

MEDIANE

Media in Europe for Diversity Inclusiveness



11. – 13. April 2013

Thematic Encounter
*Journalism Practice &
Media Diversity Inclusiveness*

REPORT

*Würzburg – GERMANY
in partnership with:*



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MEDIANE PRESENTATION

Reynald BLION, Media & Diversity and MEDIANE Programme Manager, CoE

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.

OBJECTIVES & PROFILES OF PARTICIPANTS

The two-and-half day encounter focused on identifying best practices among journalists' unions and journalists, as well as media trainers and managers. In total, there were 39 participants with relatively equal gender representation (17 female and 22 male participants). Biographies of participants are available online.

The encounter spotlighted on theme related to the role of youth and women in the media and the unions. It examined specifically how news organisations and unions develop policies, good practices and initiative to engage youth and women in the news productions and decision-making processes within their organisations.

The introduction section included the main representatives of the organisers of the MEDIANE encounter – Mr **Michael Busch** (BJV President - Bavarian' Journalists' Union), Ms **Pamela Morinière**, (Gender and authors' rights officer, EFJ - European Federation of Journalists), and **Eladio Fernandez Galiano** (the Head of the Democratic Initiative Department, Council of Council of Europe).

Mr **Busch** stressed the importance for journalists to be inclusive in their reporting in order to reflect the diversity in society. However, he also highlighted the challenges facing journalists in terms of working conditions. He said that journalists are under immense pressure to multi-task and take up new skills. This has negative impact on the quality of journalism as they are often constrained by limited time. He emphasised that MEDIANE has offered journalists and their unions the opportunity to discuss this professional issue and made them aware of the ethical value in journalism even in times of crisis.

Ms Morinière stressed the commitment of the EFJ and its affiliates in the MEDIANE project. She said that the EFJ has been involved in the MEDIANE project for more than a year to focus on journalism practices and ethics in order to help unions to respond to these challenges. However, she said that women and youth in the media are still misrepresented. Ms Morinière mentioned about the 2013 IFJ/EFJ survey on women and youth in journalists' unions in Europe. It shows that they are not well represented in the union, particularly in the decision-making level and youth pay a high tribute . There is still a lot of work for the EFJ and its unions to do to involve these groups in the unions. She listed existing best practices within the EFJ affiliates to involve women and young journalists in the unions (such as in Denmark), and called on unions to share these examples.

Mr. **Fernandez Galiano** said that the CoE is a house of democracy and rule of law. The media is the major actor in democracy. He said that diversity means two things: one is to look around and the other is to look at ourselves in the mirror to see if we can reflect the diversity around us. Media and journalists are to counter stereotypes not to reinforce them in society. It is a hard time for journalists but minority groups also have their hard times too. Therefore, it is important for journalists to report the fact and not to incite hatred in society.

Sabri Derinoz, advisor, CSA FWB, Belgium, introduced the CSA's diversity plan and the study on youth in the audio-visual sector in the Belgian French-speaking TV stations. He said that the study has shown that those appearing on TV news are considered as "active population". Youth is often addressed as a "different race". Youth is associated with specific topics and only a few are present in "hard" news such as politics but rather in cultural news. CSA developed good practices guidelines to encourage editors to change the way they see young people. Many examples were included from Belgium and also outside. According to the study and interviews with editors, they are interested in diversity but said that they are restricted by limited resources to develop policy or action to confront the issue. Mr. Derinoz suggested that if the editors ignore the problem, they will lose their young audience. The CSA also conducted a study on homosexuality in TV programmes. This qualitative study looks at how homosexuals are portrayed in a social environment (when one is watching TV) and in media that is watched by youth. The study shows that homosexuals are being portrayed as girly and speak in a high pitched voice. In reality, such characters rarely exist.

