

MEDIANE

Media in Europe for Diversity Inclusiveness



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MEDIANE BOX
On Media Diversity Inclusiveness

Reference Guide to
Practices
Draft Version

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RESOURCE	SUMMARY	KEYWORDS	URL
EMPLOYMENT			
<p>(2013), Advancing gender equality in decision-making in media organisations: Report. European Institute for Gender Equality</p>	<p>This review document reports the first set of comparative data on number of women in decision-making positions across major media organisations in the 28 EU Member States, and it assesses whether these organisations have developed gender equality policies, monitoring mechanisms and specific initiatives to support women’s career development. It finds that while women are strongly represented in various journalism training courses, and while their representation in media organisation has improved, the media sector's organisation culture remains a masculine one. Women are underrepresented in decision-making-bodies of media organisations, and mechanisms promoting gender equality are scarce in media organisations. The report suggests that such mechanisms are crucial to improving gender equality, and that professional bodies can play a vital part on promoting gender equality in the media sector. The report also develops a set of indicators that it hopes will find widespread adoption as a tool to continuously appraise the status of women (and gender equality) in the media sector in the EU. The proposed indicators are 1) The proportion of decision-making posts in media organisations in the EU; 2) The proportion of women on boards of media organisations in the EU; 3) Presence of policies or codes that aim to promote gender equality in media organisations. This document is a report on the progress made implementing the Beijing Platform for Action in the EU Member States on women and the media.</p>	<p>Equality; Representation; Representation: Gender; Comparative data; Gender equality in the EU media sector; Indicators on gender equality in the media sector; Beijing Platform; Getting the Balance Right: Gender Equality in Journalism; strategies for development</p>	<p>eige.europa.eu/sites/default/files/MH3113741ENC-Women-and-media-main-findings.pdf</p>
<p>Getting the Balance Right: Gender equality in journalism</p>	<p>It is essential that the media promote gender-equality (both in the workplace and in their representations of women). This handbook is a resource for journalists, media organisations, professional associations and journalists’ unions that want to be better informed about gender issues, and gender-equality in their area of work. It provides guidelines on ways of bringing gender equality into the mainstream of professions of news work. This resource examines the role and status of women in the profession of journalism, finding that while the amount of women in the profession of journalism has increased, they remain largely underrepresented in managerial and decision making roles within media organisation. The report outlines a set of resources that can improve the standing of women within news organisations (including practical guides and useful practices, key issues relevant to advancing equality of opportunity, and existing international legal frameworks that support the goal of gender equality). The</p>	<p>Guidelines on gender equality; Handbook on Gender equality in journalism; Resources for promoting gender equality; Sexual harassment; Issues affecting women reporters in the field; codes of practice; strategies for development; Bias: Gender; Representation</p>	<p>www.ifj.org/nc/news-single-view/browse/weiter/backpid/238/category/reports-publications-7/article/ifj-gender-booklet-getting-the-balance-right-english-french-spanish-croatian-versions</p>

	<p>report also examines the performance of the media in their portrayal of women (e.g. prevalent portrayal of women as carers or sex objects, and the prevalence of women in soft-news stories, but their underrepresentation in hard-news stories). The portrayal of women in the media is an important matter, as media representations may shape people expectations about women's role in society, but more importantly shape women's self-perception. The handbook provides a list of resources that can help raise awareness of problematic representations in the media, as well as a host of guides aimed at producing a more balanced portrayal. It also examines the role that unions and professional bodies can play in promoting gender equality, as well as offering a set of resources and checklists that are useful to the promotion of gender equality through such professional organisations.</p>		
<p>(2008), Promoting equal opportunities and diversity: A toolkit for the communications sector, London, OFCOM</p>	<p>This resource provides a toolkit and best practice guide to help the media sector promote and put systems in place to support equality of opportunities. It is a guide specifically oriented towards practice, with a particular focus on equality in the workplace (hence within media organisations) and is thus aims to be as practical as possible. The toolkit aims to help organisations take effective action to treat people equally (regardless of their race, gender, sexual orientation, disability or age), and to help them understand their statutory obligations and liabilities in the area of equality in the recruitment and treatment of staff. It sets out the case for equal opportunity, and offers guidance on how organisations can develop their own strategy for championing equality in the work place. It pays significant attention to equality amongst employees and to the recruitment process, offering practical guidelines and links to further resources at every juncture. Ofcom has a duty to promote the importance of equal opportunities equal opportunities in radio and television broadcasters under the Communications Act 2003. Though this resource is of general interest, some aspects will be specific to the UK context.</p>	<p>recruitment; UK legal framework; codes of practice; Ethics; Inclusiveness; Equality</p>	<p>stakeholders.ofcom.org.uk/binaries/broadcast/guidance/eotoolkit.pdf</p>
<p>Neuen deutschen Medienmachern</p>	<p>Neuen deutschen Medienmachern is an independent German (and German language) association of media professionals (mainly journalists) with a diversity of cultural and linguistic backgrounds and competencies. While every fifth person living in Germany has a culturally mixed background, only one in fiftieth journalists has a mixed background. The association campaigns for greater diversity within the media sector, greater emphasis on diversity of competencies in hiring processes, and a more sensitive balanced representation of persons of mixed background in the news. Jointly</p>	<p>German; Association of media professionals with diverse backgrounds; Lobby for diversity and equal opportunity in news professions; expert database; Sources; Fair treatment; Emotional</p>	<p>www.neuemedienmacher.de</p>

