

MEDIANE

Media in Europe for Diversity Inclusiveness



September 2013
Spain & The Netherlands

**TOWARDS AN INCLUSIVE APPROACH
FOR MEDIA CONTENT PRODUCTION**

**THEMATIC ENCOUNTERS
REPORT**

CMFE

COMMUNITY MEDIA FORUM EUROPE



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INTRODUCTION - MAIN OBJECTIVES & PROFILE OF PARTICIPANTS

http://www.coe.int/t/dg4/cultureheritage/mars/mediane/encounters/spain_en.asp
http://www.coe.int/t/dg4/cultureheritage/mars/mediane/encounters/the-netherlands_en.asp

MAIN OBJECTIVES

- To raise awareness among media professionals, via co-production and co-distribution ventures, about the principles of diversity inclusiveness for building innovative modes of production of truly inclusive media contents,
- To encourage pairings of media professionals to be involved in a mid-term process (within the next 6 months) of co-research, co-produce and co-disseminate high-quality, professional and inclusive media reports (TV, Print Press, Radio, Online)
- To contribute to the definition of conditions and criteria for media content to be inclusive and for increasing media capabilities to include diversity in the production process,
- To contribute to the development of European network of media professionals for inclusive media coverage to enrich media contents while ensuring that everyone participates in public and democratic debates.

PROFILE OF PARTICIPANTS

Complete biographies of participants available online

SAN SEBASTIAN - SPAIN

Jaione ASKASIBAR – Spain - Communications Director, Donostia Kultura, www.donostiakultura.com

Patrice BERGER – France – Délégué national à la diversité et la prévention des discriminations, SNRL - www.snrl.fr

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Maurizio BONGIOANNI – Italia – Freelance, Glob011, www.glob011.com

Nelson BOVA – Italy – Journalist, RAI, www.tgr.rai.it

Melanie CHALLE – France – Photojournalist, NUJ, www.melaniechalle.com

Francesco Maria CONTE – Italy - Video journalist, Frontiere News, www.franatopos.com

Oana-Cristina DAN – Romania - Online journalist – TVR, Televiziunea Romana, www.dela0.ro

Arnaud DAVIRE – France - Journalist, Sport Handicaps, www.sportethandicaps.com

Tiago DIAS – Portugal – Reporter, Lusa, Portuguese News Agency, www.lusa.pt

Belal DOUFESH – Cyprus, Freelance

Larry FERGESON - Cyprus / Chypre, Director, CCMC, Cyprus Community Media Centre, www.cypruscommunitymedia.org & CMFE Board Secretary, CMFE, Community Media Forum Europe

Isabel FERNANDEZ – Spain, Documentary director and producer, Freelance, TV3

Ines FERNANDEZ MONJE – Spain – Staff, ONG PausuMedua, www.pausumedia.com

Anna FRENYO – Germany - Mediane EEMPs Consultant/ Freelance Journalist, www.anna-frenyo.de

Marielle GROS – France - Producer & filmmaker, Airelles Video, www.aireselles-video.fr

Augustin HERNAN – Spain – Staff, ONG PausuMedia, www.pausumedia.com

Aiert IRIARTE – Spain – Journalist, Antxeta Irratia

Juan Karlos IZAGIRRE – Spain – Maire, San Sebastian, Donostia

Ahmed JEMAI – France - Journaliste Reporter, Act'Médias Presse, www.actmedias.org

Diane KEMP - United Kingdom / Royaume-Uni, MEDIANE Consultant on Encounters / Course Director Birmingham City University, www.bcu.ac.uk

Judit KLEIN – Hungary - Freelance journalist

Konstantinos KONSTANTINOU – Cyprus - Columnist / Editor, Politis Newspaper

Natalie KONYALIAN – Cyprus - Technical Coordinator, CCMC, Cyprus Community Media Centre, www.cypruscommunitymedia.org