Alexandra Haderlein, deputy chairperson of the youth committee, BJV, Germany, presented the functioning of the committee and the services it offers to young journalists. The youth committee has also influence on the union's decision making process as they can be selected for the board. Those services include in particular mentoring schemes for young journalists. Each year, 10 young journalists will be selected for the scheme to receive professional advices and to attend networking programmes that aim to help them enter the journalism professional. Ms. Haderlein mentioned about how she and the newspaper (Nürnberger Nachrichten) approach the issue of diversity inclusiveness in their daily journalistic practices. The newspaper has a slogan "Talk with the people, not about them". She explained her experience of covering the minority group in her city and how she has chosen to cover the story by telling the real experience of the minority people and their views. She was criticised by the local community leader after the publication of the story because she did not interview the leader for the story, instead she chose to interview the normal people who are from the minority groups. She said that it is important that she hears the voice of the people she writes about from the first-hand experience rather than interviewing a third person about what they think of minority people.

Dr. Aralynn McMane, Executive director for young readership development, WAN-IFRA, France, shared her experience in the research on young readership within news organisations. In the studies she conducted, she found that reporters, who use more simple language in reporting and ask the question in an honest way, get more responses/reactions from young people. She said that audiences are not passive any more. They don't want to observers but participants who can take part and influence the news agenda. She mentioned about initiatives developed by news organisations to engage young readership. For example, in Norway, 60 editors offer the community subscription at half price. The WAN-IFRA has introduced an initiative called "World teenagers' news takeover" giving teenagers the opportunity to take some forms of control over certain page of the newspaper and let them decide what should go on the front page. In Germany, newspaper editors invited young students from the secondary schools to contribute to the news. In Africa, an initiative was developed to encourage female journalists to take a leadership role in the media. They offered training and mentoring scheme for female journalist at the middle range of the management position in African media in order to help them to become news managers.



Andrea Heinze, journalist & spoke person, German League of Women Journalists, Germany, introduced the Women League founded in 1987 with a group of women journalists who are active in promoting women in the media. It has become an informal network for women journalists to meet and exchange practices together. She said that women journalists have less networking opportunities compared to their male counterparts. Yet, networking is crucial in the media industry in order to make contacts, especially with high-ranking people in the

media organisations. The League organises meeting and workshops among its members. It also offers training and mentoring programmes for young and old women journalists. The League also encourages young journalists to become experts in their workshops in order to build up their confidence. Ms Heinze said that a lot of women journalists, especially young ones, often lack self-esteem. The media industry is still mostly dominated by men who are often at the top management position. Female journalists still face discrimination, especially young and inexperienced ones. Ms Heinze illustrated an example showing how some male editors treat young female trainees using a patronising tone such as “Oh darling, can you do that for me...”. Ms Heinze said the goal of the League is to make women journalists occupy 50% of media leading position in Germany.

Ulrike Kaiser, DJV, Quality Journalism Initiative Germany, introduced the Quality Journalism Initiative launched by the German Union of Journalists together with other media organisations including publishers. The Initiative started in 2001 with the aim to develop relationships among organisations such as journalists’ and publishers’ organisations and the German press council. It is a voluntary initiative among the partners. It offers a platform for partners to share experiences and established exchanges among them in order to improve quality in journalism. The union also tried to involve women journalists in this campaign. The union tried to develop a common ethical guide with publishers’ organisations. However, this doesn’t succeed because the initiative is based on voluntary participation. It remains difficult to carry out joint actions. The union believes that the working conditions of journalists have a great impact on the quality of journalism. In order to improve working conditions of journalists, dialogues must be developed between the unions and employers’ organisations. This is one of the rationales of the Initiative.

Martine Simonis, AJPB, Belgium, talked about the functioning of the press council in Belgium and how it plays a role in improving diversity inclusiveness in the media. She said that the press council in Belgium is the youngest as it was created in 2009 by the union. The press council is funded half by the state (on behalf of journalists) and half by publishers’ organisation in Belgium. Ms Simonis said that there are too many lawyers working in the press council and there are not enough journalists. In terms of gender representation, 25% of members are female journalists and only 1 female publisher. Because of the lack of experience, the council doesn’t have any youth representative. They have however 20% members who are below 40 years old. The council has developed guidelines and glossary for journalists on Islam to ensure that they respect the facts during reporting. Ms Simonis explained that it was not enough to adopt ethical codes and that specific guidelines on how to report certain issues such as Islam were necessary. Ms Simonis added that the crisis in the media had negative impact on quality control. Newspapers in Belgium are gradually cutting the ombudsman’s role (to explain /address editorial decision and complaint in the newspaper column or “letter to editor”). It is now considered as a luxury to have an ombudsman in the newspapers. In addition, the press council’s decision is not enforced by law and so it is difficult to ensure that the same mistake will not happen again. Co-regulation should be explored to properly enforce quality and standards in journalism. Ms Simonis emphasised the close link between ethics and diversity. Using the right word and language, choosing the right angles are many ways to ensure that the story is told in an accurate and inclusive way. However, this highlights again the need for training. In reality, there is only a few trainings like this available for journalists.