	with the Bertelsmann Foundation an expert database was created through which professionals and non-professionals with experience related to media, migration or minorities can share and exchange experience and advice. The database can be accessed at: https://www.vielfaltfinder.de	intelligence	
Positive action work placement scheme - The Guardian	Every summer the Guardian offers up to 12 two-week placements for students or graduates from ethnic minority backgrounds, with the aim of achieving a better representation of social diversity in the media.	diversity in the media; work placement; media experience scheme; employment; training	www.theguardian.com/workforus/equality-and-diversity-positive-action
Mukti Jain Campion (2005), Look Who's Talking – Cultural Diversity Public Service Broadcasting and the National Conversation	This report is based on the views of around one hundred programme-makers across the broadcasting industry that have personal and professional experience of the barriers to achieving diversity in media content. The report examines the different aspects of the programme-making process, from commissioning and production to scheduling and promotion, which can affect marginalisation. It proposes that there is much value of promoting diversity in the workforce of media organisations, and notes that minorities are underrepresented in executive and program making roles. It notes that minorities in the media sector often find it hard or impossible to raise problems they face. The report proposes a set of measures designed to ensure the media is more inclusive and authentic in their representation of diverse voices. These include developing a concept of 'cultural intelligence' (truthfulness, integrity, authenticity, cultural knowledge, cultural specificity, and a variety of perspectives), ensuring greater diversity amongst those commissioning programmes, making value judgements explicit, and creating formats more conducive to diversity. The report makes a range of suggestions related to hiring and employment in the media. It also makes recommendations for holding public service broadcasters to account in promoting diversity.	Interviews with media professionals; Experience of challenges related to diversity in the media; framework for action; recommendations for increasing diversity; Emotional intelligence; Equality; employment and diversity among media producers	www.nuffield.ox.ac.uk/Resources/Guardian/Documents/lookwhostalking.pdf
(2013), European database of Media & Diversity Practitioners , Strasbourg, Council of Europe	This is a database of around 500 media practitioners with a professional interest in diversity and equal opportunities in the EU media sector. The database is searchable by name, country, institution, and cross-referencable keywords (Media, Diversity, Discrimination, Sport, Training, Ethics, Editorial management, Production, Advocacy, Sources for journalists). The database provides a profile and minibio for the listed practitioners.	Database of media practitioners; diversity in EU media; Sources	www.coe.int/t/dg4/cultureheritage/mars/Resources/human_resources_en.asp

CONTENT			
<p>Triandafyllidou A., et. al. (2012), MEDIVA Diversity Indicators: For Assessing the Media Capacity to Reflect Diversity and Promote Migrant Integration: A Toolkit</p>	<p>The MEDIVA project aims to monitor and evaluate a media outlet's capacity to reflect migration related diversity and promote migrant integration. Monitoring can be through self-evaluation or through monitoring performed by the state, by a media ombudsman or by a media professional association. MEDIVA has developed a set of qualitative and quantitative Media Assessment Indicators organised into four thematic streams: 1) Media content (what and how is presented in the news); 2) Media news making/programme production practices (news filters for instance); 3) Media recruitment/employment practices (provisions for recruiting minority/migrant staff, careers of this staff, existence of glass ceiling); 4) Media training practices (on migrant reporting, diversity management). The project also provides a database which includes more than 250 studies and documents published in eight EU languages relevant to the theme of media and diversity. Indicators are designed to be simple to use, applicable across national contexts, different kinds of media. A set of pilot studies were conducted to trial the indicators, and are provided making useful examples of applying the indicators, and setting out methodological procedures. The MEDIVA project has also published reports and organises events.</p>	<p>Diversity evaluation; Migrant related diversity; self-evaluation; indicators of diversity; diversity indicator tool kit; Media Assessment Indicators; Representation; Representation: Migration; Bias: national origin</p>	<p>www.eui.eu/Projects/MEDIVA/MEDIVADiversityIndicators.aspx</p>
<p>(2010), Toolkit : Journalism Training, Discrimination & Diversity - Strasbourg - Council of Europe</p>	<p>This toolbox is aimed at journalism trainers and training institutions that want to include an anti-discrimination or diversity' dimension into their teaching. Its aim is to promote a culture of tolerance and mutual understanding and preventing reporting harmful stereotypes, bearing in mind the media's contribution to informing the public and forming opinion. It is desirable to allow all groups in a society to be part of media production and thus to participate to the public and democratic debate. The toolkit contains practical and user-friendly exercises that are easily adaptable and transferable to different contexts. All examples included in the toolkit are in use at journalism training programs and schools. The examples show a selection of how human rights awareness or diversity reporting are mainstreamed in the normal range of journalism classes which students expect to be taking. For example, anti-discrimination exercises are placed into teaching the use of microphone, or include diversity as the backdrop to running a practical Newsday etc. The exercises proposed in this toolkit vary in duration from hours to several weeks. Each exercise is presented in the same way, with a title, aims, key questions, teaching methods and techniques, background and contextual information, a descriptive outline, contact details for the originator of the exercise, and a list of links to relevant literature and documents.</p>	<p>Journalism training toolkit; preventing harmful stereotypes; example exercises; illustrated teaching methods; fair treatment; bias: age; representation: age</p>	<p>www.coe.int/t/dg4/anti-discrimination-campaign/ressources/Training_toolbox/Toolkit_Journalisme_Training_Discrimination_Diversity_en.pdf</p>

<p>(2012), 24 hours in a newsroom, Paris, CFI / ESJ</p>	<p>24 hours in the life of a newsroom is a free tool, building on internationally shared standards, to help train journalists all over the world. It provides four series of practical index card to give users a precise idea of how a day in a TV, radio or a web newsroom looks. These cards are available for free on the website in many languages. It provides a useful tool that offers both practical insights and raises ethical considerations. It is not a guide specifically aimed at the challenge of managing equality and diversity in the media sectors.</p>	<p>Tool for journalism training; inext of processes and practices in newsrooms; TV; Radio, Web</p>	<p>www.24hdansuneredaction.com/en/</p>
<p>(2008), A Diversity Toolkit for factual programmes in public service television, Vienna, EBU / FRA</p>	<p>This Diversity Toolkit brings together the collective knowledge of a number of European public service broadcasting professionals working specifically with and for cultural and ethnic minorities. This group has been meeting regularly under the auspices of the European Broadcasting Union’s Intercultural and Diversity Group. The core of the Toolkit is a DVD with sample news clips from a dozen broadcasters across Europe illustrating the difficulties encountered when reporting on minorities. Each news clip is accompanied by background information and some questions and comments about the issues raised. The Toolkit also contains a wealth of background information on how to promote the principles of cultural diversity in broadcast organisations and TV programmes. It contains sections with examples of good practice, checklists, links to relevant websites, case studies, and recommendations related to news and information programmes, recruitment and training, progress evaluation and general management policies.</p>	<p>PSB; Diversity tool kit; DVD; training; feedback mechanism</p>	<p>fra.europa.eu/sites/default/files/fra_uploads/112-media-toolkit_diversity_en.pdf</p>