Marina LALOVIC - Italy / Italie – Journalist, BABEL TV / SKY / RAI Radio3Mondo, www.babel.tv

Pilar LOPEZ DIEZ – Spain – Teacher, Freelance, www.pilarlopezdiez.eu

Milagros MARTINEZ-FLENER – Austria - M-Media, www.m-media.or.at

Barbara MATEJCIC – Croatia - Journalist, editor, writer, Freelancer

Joseph Gervais NITCHEU TOLALE – France – Journalist, France Télévisions, www.franceo.fr

Martxelo OTAMENDI – Spain - Berria, www.berria.info

Yolanda PEÑA MORUNO – Spain - Coordinator of Women's Area, ReMC Red de Medios Comunitarios, www.medioscomunitarios.net

Ana Cristina PEREIRA – Portugal – Reporter, Público, www.publico.pt

Naiara SAMPEDRO – Spain - Chairperson, Department of Cultural Diversity, San Sebastian City Council

Ana Maria SANTAMARIA JUSTO – Spain – Contributor, Euroxpress, www.euroxpress.es

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Alba SISTIAGA – France - Journalist Assistant, Antxeta Irratia

Rossitza STOYKOVA – Bulgaria – Editor, 7 Days Sport, www.7sport.net/7sport/index.htm

Tünde SZANTO – Hungary – Editor, Lakihegy Rádió

Eleonora TARANDOVA – Bulgaria – Author, Forbes Magazine

Stefan TENNER – Germany – Mediane Coordinator, CMFE, Community Media Forum Europe, www.cmfe.eu

Monika TOTH – Hungary – Editor, Radio Presenter, Civil Radio, Budapest, www.broadcaster.hu

Codrin Gelu URSU – Romania - Producer-Packager, Antena 1, www.observator.tv

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Murat CINAR – Italy – Editor, Glob011, www.glob011.com

Pauline COMPAN – France, Journalist, Freelance

Claudia DAL-BIANCO – Austria – Project coordinator, Frauensolidarität www.frauensolidaritaet.org

Stéphanie DE SMEDT – Belgium - Director and Journalist, RTBF www.rtf.be/tv/emission/detail_tout-ca-ne-nous-rendra-pas-le-congo?emissionId=40

Mark DYER – Ireland - Production Crew Member, Dublin Community Television, www.dctv.ie

Janse EVERT - The Netherlands – Director, OOG TV, www.oogtv.nl

Caroline GEERTS – Belgium – Producer, VRT, www.vrt.be

Martina GROß – Germany – Author, Freelancer for German public radio

Jörg GROSSMAN – Germany – Founder, Greenfilm, BeLive-Internet Plattform UG – www.beta.belive.at

Nadia HENNI-MOULAI – France - Founder and Chief Editor, MELTING BOOK www.meltingbook.com

Ralf HUTTER – Germany – Journalist, Freelance

Rima IRAKI – Norway - News Anchor, NRK, Norwegian Broadcasting Corporation – www.nrk.no

Ignacio IROGOIEN – Ireland - Producer/journalist, Near Media Co-op / Near FM

Susan JACKSON – Ireland - Coordinator of CityWide/ Producer, Dublin Community Television, www.dctv.ie

Selena KONJHODZIC – Norway – Journalist, NRK, www.nrk.no

Henry LOESER - Czech Republic – Director, RadioExpert.org, www.radioexpert.org

Meraj MAHMOOD – Ireland - NUJ, National Union of Journalists NUJ – Member, Weekly newspaper "Pakistan File" Pakistan, Resident Editor, www.pakistanfile.com.pk, West Dublin Access Radio wdar 96 fm, Producer and Presenter Live Radio Show, www.wdar.ie

Maria MARKUS – Finland - Media Road Service MRS Ltd

Vasil MIHALKOV – Bulgaria - Co-founder, Outsport BAGS, www.gayguidebg.org

Rui MONTEIRO – Denmark - CEO and editor-in-chief, Aarhus Global Media

Rita MOSSELMENS – Belgium – Director, VRT, www.vrt.be

Chinedu ONYEJELEM – Ireland - Editor/Publisher, Metro Éireann, www.metroeireann.com