Workshop I

Participants were divided into two working groups and asked to share their own experiences and successful stories on making gender inclusive in order to produce an inventory list of best practices and needs for journalists to improve their practices. Discussions focused mainly on diversity and addressed some gender aspects. The groups shared and addressed the followings:

- The responsibility of journalists to accurate and ethical reporting
- Sharing of an example of coverage of a sportsman convicted with cocaine and the fact that it was impossible to talk about anything else about him despite the fact that he is a great sportsman
- Guidelines adopted in newsrooms are often neglected
- Nationality are often mentioned while there is no need to do so
- It is more important to get the mind-set of journalist right rather than adopt guidelines. This must be done early during their education.
- Need to educate the readers on the fact that there are ethical rules professionals must comply with.
- Sharing example of German Award on diversity: Muslim women talking about headscarf
- It is important to continue doing "unpopular" stories. In Denmark, intense reporting on low participation in elections has encouraged people to vote. There is a need to find positive stories.
- The impact of the image of power changing towards women: Angela Merkel, Helle Thorning-Schmidtprime (DK), Christine Lagarde (FMI). All these women are differently seen in the media. Merkel always wear male-like suits. The others are very feminine.
- A few media houses offer childcare to journalists in media house although it helps. But this service is offered to female journalists rather than male. In Germany, only 2 % of German men take responsibility for their children when working.
- Use of female experts: In Denmark, media regularly use young female experts on terrorism; In Germany, a list of female experts are handed over to editorial officers.
- The Global Media Monitoring Project (GMMP) helps to highlight the place of women in the news (whomakesthenews.com)
- A bad example was illustrated when the cartoonist portrays two female politicians as pole dancers.

Workshop II

In this workshop, participants were divided into two groups to exchange further on best practices examples among journalists unions, institutions, journalists and media, and finding ways to improve journalism practices in the field of diversity inclusiveness. Theme: youth and women in the media and unions. Participants have highlighted the followings:

Best practices and ways to improve youth representation:

- **The Danish model:** Danish union (DJ) has 16.000 members and includes a large number of students (2.500). Student pay 15EUR per month for their membership fee (compared to 70EUR per month for normal members). In DJ, students' members of the union have a press card, can vote and can be elected. The union has negotiated collective agreements for student journalists who participate in internship programmes. Students will receive 2000EUR and 5-week holiday for an internship as specified in the collective agreement. The union is currently negotiating maternity leave benefits for students in the collective agreement for interns. The union also organise training for communications students in negotiating collective agreement as well as individual agreement /contracts with employers.

- The rapporteur considered that the Danish model is very “liberal” and is very rare. Facilitator and representative of the Danish Journalists’ Union (DJ), Mette Schmidt Rasmussen, said that the Danish model could be adapted by other unions throughout Europe.
- Harry Tzanis (Athens’ Journalists’ Union) said that he will share this model from Denmark with the board and push for reform in the union to engage more with youth. However, he said that the challenge is **a lack of funding and the existing rules/constitutions** in the union. **The latter (union rules/constitutions) needs to be changed.** Another challenge is the culture in which **“union members usually vote for their friends that they have known for 20 years”**. So young journalists would not stand a chance to be elected and influence union policy.
- Participants also listed the **challenges** for journalists’ unions and the need to address these challenges, including:
 - Lack of money and jobs in the journalism business and competition from new / young journalists
 - The media is in crisis
 - There are too many journalists and not enough jobs
 - Young journalists don’t know their rights
 - The image of union is not good among young journalists and students. They are often seen as old fashioned and too militant

Best practices and ways to improve women representation:

- Journalists and media organisations should make use of social media which helps identifying/highlighting discrimination. Because mistakes get noticed much more quickly on twitter. Content can be enhanced when readers interact and ask questions to the journalist.
- Journalists should apply the same standards when writing online or using twitter. WAN-IFRA has developed best practices guidelines on content moderation while the Belgian press council has developed guidelines on moderating forums.