<p>(2011), Gender and communication. Toolkits to visualize the contributions of women - Catalan Audiovisual Council; Catalan Institute of Women; Catalan Journalist Association - Catalonia (Spain),</p>	<p>Toolkits aimed to increase and improve women’s representation and participation in the media. Divided into three parts: 1/ Portrait of gender (invisible women, silenced women, gender roles and stereotypes, public sphere, language and image); 2/ The gender issues (politics, violence against women, health, immigrant women) and 3/ Practical tools and recommendations. It includes examples of good and bad practices. In Catalan.</p>	<p>Journalism training toolkit; Gender; Equality; Catalan</p>	<p>www.cac.cat/pfw_files/cma/recerca/altres/Eines_visibilitzar_aportacions_dones.pdf</p>
<p>(2005), Guide on how to reach the media - Catalonia Committee for Diversity in Audiovisual Media (Mesa per a la Diversitat en l'Audiovisual) - Catalonia (Spain), 2005</p>	<p>Orientation for individuals and groups of immigrants for become the principal actors and managers of the information and news they generate. It intends to help them project the image they want to convey and consolidate their presence in Catalan society. The manual is available in Catalan, Spanish, English, French, Chinese, Arabic, Urdu, Romanian and Tamazight.</p>	<p>Diversity; Toolkit; Catalan; Spanish; English; French; Chinese; Arabic; Urdu; Romanian; Tamazight</p>	<p>www.mesadiversitat.cat/materials_mesa/manual_apropament</p>

<p>(2009), Media4Diversity - Taking the Pulse of Diversity in the Media: A Study on Media and Diversity in EU Member States and 3 EEA countries, Brussels, European Commission, DG Employment, Social Affairs and Equal Opportunities</p>	<p>The study aims to provide inspiration in how the media sector, civil society organisations and policy makers can help strengthen the very fabric of our diverse societies, despite the major challenges that both society and the media sector itself currently face. The study highlights 30 case studies because they have succeeded in combining innovation and originality in addressing diversity issues in an increasing competitive and commercial European media space. It makes four key recommendations to media, civil society organisations and policymakers: 1) See the opportunity - A more balanced and faithful representation of Europe’s diversity will reap a dividend of greater social cohesion and security, public trust in the media, and new avenues for income through journalism and production that has greater resonance with its audience. 2) Step up the dialogue - Encourage and participate in balanced, inclusive national and European dialogues, platforms for reflection, debate, cooperation and partnerships between policymakers, civil society organizations and media organizations on the role of media in promoting diversity and combating discrimination in order to identify emerging opportunities and exchange best practices. 3) Be comprehensive - Ensure that all grounds of discrimination in the media arena – national, racial or ethnic origin, also specifically related to Roma, religion or belief, disability, sexual orientation and gender identity, youth and old age, as well as the issue of gender dimension and multiple discrimination – are equally acknowledged and included in media initiatives to counter discrimination and promote diversity. 4) Take aim... and Measure - When designing any media initiative in order to promote diversity and challenge discrimination in an organisation or across organisations, establish and communicate clear and quantifiable goals and ensure that progress is monitored continuously and fully evaluated once an initiative has run its course.</p>	<p>Study of successful implementations of media diversity policy; key recommendations; state of diversity within EU PSBs; Report of conference; discrimination; fair treatment; bias: personal; bias: sexual orientation; bias: age; representation: sexual orientation</p>	<p>europe.ifj.org/assets/docs/165/064/aafa-aa5-6327040.pdf</p>
<p>(2012), Getting the facts right: Reporting Ethnicity and Religion, Brussels, EFJ</p>	<p>The study focuses on newsmakers' perceptions of ethnic, religious and cultural diversity in their work. It offers a range of information useful for journalists and journalism students, as well as researchers, policy makers and civil society organisations. Factual, fair and balanced reporting is at the heart of journalism, discriminatory news coverage has potentially dire consequences. Examples of disgraceful reporting about refugees and asylum seekers, about ethnic minorities and Roma people, and other groups sharply contradict these objectives. This criticism is usually focused on the news text, what a reporter says or writes, what words are used and what they mean. It is rare that journalists are asked to explain what they know, what they believe in, and how they approach the issue of diversity. This study brings journalists back to the centre of inquiry about the media’s role in covering ethnicity</p>	<p>Ethnographic work with news professionals; values of journalists; reporting ethnicity; reporting religious diversity; bias: religion; bias: national origin</p>	<p>www.media-diversity.org/en/additional-files/documents/b-studies-reports/EJI_study_FINAL%20for%20Web.pdf</p>