Victoria PEEMOT – Finland, Freelance writer

Silja RAUNIO – Finland - Journalist, News Reporter, Yle News/ Finnish Broadcasting Company, Freelance, www.yle.fi/uutiset

Sheila RIIKONEN – Finland – Correspondent, ABS-CBN, www.abs-cbn.com

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Denisa UDROIU – Finland – Journalist, Freelancer pour Rfi, Romanian National Radio

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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

Diversity Inclusiveness (DI) in the Media is strongly reflected in the content of the media and how topics and persons are represented and included in media reports. Journalists, Editors and Producer from all EU countries from public, private, community or minority media were able to apply to take part in Encounters, that CMFE organized in September 2013 together with the MEDIANE team and local partner in the Netherlands and in Spain. These first two Encounters had a similar Agenda and the same activities were organized in both places for consistency purposes.

The 1st Thematic Media Encounter on Media Production took place in San Sebastian from 12 to 14 September 2013, with participants from mainly southern EU countries. Our partner was PausuMedia, a media NGO that is focussing on communication in the Basque language. The 2nd Thematic Encounter took place in Groningen from 18 to 20 September 2013, with participants from mainly northern EU countries. Our partner was OOG Radio & TV who is managing a local community media house. During each of these Encounter, the participants presented their own reports, to reflect and discuss different aspects of DI in the media.

CHAPTER 2 - PRESENTATION OF PRACTICES INTRODUCED IN WORKSHOP 1 (DAY 1)

Both Encounters started with an Introduction and presentations by the three partners (CoE, CMFE, PausuMedia/OOG) to inform the participants about the programme activities and the agenda. It was followed by a first global discussion to reflect the meaning of DI in the Media.

In San Sebastian quickly it became clear that there is often a lack of representation of diversity in the media. It was also discovered that there are also negative sides of the representation of minorities in the news coverage. The journalist referred to reports of criminal offenses, for which the origin of the suspected perpetrator is named and that this is often not necessary and reinforcing unnecessary resentment. Regarding how diversity reporters should work in the media, participants from community media referred to the good experiences they had, when minorities could not only get access to the medium but also are able to choose which topics they want to talk about. It became clear that journalists should also reflect on their own role models, if for instance journalists with a minority background only had focus in minority issues or maybe problems in the suburbs. During the discussion the difference between diversity reporting and diversity inclusiveness reporting has been worked out.

In Groningen during the first discussions we heard about the challenges in the different European societies, and that there is always a challenge with ourselves. For instance, if we think about the newest president from Finland that is a woman or Roma people working for Romanian media; we learned that in Portugal women are underrepresented in higher positions and that it's important to analyze, how journalists writing about women, when we like to focus first on clothes, or describe a person as a woman of someone. The question is also, if this is not about to promote diversity or if it's more about to raise balanced reports. A current positive example was mentioned about the coverage about the Edward Snowden case and his partner, the journalist Greenwald. 5 years ago the media would probably not report about a gay couple in an ordinary way, like it was done now.

These discussions in San Sebastian and Groningen were followed by three practical workshop sessions on the first and the second day.

Workshop 1

First we split the participants into three workshop groups. During the first workshop, each participant presented their own reports, which contained diversity inclusiveness issues. Each group presented in 4 shifts with each time 3 participants a 5 to 10 minutes presentation. That led into discussions, about what diversity is and the related questions: for whom we are reporting, with whom and what is covered? It's possible to show also success stories, if we are talking about migration issues, or it's every time necessary to address only the informed and open-minded people? Should we tell a story about minorities or underrepresented groups in a much focused way to bring attention, or is it possible to cover the story more widely to prevent a wrong interpretation or reproducing clichés? Or how can we prevent to show certain groups always as victims? How to let people tell a story in their own voice? How to get more empathy for the protagonist of a story etc.? It was clear, that it is a challenge to prevent victim or helpless perspectives only and a "ghetto situation", when minorities report only for the own community or if we would only address already open-minded people.