Ms. Pamela Morinière and **Ms. Yuk Lan Wong** introduced the European Exchanges of Media Practices (EEMP) and gave participants the chance to exchange views with each other with the aim to help interested participants to find their partners and suitable topics for further exchange through the EEMPs.

Participants were asked to write down subjects they are interested in when doing exchanges and skills that they would like to learn.

The EEMP is for journalists, media trainers, media owners, publishers, editors, journalism students, etc.

The exchanges' aim is to learn from each other about media practices towards what is called diversity inclusiveness or inclusive reporting – how does it apply to everyday journalism, in trade union work, 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.

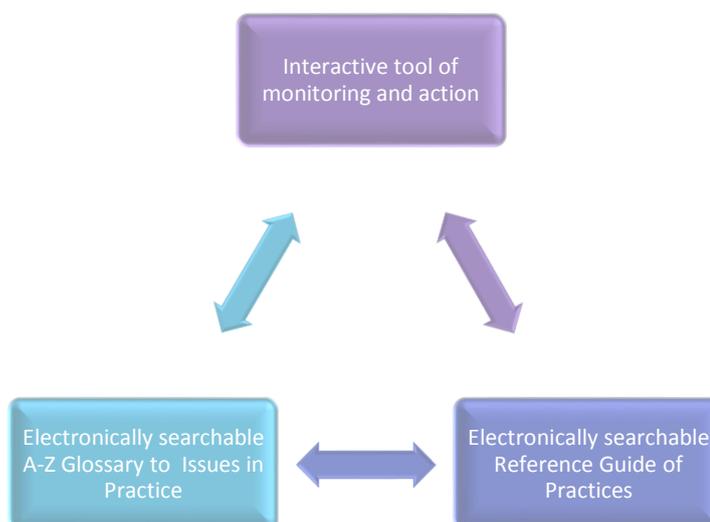
Some exchange ideas – Developing activities to be used within seminars and lectures, exchanging on training practices and collaborative researches – in relation to media diversity inclusiveness / making students exchange in relation to sport media coverage and media diversity inclusiveness/ having a look at own 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

Mr. Reynald Blion has briefly introduced the purpose of the MEDIANE Box. It aims to build an interactive tool box for journalism professionals.

The MEDIANE Box already took a prominent position in the discussions held during the first MEDIANE European Encounter in Nicosia

The Box 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 address 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 Box (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 Box 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 MEDIANEBOX.

Boxbuilding phase (June 13 – Feb 14)

Finalisation of the Methodology paper

Development of indicators of intercultural practice

Development of the three key elements of MEDIANE Box

Box testing phase (Feb 14 – June 14)

Recruitment of volunteering participants

Test MEDIANE Box on Media Diversity Inclusiveness content

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

Revisions and finalisation of the Box

Box promotion phase (June 14 – Dec 14)

Maximization of collaborations and strategies for participation and promotion

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

Promotion event of MEDIANE Box during the last European encounter

Participants were divided into three groups and visit different media houses and journalism schools in order to experience, first-hand, the daily practices of journalism professionals and share experiences with them.

The aims of these visits are to help deepen the debate and exchanges on developing best practices examples and tools to achieve diversity inclusiveness in the daily practices of journalism professionals.

Participants all expressed that the media visits are useful and provided added values to the MEDIANE programme. Because it helps them to understand better the daily challenges and practices journalists face in different national context with different capacities.