	<p>and religion. It asks: What professional norms guide editors and journalists when reporting on ethnicity and religion? What news gathering tools are most commonly used? What are the institutional constraints in producing reports? What could have been done better? What makes excellent coverage? What type of journalistic work fuels intolerance instead of providing information that supports intercultural understanding? This report is based around two case studies, one on reporting ethnicity and one on reporting religious diversity.</p>		
<p>(2012), Portrayal of Lesbian, Gay, Bisexual People on the BBC</p>	<p>This report examines how the BBC's audiences perceive its portrayal of lesbian, gay, bisexual people. The research asked what audiences thought about the amount of portrayal of LGB people across all BBC media platforms; how audiences evaluate the portrayal of LGB people; the role of context in making sense of the portrayal of LGB people; how audiences feel about humour, language and tone in the portrayal of LGB people; questions about authenticity and stereotyping; the balance of incidental and overt as well as landmark portrayal of LGB people; how audiences feel about talent (presenters, performers, journalists etc.) when it comes to the portrayal of LGB people; and how audiences perceive the BBC's portrayal of LGB people and what improvements they would like to see. It finds that 1) LGB people want to see more and greater diversity within, LGB portrayal. 2) The portrayal of LGB people is not always noticed by audiences. 3) Context is critical to how all audiences perceive the portrayal of LGB people. 4) The clear majority of the UK population are either comfortable with, or do not feel strongly either way about, the portrayal LGB people. 5) Intimacy, both emotional and physical, is the primary concern for people who are uncomfortable with the portrayal of LGB people. Overall it finds that the BBC fares relatively well.</p>	<p>Sexual orientation; Sexual Diversity; BBC; Representation of; Study; Audience Research; bias: sexual orientation; representation: sexual orientation</p>	<p>downloads.bbc.co.uk/diversity/pdf/lgb_portrayal_update_2012_withquotes.pdf</p>
<p>(2013), Image et représentations des enfants et des jeunes, CSA, Federation of Wallonia Brussels</p>	<p>A barometer report and a guide of good practice developed by the Federation of Wallonia and Brussels on the representation of children and young people in the media. Children and young people are underrepresented on television and when they appear they rarely take centre stage and rather stay in the background of television representations. The Guide of Good Practice suggests that the media provide an invaluable tool for young people to develop a sense of fairness and to advance their participation in the society. The Guide offers specific advice of how to enhance youth's presence and participation in a mediated world. In French.</p>	<p>Youth; Equality/age; Representation; Stereotypes</p>	<p>csa.be/system/documents_files/2137/original/publ_baromètre_jeunes_2013_final.pdf?1383137071 (barometer)</p> <p>csa.be/system/documents_files/2141/original/publ_guide_bonnes_pratiques_jeunes_2013_final.pdf?1382619615 (Guide of Good Practice)</p>

<p>(2013), La représentation de l'homosexualité dans les médias de la Fédération Wallonie-Bruxelles</p>	<p>A barometer report on the representation of LGBT in the media in French-speaking Belgian media. The report starts with the recognition of the role of the media in informing the public about different identities, lifestyles and sexualities. While interpersonal relations play a key role in battling homophobia, the role of the media might hinder or enhance a better understanding of diversity when it comes to sexual orientation and LGBT issues. In light of the recognition of media's role, the report provides a systematic study of the different representations of homosexuality across a range of media in Wallonia and Brussels.</p>	<p>LGBT; representation; Wallonia; barometer; diversity; bias/sexual orientation.</p>	<p>www.csa.be/system/documents_files/2047/original/SD_20130513_rapport%20final_publ.pdf?1368707000</p>
<p>(2012), Serving All Ages: The Views from Audience and Experts; (emphasis on Conclusions – recommended actions)</p>	<p>This report provides evidence of both audience and industry expert perceptions of age portrayal and representation in the media. The study with 180 participants is based on deliberative workshops, focus groups, interviews and a survey. It finds that audiences feel that media should accurately reflect the diversity (including age related) within society. Some were concerned of the portrayal of young, and to a lesser extent old people. Young people were concerned about negative portrayal in the media, while old people were more concerned with the amount of coverage received. In general age related concerns are more prominent when it comes to radio (where age is not immediately obvious). The report makes a range of suggestions and offers advice: Audience participants recommended that high quality content is key, and that media should ensure a more balanced portrayal of different age groups (portrayals of the old should be more realistic, of the young more balanced); more representation of middle or old aged women would also be welcomed by audiences. Audiences also recommended that the balance between accuracy and entertainment needs to be carefully managed. Expert participants recommended that age should be recognised as important without giving it undue importance. Age related stereotypes should be addressed in imaginative ways without reverting to formulaic approaches. That media should more accurately reflect the age distribution in society, and should track and review the portrayal of age.</p>	<p>Age; representations of age; Audiences, Experts; Advice and suggestions; ageism; bias: age; representation: age</p>	<p>downloads.bbc.co.uk/diversity/pdf/serving_all_ages01022012.pdf#zoom=100</p>
<p>NUJ Guidelines on Race Reporting</p>	<p>These guidelines on reporting race related matters were ratified by the National Union of Journalists (UK and Ireland). The guidelines state that the development of racist attitudes and the growth of fascist parties pose a threat to democracy. For journalism to provide the right measure of responsibility specific guidelines are offered on 1) Race Reporting, 2) Reporting racist organisations, 3) Reporting on travellers (nomadic or migrant peoples).</p>	<p>Race; Reporting; Ethical Journalism; Guidelines; bias: ethnicity; representation: migration;</p>	<p>ethicaljournalisminitiative.org/en/contents/nuj-guidelines-on-race-reporting</p>

<p>(2011), Who makes the news (esp. Learning resource kit)</p>	<p>This is a resource aimed to address gender disparities in news media content. It notes that little progress has been made since the 1995 Beijing Platform for Action. The Platform called for more gender sensitivity in the media and self-regulatory mechanisms to eliminate gender-biased programming. The kit aims to provide an answer to the gender gap in news content and lack of self-regulatory mechanisms - where these do not exist - to confront gender bias. It is organised in two books that may be read independently of each other. Book 1 discusses conceptual issues pertaining to gender, media and professional ethics. It introduces the question of gender in the context of journalism and reviews existing studies on gender equality in the media sector, as well as existing codes on gender equality. It also includes three case studies on (on Canada, Tanzania and civil society), as well as providing a comprehensive bibliography and resource list. Book 2 presents gender-ethical reporting guidelines on several thematic areas including: Climate change, disaster reporting, economic news, health, women's human rights, peace and security politics and government, and violence against women. It includes examples from the three case studies examined in book 1.</p>	<p>Arabic; Russian; English; French; Spanish; Resource kit; Gender Equality; Conceptual issues; Climate change; Economic reporting; Disaster reporting; Human rights reporting; Practical guide; bias: personal; bias: class; bias: gender; representation: gender</p>	<p>www.whomakesthenews.org</p>
<p>(2013), MARS Training Activity Kit, Strasbourg, Council of Europe</p>	<p>A collection of training resources includes about twenty activities that can be used in a journalism training and media literacy context. They are derived from the work done by media professionals and journalism and media trainers and educators under MARS - the Media, Diversity and Racism in Sport - programme of the Council of Europe. Training activities are designed to either: 1) raise awareness by awakening participants to a positive, inclusive approach to diversity and to stimulate their interest (This gaining of awareness is often considered a necessary first step in the delivery of training and in bringing about changes of practice or attitudes); 2) analyse media objects by decoding, comparing, observing, watching and evaluating to understand them and determine one's own standpoint; 3) propose practical, and creative exercises related to production, which focus on learning by doing. Training units focus on stereotypes and representations, language use, the profession of journalism, pictures, sports, gender, and games and humour. Each activity is described in detail, and provides ample information for implementation.</p>	<p>Training activities; Training resources; Sports; Gender; Equality; bias: ability; bias: gender</p>	<p>www.coe.int/t/dg4/cultureheritage/mars/Source/Documents/JMTL/training-activities-sheets_en.pdf</p>