CHAPTER 3 - Main key points of workshops 2 & 3 (Day 2)

On the second day we split the participants in groups of two or three people to work in the first session together and asked them to focus on limits they face, when they want to include diversity in the media. In the second session we asked for concrete guidelines on how to improve and overcome these limits. In both sessions the group first discussed these questions among themselves, recorded on Post It notes, they put later on a wall and discussed the outcomes finally with the entire audience.

Workshop 2

Examples of limits in San Sebastian

- Politics and Approach of the Media
- Not having the space and time to cover different side of the issues
- Comfort / The routines - When we are used to work in a certain way it's difficult to start thinking differently from another perspective / laziness on the journalist side
- Lack of innovation from editors
- Law & regulation
- Problem of stereotype about minority to have one position and Media reporting pro or against that group without understanding
- Limits of the sources
- Prejudices from minorities towards media
- Money
- Consciousness - If the journalist doesn't care about women's problems his/her story news wouldn't be inclusive
- "mono cultural" approach to diversity
- personal limitations: language
- deficit on knowledge on some themes

Examples of limits in Groningen

- Budget / Access to funding resources
- To have "money" to develop a data base
- Lack of Empathy for Diversity Issues
- Lack of education in Schools for Understanding Diversity & Multi-Culturalism
- Own cultural / social background and networks
- Oneself can be the biggest limit
- Lack of confidence / Fear of failing / Prejudices
- Language and self-esteem
- Lack of time to in depth work
- Marketing the ideas to search a wider audience
- Expectations of your audience
- Lack of effort on the editors-in-chief-level / Policy of the media company / Hierarchy in the office
- Laziness of journalists
- Stereotypical courage of mainstream media
- Limited resources: time, financially, human resources to develop programmes, projects & trainings,... with communities

- Market-oriented media are not focused on minorities
- Not seeing the importance of cross-generational work & sharing responsibility
- Journalist schools don't focus in diversity, so after their studies journalists don't care

Workshop 3

Examples of Guidelines in San Sebastian

- Give Minorities a chance to set the topics themselves
- Treat the subject in a way that can be acceptable by the Chief Editor or presenting your idea in a flexible way to obtain a foundation to develop it; find a clever approach to the subjects so that they can be accepted; Tell the editor that: an inclusive approach to a subject can increase the audience
- 'Making strange': Inserting an unexpected element into a normal situation; or disrupting an expectation. For instance, having a person with disability presenting the weather, or a (macho) man advocating against Violence Against Women - it breaks the familiar, making it strange and forcing a moment of reflection
- Get informed about the real situation and keep updated with knowledge: Read (reports, books, etc.) and continue studying to know what new things are being released about the subjects
- Talk to experts, politicians, and leaders in order to find solutions and make proposals
- Become economically independent
- Specialise in one theme
- Build and / or join journalists unions
- Build long-term relationships with women, minority communities in order to make them trust in your work and approach; have a better/richer access when you need to cover their issues
- Use Internet and Social media to keep in contact and show that your interest for the minority group issues is real - improve your access and deepen your approach
- If you are involved, find always the other side!
- To raise consciousness (ex: gender consciousness) - it is necessary (that the CoE) invest money in training courses and education
- Money should not be a shortcut because there is some research showing that the inclusive approach increases the audience
- Start questioning yourself, your work process, your prejudices, and your way to approach the subjects
- Find allies in the media company
- Use alternative media

Examples of Guidelines in Groningen

- Crowd funding and access to the web can overcome financial limits
- Establishing a network through lobbying and contacting multipliers through personal contacts and relations
- Connections and relations between mainstream and community media
- Media education specifically for people from minorities offered by public TV/radio
- Scientific/statistical monitoring of public radio/TV
- Change in high-level managers
- 1st step is visibility of diversity to change viewing habits; 2nd step is to get to real inclusiveness
- Promote and establish community media
- Avoiding racism