The groups have reported back the experiences as the followings:

Group I – TV Touring, local TV station

The TV station is mainly focusing on local news for local audiences. They have a total of 55 staff members and 16 journalists. The main source of income for the tv relies on advertisement. Big competitor is the other public broadcasters in the region. In terms of gender representation, the editor said that it is “not an issue” at the tv station as most of staff are female (60/40 apart from sports department). Most young people see this station as a training camp and stepping stone to other national media house. Usually, they will leave after working there for one or two years. The targeted audience is mostly older people above the age of 35. In terms of content, news is very local and not much of an opportunity to indulge on any form of diversity, according to editor. He has to remind his staff of the target audience group and to not cover too many issues that are considered as “young”.



Group II – Bayerish RundFunk, Bavaria broadcasting



It has an audience of around 2 million people. It covers TV, online and radio. It only reports on local issues. The broadcaster is publicly funded (18 euro per month). They report on diversity and minority as this is the mission of PSB. They have a 50/50 representation of women and men but no women in leading positions. They have young journalists working there but they are usually interns and they don't stay there for long. They don't pay special attention on choosing female experts but rather expressed the need to select “good experts”.

Group III – Journalism school of the University of Applied Sciences



Participants were impressed by the facilities of the journalism school. The school has all the modern technologies and equipment that students need for their studies in journalism. When asked about the gender composition of students, most of them (80%) are female. According to the school, they choose the best students among those who applied for the journalism course. The school emphasises on training female journalism students on using technical equipment as it is often considered that male journalists are better in this field. In terms of journalism teachers, 39% of them are women and the rest are male teachers. Students are also taught about content analysis to monitor gender representation in the media.

CONCLUSIONS

1. Journalists need to understand that the different perspectives exist and take this into account.
2. If we see an industry going “femalisation”, it indicates how precarious the journalism profession is. Because women journalists are seen as more vulnerable and cheaper to hire.
3. How to get the perspective out to the media and the mainstream is the main question. How to raise awareness within our organisation (unions and media houses)
4. DJV has tried to introduce a quota on youth (25%) who are below 35 years old
5. Journalists’ unions are ageing, they need to re-vitalise the unions and reach out to young journalists and engage them in union movement
6. The future of journalists’ unions very much relies on recruitment (reaching out to young members), diversifying its members, making the unions “sexy” and attractive enough for young journalists.
7. Journalists’ unions should focus more on recruitment in order to get more young members.
8. Journalists’ unions should not forget about women, youth and old members.

The main conclusions and recommendations are available online in the following document:



APPENDIX

MEDIANE Thematic Encounter *Journalism Practice & Diversity Inclusiveness* - Agenda

Detailed agenda is available online

DAY 1 - FRIDAY, 11 APRIL 2014

- 1.00 pm *Participants Arrival & Lunch*
- 2.00 pm **Introductory Session**
- 2:30 pm **What is diversity inclusiveness?**
- 3.00 pm **Soap Box** – Youth and women in the news: where does ethics lie?
- 3.45 pm **Coffee break**
- 4:00 pm **Soap Box** - Engaging news, engaging audience
- 5:30 pm **End of Day I**
- 7:30 pm *Welcoming dinner*

DAY 2 – SATURDAY, 12 APRIL 2014

- 9.30 am **Soap Box** - Towards and ethical environment in the media
- Working Group**
- 10.00 am Ethical journalism in action: making gender equality inclusive in news reporting -
Learning by sharing
- 12.00 am **Introduction** on European Exchanges of Media Practices
- 1.00 pm *Lunch*
- 2.30pm **Workshop**
Group 1: **Involving youth and women in the union**
Group 2: **Women and youth in the Digital media**
(coffee break included)
- 4.30 pm Media visits**
Group I: TV Turing
Group II: Bayerischer Rundfunk, Public TV and radio station
Group III: Journalism school of the University of Applied Sciences
- 7.30 pm Free evening /external event /mention the link to MEDIANE*

DAY 3 – SUNDAY, 13 APRIL 2014

- 9.30 am **Reporting back of the 3 working groups**
- 11.00am Coffee break
- 11:30am **Media Exchanges – Finding the perfect partner**
- 12.15am **Conclusions**
- 1.00pm *Departure of participants*
- 1.30pm EFJ MEDIANE Expert group meeting (for EFJ members only)