<p>Grizzle A. (Ed.) (2012), Gender-Sensitive Indicators for Media – Framework of indicators to gauge gender sensitivity in media operations and content, UNESCO Online</p>	<p>The Gender-Sensitive Indicators for Media aim to contribute to gender equality and women’s empowerment in and through media. This resource focuses on gender equality in the media industry, and gender representation in media content, as well as providing a set of case studies from around the world. Media have the potential to propagate and perpetuate or to ameliorate gender inequalities and stereotypes that exist in society. That is why it is important to address gender equality both in media institutions and in media content. This resource is aimed at advocacy groups, media associations, journalists' unions, self-regulating bodies, civil society organisations, government ministries, as well as academic institutions and journalism training programmes. The indicators provided are non-prescriptive, allowing them to be used in whole or in part.</p>	<p>Indicators; Gender sensitivity; Media institutions; Media content; case studies; flexible non-prescriptive indicators; emotional intelligence; bias: gender;</p>	<p>unesdoc.unesco.org/images/0021/002178/217831e.pdf</p>
<p>Increasing and Improving Portrayal of People with Disabilities in the Media, Fundacion ONCE</p>	<p>People with disabilities constitute 10% of the population but are underrepresented in mainstream media; when they do appear they are often represented in stereotyped or stigmatising in ways. They are also underrepresented in media organisations. This guide aims to facilitate greater cooperation between media organisations and disability organisations. The guide is relevant to all broadcasters and producers, people working on audio-visual content such as feature films, advertising commercials, non-broadcast videos, pop promos, and interactive multimedia products. Some of the guide is also relevant to commissioning editors, human resource managers, technical staff and staff working directly with listeners and viewers. This guide provides a list of useful existing and new resources, as well as an online training toolkit. The training tool covers: The history of attitudes to disabled people, The stereotypes of disability common in the moving image, Media Guidance on avoiding stereotypes, How to and how not to portray disabled people on television.</p>	<p>Disability; Representation of disabled persons; resource guide; broadcasters; media professionals; online training toolkit; bias: ability; representation: ability</p>	<p>www.mediaanddisability.org/index.htm</p>
<p>Representation of people with disabilities in Irish Broadcast Media: A Review of Other Jurisdictions</p>	<p>This is a report on how people with disabilities are represented and portrayed in Irish broadcasting. The research suggests that the great majority of the Irish public are prepared to view and listen to television and radio programming in which people with disabilities take part. However, the level of acceptance will depend both on the context and the type of disability featured. In most countries the measures to improve the representation of people with disabilities in broadcasting are relatively new. The report comes in three parts: A review of legislation, policy and practice in other jurisdictions. A survey of Irish people's attitudes to the representation of people with disabilities in Ireland. A content and discourse analysis of Irish broadcasting.</p>	<p>Representation of disabled persons; Irish Broadcasting; report; bias: ability; representation: ability; ethics; representation; feedback mechanism</p>	<p>www.nda.ie/cntmgmtnew.nsf/0/588299199D4C28C7802575F500296134/\$File/Representation_of_People_with_Disabilities_in_Irish_Broadcast_Media_A_review_of_other_jurisdictions.pdf</p>

<p>(2011), Diversity Reporting Handbook, Skopje, School of Journalism and Public Relations</p>	<p>How can the media better reflect diversity in their programming and the editors' offices? How should different societal groups be represented? These are some of the issues covered in this resource which is primarily aimed at journalists, students, educators and activists, as well as the media managers. The resource provides a general framework of rules that are accepted in professional journalism's practice. The Handbook consists of several parts that offer recommendations for reporting on: ethnic and religious differences, gender issues, sexual minorities, persons with special needs, elderly, refugees and displaced persons, and different races. It also provides basic recommendations for the media to promote diversity in society, but also for the establishment and maintenance of the concept of diversity in the editor's offices.</p>	<p>Recommendations for reporting; Ethnicity; Religion, Gender; elderly; Refugees; Displaced persons; Race; promoting diversity; inclusiveness; ethics</p>	<p>www.unesco.org/fileadmin/MULTIMEDIA/FIELD/Venice/pdf/news/Diversity%20Reporting%20Handbook_EN.pdf</p>
<p>Friedrich K., (2006), Intercultural Media Training in Europe, München, Kopaed Verlag / Bildungszentrum Bürger Medien</p>	<p>This is a media training resource and guide that aims to combat racism and other forms of discrimination in Europe. It aims to support open access to non-commercial community media and to raise awareness among minority and majority groups concerning cultural and social diversity. This handbook presents a detailed description of the learning content of the InterMedia modules. The modules published in this handbook are based on model training courses lasting four days. Module 1: Models for intercultural organisation and communication in community media; Module 2: Radio programming in areas of multilingual, intercultural practice; 3) Journalism against racism / international networking and internet applications. The texts also provide links to supplementary material such as presentations, hand-outs, and method cards published on the attached CD-ROM and the project website. The Bildungszentrum BürgerMedien has developed a certificate to be awarded on successful completion in an Inter.Media training course.</p>	<p>Media training course; Course outline; Course certification; Supporting material; Cultural diversity; Journalism training; racism; discrimination; representation: migration; ethics</p>	<p>www.freie-radios.at/docs/1196869850_intermedia-handbook-EN-monitor.pdf</p>
<p>(2010), The Guardian Journalist Blogging and Commenting Guidelines</p>	<p>The Guardian's own guide to journalists on how to develop best practice when engaging with social media, especially in making professional contribution on online fora.</p>	<p>Blogging; social media; fairness; representation</p>	<p>www.theguardian.com/info/2010/oct/19/journalist-blogging-commenting-guidelines?guni=Article:in%20body%20link</p>