- Peer feedback about the inclusiveness of stories
- Database of interviewees / Database of journalists
- Getting people more involved on a local level
- Diversity in School curricula in high schools and journalism courses
- Database to improve it by upgrading and talking about it
- Database of sanctions/rewards
- Education Diversity Journalism/Communication
- Launch database on television on European / National level
- More integration programmes at kindergarten level/primary level
- Peer support in the form of feedback from colleagues at weekly meetings
- (More) Partnership and less competition

„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

Ideas San Sebastian

- Train the journalists – How to educate the inclusion of diversity
- Migration in Austria and Spain – What kind of role women plays in it
- Mechanisms of inclusion – Political Integration in France and Italy
- Disability in Society – Integration instead of representation
- Sexual assistance for handicapped people
- Native and foreign workers relations in agricultural sector in Portugal and Spain
- Integration of refugees in Cyprus and Italy
- Integration through Sports in Bulgaria and France
- Diversity in the Politics – Using and Misusing Minorities during the Election Campaigns in Greece and France in Spring 2014
- Community Radio – A place for diversity inclusiveness

Ideas Groningen

- Video about Hip Hop culture and how to present women in a positive way
- Experiences from learning language skills in France
- Belgium is divided - Documentary about next election, how two main public media will cover same topic
- Map about future events with a virtual bus - View on different communities - Ireland with polish community
- Ireland/Finland - Business in recession, where migrants taking part
- Focus on Boarders / Germany/Holland inside/outside
- Finland/Belgium comparable, second language is Swedish - Flemish language get used to migrants
- Influence of churches in the society in Finland & Portugal
- Cricket in Italy and Ireland
- Crisis & gender and migrant workers
- Immigrant youth and integration via Sports in Norway
- Norway/Belgium - Women & Work in both countries (part-time/full-time)

Pairs

BOVA Nelson, broadcaster, RAI radiotelevisione Italy & CHALLE Melanie, NUJ photojournalist, France

BRANCO Sandra Sofia, NEWS AGENCY LUSA, Portugal & DAL-BIANCO Claudia, Frauensolidarität (Solidarity among Women), Austria

ENCARNAÇÃO SOUSA Ricardo Alexandre, Journalist, Host of World Affairs Program, Portugal & SVANFELDT Ingrid, Freelance journalist, Finland

RODENBURG Marieke, Filmmaking, video production, Netherlands & VON DÜSZELN Philine, Documentary Design/ freelance, Germany

BERGER Patrice, community associative radio France & SANTAMARIA JUSTO Ana Mari, Online magazine Euroxpress, Spain

FERNANDEZ Isabel, freelance, España & KLEIN Judit, freelance, Hungary

LALOVIC Marina, Babel TV, Journalist/Reporter, Italy & NITCHEU TOLAIE Joseph Gervais, France Télévisions, journalist, France

LOPEZ DIEZ Pilar, Freelance Spain & MARTINEZ-FLENER Milagros, Diversity Media Watch M-Media, Freelance Journalist, Austria

GROS Marie Gabrielle (Marielle), Fédération des Videos des Pays et des Quartiers, Producer & Filmmaker, France & VRENCEV Ljubisa, NGO SYMBIOSIS Director, Greece

CONTE Francesco Maria, online magazine, Frontiere News, freelance journalist, Italy & DOUFESH Belal, Freelance Filmmaker, Cyprus

DAN Oana Cristina, TVR, online journalist, Romania & PEREIRA Ana Cristina, Público reporter, Portugal

CINAR Murat, Glob011 editor, Italy & IRIGOIEN Ignacio, Community Radio NEARfm, Freelance researcher/producer, Ireland

