecturer/researcher

*Artevelde University College Ghent Belgium - Belgium***Rüdiger ROSSIG**

Journalist

*Taz. Die tageszeitung - Germany***Catherine Mary SHANAHAN**

Lecturer

*Dublin Institute of Technology - Ireland***Vincent SNEED**

Manager

*AER - Association Européenne des Radios - Belgium***Elonka SOROS**

Editor

*BBC Birmingham - United Kingdom***Valentin TODOROV**

Managing Editor

*Novi Iskar online - Bulgaria***Muriel HANOT**

Directrice des Etudes et Recherches

*CSA FWB - Conseil Supérieur de l'Audiovisuel Fédération**Wallonie Bruxelles - Belgium***Pekka HUOLMAN**

Senior lecturer

*Haaga-Helia University of Applied Sciences - Finland***Ioannis Sotirioa IOANNOU**

Journalist

*Cyprusnews.eu / Al Jazeera / Politis Newspaper - Cyprus***Safia KESSAS**

Producteur/journaliste

*RTBF - Belgium***Lydia LANGE**

Equal Opportunity Manager

*RBB - Rundfunk Berlin Brandenburg - Germany***Friederike MAIER**

Board member

*BFR - Germany***Nikolas MOSCHAKIS**

European Policy Adviser

*European Publishers Council - Belgium***Parichehr NIEMANN**

Diversity Manager and Media trainer

*NDR - Germany***Karin OBERHOLZER**

Trainee

*Radioschule klipp+klang - Switzerland***Ana Cristina PEREIRA**

Reporter

*Público - Portugal***Rainer REICHERT**

Chairman European committee

*Deutscher Journalistenverband - Germany***Marcus RYDER**

Executive Producer

*BBC Scotland - United Kingdom***Martine SIMONIS**

Secrétaire Générale

*AJPB - Belgium***Marta SOKOL**

EU affairs and Communications Officer

*ACT - Belgium***Walther TJON PIAN GI**

Owner

NYUKWHA, Freelance - The Netherlands

Murat TÜREMIS

Freelance

*Photographer / Journalist - Germany***Lucia VASELLA**

Trainer & Project Manager

*Radioschule klipp+klang - Switzerland***Fabien WILLE**

Maître de Conférences

*Université de Lille – France***Chara ZYMARA**

Journalist

*Freelance - Cyprus***MEDIANE ENCOUNTER Co-ORGANISER / CCMC TEAM****Larry FERGESON**

Director

*CCMC - Cyprus Community Media Centre - Cyprus***Beran DJEMAL**

Community Media Coordinator

*CCMC - Cyprus Community Media Centre - Cyprus***Natalie KONYALIAN**

Technical Coordinator

*CCMC - Cyprus Community Media Centre - Cyprus***Eleni CHRISTOU**

Research Internship

*CCMC - Cyprus Community Media Centre - Cyprus***Vitor TOME**

Education editor

*Reconquista - Portugal***Iryna ULASIUK**

Global Governance

*European University Institute - Italy***Moschos VOITSIDIS**

President

*ESIEMTH - Greece***Robin WILSON**

Independent researcher

*Consultant on Intercultural Issues - United Kingdom***MEDIANE CoE PARTNERS****Stefan TENNER**

MEDIANE Coordinator

*CMFE - Community Media Forum Europe – Germany***Anna MCKANE**

President

*EJTA - United Kingdom***Yuklan WONG**

Campaigns and project officer

*EFJ - European Federation of Journalists - Belgium***Patrick VERNIERS**

International Department Director

*Media Animation - Belgium***Larry FERGESON**

CMFE Board Member

*CMFE - Community Media Forum Europe - Cyprus***Marina TUNEVA**

Lecturer/Trainer

*EJTA - European Journalism Training Association - FYROM***Pamela MORINIERE**

Authors' rights, gender and projects officer

*EFJ – European Federation of Journalists - Belgium***Anne Claire ORBAN DE XIVRY**

International Project Manager

*Media Animation - Italy***MEDIANE CoE CONSULTANTS****Anna FRENYO**

MEDIANE Consultant on Exchanges

*Freelancer Radio Journalist - Germany***Myria GEORGIOU**

MEDIANE Consultant on Index

Senior lecturer - United Kingdom

Diane KEMP

MEDIANE Consultant on Encounters
Course Director - United Kingdom

COUNCIL OF EUROPE

Irena GUIDIKOVA

Head of Division
Council of Europe – France

Ellsworth CAMILLERI

Programme Assistant
Council of Europe - France

Reynald BLION

Media & Diversity & Mediane Programme Manager
Council of Europe - France

Alexander VOJVODA

MEDIANE Internship
Council of Europe - France

MEDIA & DIVERSITY INCLUSIVENESS – WHAT IS THE PROBLEM?

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

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

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

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

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

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

Some key figures about the problem!

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

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

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

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

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

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

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

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

... Something to add?