<p>(2013), Gender Issues / Equality in the Media - A Guide for Journalists, Strasbourg, Council of Europe</p>	<p>This is a practice resource for media professionals. The media are a mirror of society. They portray social reality. Journalists have a responsibility as citizens to ensure that this portrayal is as egalitarian and fair as possible. This resource contains a set of guide sheets that aim to help media professionals to address this challenge. The guide-sheets provide information on the place of women in the media, on social hierarchies, on body standardisation, on successful women in key decision making roles, and on producing information about male/female inequalities. This resource also contains a useful index of other resources, including databases of female experts, training resources, example studies and more.</p>	<p>Practice resource; guidance sheets; practical guidance; gender; women in the media; reporting; bias: class; representation; bias: sexual orientation; bias: gender</p>	<p>www.coe.int/t/dg4/cultureheritage/mars/Source/Documents/EEM/gender-and-media-units_en.pdf</p>
<p>Expert Databases</p>	<p>These databases contain information about female (and sometime members of ethnic and sexual minorities) experts relevant to journalism and the media sector more broadly. Some of them contain job listings; entries of women experts more broadly defined (academics and professional experts in other fields).</p>	<p>Expert database; sources</p>	
	<p>Expert databank, Belgium; A Flemish government project. This database exclusively contains experts from minority groups (women, LGBT people, people with disabilities, migrants and ethnic minorities). Journalists and programme makers can consult the database as a tool to find experts in all kind of fields, from soil science to heart transplantation.</p>	<p>Dutch; experts from minority groups; journalism; programme makers; sources</p>	<p>www.expertendatabank.be</p>
	<p>Vox Femina, France; Vox Femina is a tool to find new experts, to bring new perspectives to a story and to make women more visible.</p>	<p>French; sources; inclusiveness</p>	<p>voxfemina.asso.fr</p>
	<p>Femdat, Switzerland; Femdat is a comprehensive Swiss database of women scientists and experts from various professions. It works a little like a 'social networking' site for female experts; includes job adverts and the possibility to find experts and exchange advice. www.femdat.ch/C14/C1/femdaten/default.aspx</p>	<p>German; Job listings; Networking site; Female experts; sources;</p>	<p>www.femdat.ch/C14/C1/femdaten/default.aspx</p>
	<p>Shesource, USA; SheSource is an online braintrust of female experts on diverse topics designed to serve journalists, producers and bookers who need female guests and sources. SheSource includes spokeswomen from a variety of backgrounds, representing demographic and ethnic diversity as well as expertise in areas, ranging from security, the economy, and politics to law, peacekeeping, humanitarian crisis, and more. SheSource is a programme of the Women's Media Center and was co-founded by The Women's Funding Network, The White House Project and Fenton Communications to</p>	<p>English; Experts for Media; Journalism; sources</p>	<p>www.shesource.org</p>

	foster a more representative public discourse by increasing the number of women whose opinions are reflected in the news media.		
	Rainbow diversity sourcebook , USA; The Society of Professional Journalists' Rainbow Sourcebook is a database with sources on different issues that go beyond the narrow demographic band usually found in the news.	English; Expert database; Diversity; sources; inclusiveness	www.spj.org/divsourcebook.asp
	Women peace experts , Worldwide; The database hosted by the institute of inclusive security contains more than 2,000 women leaders from 40+ conflict regions, and is searchable at: www.huntalternatives.org/pages/78_directory_of_women_experts.cfm or at www.inclusivesecurity.org/search-bios/	English; Peace; Conflict; Conflict regions; Female Experts; sources	www.inclusivesecurity.org/search-bios/
	HerSay.co.uk , UK – Media resource centre for female experts allows program makers to more easily locate female experts. Currently male experts outnumber female experts in the news; this resource aims to bring more voices of female experts into the media. The database is geared specifically towards the needs of media organisations; HerSay.co.uk	English; Experts for media; Female voices; sources	www.HerSay.co.uk
CODES OF PRACTICE			
(2007), Micro-guide , Paris, Radio France	This Micro-guide produced by Radio France, aims to address habitual mistakes and assumptions associated with the daily use of language in broadcasting. The Micro-guide is organised around four main sections, each focussing on a different element of language use in broadcasting. The different sections focus on the correct usage of words, the right pronunciation, and way to talk about pain and trauma stories, and the appropriate use of language to avoid insult of actors in the story or audiences.	Training; language; inclusiveness;	www.csa.fr/Etudes-et-publications/Les-dossiers-d-actualite/Langue-francaise-Le-Micro-guide-du-service-public/Le-Micro-guide-du-service-public
Creative Diversity Network	The Creative Diversity Network is a forum, paid for by its member bodies which aim to bring together organisations, which employ and/or make programmes across the UK television industry to promote, celebrate and share good practice around the diversity agenda. It seeks to engage and empower the industry to drive change, and understand the business case for wider representation and inclusion. Its website includes news on, examples, case studies, and best practices from across the industry on studying and measuring diversity, taking practical action to increase diversity and foster equal	Industry association on diversity; member organisation; industry news; industry examples; inclusiveness;	creativitydiversitynetwork.com/