GROSSMANN Jörg, Film- and New Media Production House Greenfilm & BeLive- Internet Plattform UG, Producer, Editor, Germany & JACKSON Susan, Dublin Community Television, Co-ordinator of flagship volunteer production 'CityWide', Ireland

ONYEJELEM Chinedu, & PEEMOT Victoria, freelance journalist, Finland

BONGIOANNI Maurizio, Italy & DIAS Tiago News agency Lusa, Journalist, Portugal

STOYKOVA Rositsa, 7 Days Sport Daily newspaper Editor, Bulgaria & DAVIRE Arnaud, Sport Handicaps, Editor in Chief and Journalist, France

IRIARTE Aiert, Comunity Radio Antxeta Irratia, Journalist, Spain & JEMAI, Ahmed, France

DYER Mark, DCTV, Producer, Ireland & UDROIU Denisa RFI, Freelance Editor, Finland

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

Dr **Myria GEORGIU**, 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 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 Index (employment, content, codes of practice, and 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 Diversite 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).

CONCLUSIONS - MAIN RECOMMENDATIONS GIVEN TO PAIRS AND THEIR PROJECT

Before the Exchange

Define your topic as thoroughly as possible and minimize the scope, define your expectations regarding your joint output.

Clarify the main aspects of your cooperation with your EEMP partner in advance. EEMPs must cross perspectives and create joint products; thus, avoid focusing on only one country when you chose a topic, focus on the inclusion of diversity or its analysis instead. Once the pair has been built, you will have to submit a Joint Work Proposal to be validated by the MEDIANE team.

Do background preparation on your topic and the country/city/area of your EEMP partner: Have the exact phone numbers and addresses of the nearest consulate of your country in the host country.

Contact your national professional journalists' union and ask them to give you the contact details of the partner journalist unions in the host country for assistance and help if needed. Arrange the stay in the exchange country together with your partner – not only the hotel, but also access to Internet, translation, transportation, technical equipment, mobile connections and meetings points. Rely on your host.

Discuss an initial workflow with your partner that you can use as a point of reference. Your partner will know the local context, but arrive with a basic idea in mind. Five days are not much, you have to prepare well.

Have some language skills and a lingua franca with your partner.

Prepare for multicultural clashes and differing opinions mentally.

Travel insurance – this will be taken care of by the CoE, see Letter of Invitation.

During the Exchange

Ask yourselves these questions:

1. What is our objective?
2. Are we still clear about our objectives?
3. Are we still clear about what we want to produce?
4. Do both of us know what our roles and responsibilities are?
5. What are the key steps towards what we want to produce?
6. If anything needs re-working or clarifying, what is it?
7. How are we planning to implement that change?

Avoid being narrow -minded, unprepared, grumpy or late.

Bring positive attitude and take initiative.

Contact us if necessary. You can have a Skype session with the consultant during and/ or after the exchange. Please stay in correspondence to keep us updated.

EEMPs are based on the idea of co-production and joint initiatives.

Divide the working days in two halves – formal part and informal part. The formal part of the day is to work together on your project in the host country and the informal part is devoted to learning and tapping into another culture and carrying out an intercultural dialogue on the spot.

Enrich your professional skills as well as your cultural experience - these media exchanges provide an excellent opportunity for that.

Honest communication with your partner is the key. If using technical equipment, make sure you save files on USB Sticks and have enough batteries. Network and introduce your partner to your own network.

Stay focused on your pre-determined project, even if there is a lot of temptation to try and broaden or change it.

Strictly observe the country's laws and local customs - respect your exchange partner, the diversity of locals and remember that often the same thing can be interpreted differently in two countries.

Rely on your experience as a media professional and be cooperative. Come up with proposals. Speak about your work to each other, the media situation in your host country and how you convey the inclusion of diversity into your professional practices.

After the Exchange

Don't forget to complete the evaluation survey and send the main output, your joint product to the Council of Europe as well as a brief project summary and an exchange report as described in Terms and Conditions.