MEDIANE 2ND THEMATIC ENCOUNTER – LIST OF PARTICIPANTS

BABIC KOSIR	Ljubica	Union of Slovenian Journalists	General secretary	Slovenia
BARCENILLA ESCAÑO	Marta	FSC-CCOO	Organizing Secretary	Spain
BITTNER	Andreas K.	EFJ European Federation of Journalists	Honorary Treasurer Freelancer	Germany
CHRISTOFIDES	Christos	Union of Cyprus Journalists	Member of Executive Committee	Cyprus
DALL	Villy	DJ Dansk Union of Journalists	Executive Committee Member	Denmark
DERINOZ	Sabri	CSA FWB - Conseil supérieur de l'audiovisuel de la Fédération Wallonie Bruxelles	Conseiller	Belgium / Belgique
DJAFER	Yurdakul	Basin-Sen - Press Workers Union	Deputy Foreign Relations Responsible	Cyprus
DUKA	Zdenko	Croatian Journalists' Association	President	Croatia
GEORGIEV	Ognyan	Bulgaria today	Managing Editor Sports Section	Bulgaria
GREBENHOF	Wolfgang	DJV - Deutscher Journalistenverband	Member of Executive Council	Germany
HEINZE	Andrea	RBB Journalistinnenbund	Journalist Spokeperson	Germany
HRISTOV	Hristo	Disabledsportsbg.com	Editor	Bulgaria
ISTRATE	Tatiana	The Romanian Federation of Journalists MediaSind	Manager of the Communication Department	Romania
KAISER	Ulrike	DJV-Bundesvorstand	IQ-Speaker	Germany
KIM	Yoonjung	Ludwig-Maximilians-University of Munich	PhD student	Germany
KLAMROTH	Kerstin	Deutscher Journalistenverband	Member Gender Council, European coordinator	Germany

KURTOGLU	Ali	Basin-Sen - Press Workers Union	Foreign Relations Responsible	Cyprus
LIST	Georg	ZARA - Zivilcourage und Anti-Rassismus-Arbeit	Volunteer	Austria
LYUBENOV	Plamen	Street Dance Zoom	Founder	Bulgaria
MARINOVA	Ekaterina	National Alliance for Social Responsibility	Journalist Editors' and Media People	Bulgaria
McMANE	Aralynn Ann Abare	WAN-IFRA - World Association of Newspapers and News Publishers	Executive Director, Youth Engagement and News Engagement	France
MUSAH	Abraham	AfricaNewsAnalysis	Editor	Germany
OBEN	Celen	Star Kibris	Chief Editor Sports	Cyprus
PACE	Enrico	Lucca in Diretta	Editor in chief	Italy
POPULORUM	Michael	Media Section GdG KMSfB Vienna Austria	Stv. Bundessektionsvorsitzender / Vicepresident	Austria
SCHMIDT RASMUSSEN	Mette	DJ - Danish Union of Journalists	National Executive Committee Member	Denmark
SIMONIS	Martine	Association des Journalistes professionnels	Secrétaire générale	Belgique
STOYKOVA	Svetla	Union of Bulgarian Journalists	Journalist Editor	Bulgaria
TODOROV	Valentin	Novi Iskar online	Managing Editor	Bulgaria
TZANIS	Harry	ESIEA - Athens Journalists' Union	Member ESIEA Instance Disciplinary Board	Greece
VAN HEUGTEN	Janneke	Mediaplatform VIDM	Journalist	Netherlands
VISCA	Anna Lucia	FNSI	President Gender Commission	Italy
REICHERT	Rainer	Deutscher Journalistenverband	Chairman European Affairs Committee	Germany
ENDRES	Bernd Erich	FHWS	Organizer	Germany
CRONAUER	Angelika	BJV / DJV	Vorstand	Germany

WONG	Yuklan	EFJ / IFJ - European / International Federation of Journalists	Campaigns and project officer	Belgium / Belgique
MORINIÈRE	Pamela	EFJ / IFJ - European / International Federation of Journalists	Authors'rights, gender and projects officer	Belgium / Belgique
FERNANDEZ- GALIANO	Eladio	Council of Europe	Head of the Democratic Initiatives Department	France
BLION	Reynald	Council of Europe	<i>Media & Diversity & Mediane Programme</i> Manager Programme Manager	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?