	<p>opportunity, as well as information on various voluntary and legislative frameworks. Its current members are BAFTA, BBC, Channel 4, Creative Skillset, PACT, ITN, ITV, Media Trust, S4C, Sky and Turner Broadcasting.</p>		
<p>(2012), Empowering Society – A declaration on the core values of public service media, Geneva, EBU</p>	<p>This document sets out the strategic objectives and values of the EBU, and thus of all European PSBs. Amongst other things it states on the matter of diversity: "Our audiences consist of a diverse range of interest groups: differing generations, cultures, religions, majorities as well as minorities. So we strive to be diverse and pluralistic in the genres we are programming, the views we are expressing, and the people who work with us. We support and seek to give voice to a plurality of competing views – from those with different backgrounds, histories and stories. Conscious of the creative enrichment that can derive from co-existing diversities, we want to help build a more inclusive, less fragmented society."</p>	<p>PSB; Europe; EBU; Values; Objectives ; ethics</p>	<p>www3.ebu.ch/files/live/sites/ebu/files/Knowledge/Publication%20Library/EBU-Empowering-Society_EN.pdf</p>
<p>(ND), European Codes of Journalism Ethics</p>	<p>This resource is a collection of codes of journalism ethics from most European countries. It comprises 50 codes from 46 countries. EthicNet provides not only access to individual codes but also an overview of the codes as indicator of contemporary thinking among mainstream journalists in the region. An inventory of the contents of the codes can be found in the Search part of this website. All codes are in English regardless of their original language.</p>	<p>Journalism code; Journalism ethics; Ethical guidelines; ethics</p>	<p>ethicnet.uta.fi</p>
<p>GORE W. (2009), Codes, Press Councils and Discrimination in Europe - Report made by Alliance of Independent Press, Council in Europe</p>	<p>A report made by the Alliance of Independent Press Council in Europe aiming to advance Press Councils' engagement with issues of discrimination. The document recognises that most Press Councils address discrimination on an individual rather than a group level, especially as individual discrimination is easier to identify and because the Councils do not want to interfere with press freedom. The report presents specific elements of codes of practice from across the Council of Europe drawing from a survey which has been filled in by 15 Council representatives from across the Council of Europe. Based on the survey it is noted that the issues of discrimination most often addressed in codes of practice relate to gender, nationality, sexuality, disability and membership in organisations (e.g. political parties).</p>	<p>Ethics; discrimination;</p>	<p>www.coe.int/t/dg4/cultureheritage/mars/source/resources/references/others/10%20-%20Codes%20of%20Ethics%20and%20Discrimination%20in%20Europe%20-%20AIPCE%20CoE.pdf</p>

<p>The Ethical Journalism Initiative</p>	<p>The Ethical Journalism Initiative website is a campaign launched by the International Federation of Journalists to rekindle old values in media worldwide. The website includes information relevant to those interested in journalism ethics, the role of journalism in society, democracy, and the promotion of justice. It contains relevant news and an index of key texts with short descriptions. Information about the activities of the Ethical Journalism initiative, as well as a book published by the initiative. The book offers an introduction to the initiative, explains the importance of ethics in Journalism, and addresses challenges in changing media environments. It also discusses some particularly challenging ethical questions in journalism practice such as reporting race, intolerance, war and the use of subterfuge. It also includes information about studies conducted by the initiative, information about campaigns being run to promote ethical journalism, and useful web links.</p>	<p>Website; Journalism Ethics; General resource; Ethics; Index of resources; Web links; ethics</p>	<p>ethicaljournalisminitiative.org/en</p>
<p>(2013), MARS Ethics and Deontology Units</p>	<p>This document is a practical resource for journalists and media practitioners. It explores the question why ethics is important, particularly as it regards various forms of diversity in sports journalism; and makes recommendations on how journalists can implement ethical norms in their daily journalistic practice. It also asks what journalists can do to enhance the reception of diversity in society; and recommends that journalism training should be a continuous endeavour that professionals continue engaging in.</p>	<p>Diversity; Sports journalism; practical recommendations; ethics; inclusiveness</p>	<p>www.coe.int/t/dg4/cultureheritage/mars/Source/Documents/EEM/Ethics-and-Deontology-Units_en.pdf</p>
<p>(2010), Manual of Good Practices in Combating Gender Stereotypes and Promote Equal Opportunities in the Film, Television and Theatre in Europe. International Federation of Actors: FIA</p>	<p>This Manual of Good Practice includes more than 50 examples of good practice in combating the biased stereotypes and promote gender equality in the fields of theatre, film and TV in twelve European countries: Belgium, Croatia, Denmark, Slovenia, the Spanish State Finland, France, Ireland, Italy, Norway, the UK and Sweden.</p>	<p>Gender; Culture; diversity inclusiveness; media; cultural industry; research; good practice.</p>	<p>www.fia-actors.com/uploads/Engendering_ES.pdf</p>

<p>(2010), Charte des entreprises de l'audiovisuel pour le développement de la diversité, Paris, Commission Médias et Diversités</p>	<p>This Charter highlights the commitment of audio-visual corporations to advancing social cohesion and recognition of diversity while fighting against the stereotypical representation of different groups in the audio-visual sector. The signatories are invited to commit to those values.</p>	<p>Diversity; action; commitment to diversity; audio-visual sector</p>	<p>www.coe.int/t/dg4/cultureheritage/mars/Source/Documents/EEM/lille/resources/Charte_entreprises_audiovisuel.pdf</p>
<p>(2010), Catalan Audiovisual Council Guidelines - Catalan Audiovisual Council - Catalonia (Spain)</p>	<p>CAC's media guidelines about issues related to diversity: immigration, religion, anorexia and bulimia nervosa, drugs, protection of minors on television, rural communities, violence against women, toy advertising on television. In Catalan, Spanish and English.</p>	<p>Guidelines; Immigration; Religion; Health; Drugs; Minors; Rural; Violence against Women; Advertising; Catalan; Spanish; English</p>	<p>www.cac.cat/pfw_files/cma/actuacions/Autorregulacio/Recull_recomanacions_CAC_2010.pdf</p>
<p>(2013), Guide for an inclusive language. Immigration, racism and xenophobia - Catalonia Committee for Diversity in Audiovisual Media (Mesa per a la Diversitat en l'Audiovisual) - Catalonia (Spain),</p>	<p>Objectives: To resolve any doubts that may arise in everyday practice and to promote the use of inclusive language in the media. The guide contains eight sections, with issues to avoid and aspects to promote. The Guide recommends using an accurate and precise vocabulary, and it ends with a list of terms accurate/inclusive suggested in order to remove those expressions that are considered by nature offensive, discriminatory or exclusionary. In Catalan and Spanish.</p>	<p>Guidelines; Immigration; Inclusiveness; Language; Diversity; Catalan; Spanish</p>	<p>www.mesadiversitat.cat/componentes/controles/download.php?MjU2OTc%3D</p>
<p>(2013), Overcoming stereotypes in audiovisual media. Recommendations - Fòrum d'entitats de persones usuàries</p>	<p>Guidelines to overcome stereotypes in media in general and on specific issues such as sexual orientation, disability, age, gender and health. In Catalan.</p>	<p>Guidelines. Stereotypes; Diversity; Gender; Age; Gender; Ethnicity; Race / Colour; Sexual Orientation; Disability; Catalan</p>	<p>www.cac.cat/pfw_files/cma/forum/documentos/Superar_estereotips.pdf</p>