Follow up your joint project and your new network.

APPENDIX 1 - SUMMARISED AGENDAS OF SAN SEBASTIÁN AND GRONINGEN

AGENDA SAN SEBASTIÁN

SAN SEBASTIÁN 12 SEPTEMBER 2013

- 2.30 PM
Plenary Session **INTRODUCTORY SESSION – Welcome to MEDIANE**
- 3.15 PM
Plenary Session **DIVERSITY INCLUSIVENESS IN NEWS REPORTING** – Quiz & Presentation of current news reports for analysing their diversity inclusiveness
- 3.45 PM **PRACTICAL WORKSHOPS** on Media Diversity Inclusiveness in Media Production - Overview on media practices & initiatives, results and impact based on examples of media reports of the participants
- Participants will present their own material and media practices. Each group present in 4 shifts with each time 3 participants present 5 minutes presentation. After presentations, 10 minutes discussion about these topics and media background and analysis about the diversity inclusiveness in participants' media practices.
- 3 Working groups
- Coffee break included in the working group session

6.00 PM **WORKSHOPS – CONCLUSIONS**

7.30 PM **DINNER**

SAN SEBASTIÁN 13 SEPTEMBER 2013

- 9.00 AM
Plenary Session **INTRODUCTION**
- 9.30 AM **PRACTICAL WORKSHOPS** on guidelines for implementing and improving media diversity inclusiveness in media production - First session
- What limits you? Each group needs to answer this question regarding own limits on news reporting, while include diversity in the topics and media outlets they working for and start to discuss about, how to overcome these limits on a practical way, using examples of practices introduced previously. Participants will start to analyse their own conditions of production and share experiences and concrete solutions with other participants, on how to improve diversity inclusiveness and give each other answers.
- 11.00 AM **DIVERSITY & THE CITY OF SAN SEBASTIAN**
Plenary Session
- 10.30 AM **WORKSHOP on guidelines for implementing and improving media diversity inclusiveness in media production - Second session**
3 working groups
- “How to improve & guarantee?”** - Discussion in Duos and later presentation in the working group. Participants will have to develop together concrete activities in their own media / daily work for improving and ensuring inclusion of diversity in media content design and production
- 1.00 PM *LUNCH*

- 2.30 PM
Plenary Session
- INTRODUCTION ON **MEDIANE EUROPEAN EXCHANGES OF MEDIA PRACTICES**
- 2.45 PM
Plenary Session
- THE MEDIANE EEMPs** – An Introduction to MEDIANE European Exchanges of Media Practices
- 3.00 PM
Face-to-face
- 'SPEED-DATING' SESSION** for pairing media professionals to implement common MEDIANE activities, including European Exchanges of Media Practices, Time for researches and first drafts Building duos within 10 minutes frames, to exchange concrete EEMP's plans
- 4.30 PM
- WORKING SESSION BY PAIRS** TO DEFINE AND PREPARE A DRAFT JOINT WORK PROPOSAL FOR THEIR PLANNED EXCHANGES
- 6.30 PM
- END OF THE DAY / FREE EVENING**
- SAN SEBASTIÁN 14 SEPTEMBER 2013
-

- 9.00 AM
Plenary Session
- INTRODUCTION ON **MEDIA INDEX ON DIVERSITY INCLUSIVENESS (MIDI)** AND POTENTIAL CONTRIBUTION OF THE EXCHANGES TO ITS DEVELOPMENT
- 9.30 AM
- WORKSHOPS ON JOINT WORK PROPOSALS** FOR THE EXCHANGES
- Within each group, each pair will be asked to present their joint work proposal and to discuss it with participants. Each working group will have to present, during the conclusion session, to summarise the main guidelines given to each pair of production to enrich and improve their proposal in relation to media diversity inclusiveness. During this session, each working group will be invited also to imagine an online supportive platform for its members who will be involved in a process of co-production during the 6 months following the encounter. Each working group will end by an online registration session to EEMPs and so participants are invited to bring their own laptop.*
- 11.00 AM
- Coffee Break*
- 11.30 AM
Plenary Session
- CONCLUSIONS OF THE JWP WORKSHOPS**
- 12.30 AM
Plenary Session
- CONCLUSIONS & NEXT STEPS**
- 1.00 PM
- DEPARTURE OF PARTICIPANTS*

AGENDA GRONINGEN

GRONINGEN 18 SEPTEMBER 2013

- 2.30 PM
Plenary Session
- INTRODUCTORY SESSION – Welcome to MEDIANE**
- 3.15 PM
Plenary Session
- DIVERSITY INCLUSIVENESS IN NEWS REPORTING** – Quiz & Presentation of current news reports for analysing their diversity inclusiveness
- 3.45 PM
- PRACTICAL WORKSHOPS** on Media Diversity Inclusiveness in Media Production - Overview on media practices & initiatives, results and impact based on examples of media reports of the

participants. Participants will present their own material and media practices. Each group present in 4 shifts with each time 3 participants present 5 minutes presentation. After presentations, 10 minutes discussion about these topics and media background and analysis about the diversity inclusiveness in participants' media practices.

6.00 PM

WORKSHOPS – CONCLUSIONS

7.30 PM

DINNER

GRONINGEN 19 SEPTEMBER 2013

9.30 AM

INTRODUCTION

Plenary Session

10.00 AM

PRACTICAL WORKSHOPS on guidelines for implementing and improving media diversity inclusiveness in media production - First session

"What limits you?" Each group needs to answer this question regarding own limits on news reporting, while include diversity in the topics and media outlets they working for and start to discuss about, how to overcome these limits on a practical way, using examples of practices introduced previously. Participants will start to analyse their own conditions of production and share experiences and concrete solutions with other participants, on how to improve diversity inclusiveness and give each other answers.

"How to improve & guarantee?" - Discussion in Duos and later presentation in the working group. Participants will have to develop together concrete activities in their own media / daily work for improving and ensuring inclusion of diversity in media content design and production

12.00 PM

INTRODUCTION ON **MEDIANE EUROPEAN EXCHANGES OF MEDIA PRACTICES**

Plenary Session

12.30 PM

LUNCH

2.00 PM

'SPEED-DATING' SESSION for pairing media professionals to implement common MEDIANE activities, including European Exchanges of Media Practices, Time for researches and first drafts. Building duos within 10 minutes frames, to exchange concrete EEMP's plans

Face-to-face

3.30 PM

WORKING SESSION BY PAIRS TO DEFINE AND PREPARE A DRAFT JOINT WORK PROPOSAL FOR THEIR PLANNED EXCHANGES

6.00 PM

END OF THE DAY / FREE EVENING

GRONINGEN 20 SEPTEMBER 2013

9.00 AM

INTRODUCTION ON **MEDIA INDEX ON DIVERSITY INCLUSIVENESS (MIDI)** AND POTENTIAL CONTRIBUTION OF THE EXCHANGES TO ITS DEVELOPMENT

Plenary Session

9.30 AM

WORKSHOPS ON JOINT WORK PROPOSALS FOR THE EXCHANGES

Within each group, each pair will be asked to present their joint work proposal and to discuss it with participants. Each working group will have to present, during the conclusion session, to summarise the main guidelines given to each pair of production to enrich and improve their proposal in relation to media diversity inclusiveness. During this session, each working group will be invited also to

imagine an online supportive platform for its members who will be involved in a process of co-production during the 6 months following the encounter. Each working group will end by an online registration session to EEMPs and so participants are invited to bring their own laptop.

11.00 AM *Coffee Break*

11.30 AM **CONCLUSIONS OF THE JWP WORKSHOPS**
Plenary Session

12.30 AM **CONCLUSIONS & NEXT STEPS**
Plenary Session

1.00 PM DEPARTURE OF PARTICIPANTS

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?