de l'audiovisual - Catalonia (Spain)			
<p>The Code of Croatian Journalists - Croatian Journalists' Association</p>	<p>The Croatian Journalists' Association (CJA) has designed the Code of Croatian Journalists decades ago. The Code is sum of basic professional principles every journalist in the country should follow. It stipulates main professional principles and protects all personal rights together with right of the public to be informed. The Code deals with journalistic principles, flow of information, basic human rights and freedom, independency of judgment and editors' responsibility. In Article 13 (Basic Human Rights and Freedom) it says: 'In their work journalists should obey, protect and promote basic human rights and freedom, especially principle of equality of all citizens. Special responsibility is expected if journalist covers, informs or comments on rights, needs, problems, demands and claims of minority groups. Information about race, color, religious beliefs or nationality, age, sex orientation, gender expression, about any mental or physical characteristic or illness, marital situation, life style, social position, financial status or education a journalist is to present only if it is exceptionally relevant for the story context. It is not allowed to use stereotypes, pejorative words and expressions, humiliating presentation and all other ways of direct or indirect encouragement or support to discrimination. In the case of complaints about a journalist's work the CJA employs its Ethical Council and it decides on the complaints. The Croatian Journalists' Association and Association of Media Publishers have established in 2011 the Croatian Media Council (HVM), a self regulatory body with representatives of journalists and publishers. The HVM has designed its professional ethical principles too, very much following that of the CJA.</p>	<p>Professional principles, Ethics, Human rights and freedom, equality, minority groups, race, color, religious beliefs, nationality, age, sex orientation, gender, stereotypes, humiliation, discrimination</p>	<p>www.hnd.hr/hr/dokumenti/</p> <p>www.hvzm.hr/</p>
<p>(2010), Charte des entreprises de presse écrite pour la diversité, Paris, Commission Médias et Diversités</p>	<p>This Charter highlights the commitment of the print media to advancing social cohesion and recognition of diversity while fighting against the stereotypical representation of different groups in the audio-visual sector. The signatories are invited to commit to those values.</p>	<p>Diversity; action; commitment to diversity; press</p>	<p>www.coe.int/t/dg4/cultureheritage/mars/source/resources/references/others/15%20-%20Charte%20Entreprises%20Presse%20Diversité%20-%20France.pdf</p>

CORPORATE MEDIA EQUALITY SCHEMES			
(2008), Channel 4 Equality Scheme	This document provides an overview of Channel 4's (UK) mission and policies on equality and diversity. The channel has specific policies covering Diversity and Equality, Disability, Religion and Belief, and Dignity at Work. The document sets out the regulatory environment, and other voluntary commitments as well as the ethos in which the channel intends to operate. It sets out its public responsibility, and describes actions taken to address equality and diversity related issues both within its workforce and within the content it produces. These actions include research undertaken, events, and content produced. Channel 4 has also published a Guide to Improve On-Screen Diversity, highlighting best practice; A Guide to Improving Off-Screen Diversity, A Directory of Disabled Contributors and ethnic minority contributors' directory which all independent production companies can use as a resource, and a report on multicultural programming which Channel 4 publishes at the end of each year in its programme review.	Channel 4; Diversity & equality policy; Actions taken; Research; publications; workforce; content	www.channel4.com/media/documents/corporate/Channel_4_Equality_Scheme_2008.pdf
ITV Corporate responsibility: Equality and Diversity	This document sets out ITV's policy and practice on equality and diversity. It also describes the background (regulatory) to its practices, and describes some of the outcomes to the actions it has taken.	Equality & Diversity policy; ITV	responsibility.itvplc.com/operating-responsibly/equality-and-diversity.aspx
France Télévisions	The portal of the diversity pages of France Télévisions provides an entry point to the corporation's vision of diversity, its missions and recommendations for advancing diversity in its production and programmes. Its mission statement recognises that there is still a lot to be done to advance diversity in the media - with a focus on television. Its mission statement also emphasises that public television needs to recognise and advance diversity, considering it as an element of editorial choice, not just as a fact.	Television; vision of diversity; recommendations for action	www.ftv-diversite.fr/index.php
Radio France	This resource sets out Radio France's policy on diversity. Radio France's commitment to diversity focuses on diversity of origins, gender equality, disability, and age related diversity. Radio France sets out the following policy objectives, among others: To continue its outreach and training of managers and employees, To ensure equal opportunity in recruitment, to improve gender equality.	Diversity Policy; Radio France; French; Policy Objectives	www.radiofrance.fr/l-entreprise/la-diversite-radio-france

<p>(2012), Making your workforce more diverse: top tips</p>	<p>This resource on the Guardian’s public service reform hub suggests that setting goals for equality and diversity is not enough. It suggests a set of practices and tips that can help organisations advance the equality and diversity agenda. These include: setting out the objectives, looking at the fairness with which rewards and incentives are distributed, introducing mentorship schemes, allow flexible working arrangements, reflect and encourage change at the top of the organisation, and leading by example.</p>	<p>Tips; Action advice; Diversity; Equality; How to.</p>	<p>www.theguardian.com/public-leaders-network/blog/2012/aug/06/making-your-workforce-more-diverse?uni</p>
<p>STRATEGIES FOR DEVELOPMENT</p>			
<p>Label Diversité – Cahier des charges de Labellisation, Paris, AFNOR, Agence Française des Normes</p>	<p>Information about the diversity label issued by AFNOR Certification. It certifies an organisation for consistently and effectively acting on the risks of discrimination, on employee development, and other diversity related factors.</p>	<p>Diversity certification; ethics; inclusiveness</p>	<p>www.afnor.org/profils/centre-d-interet/dd-rse-iso-26000/archives-actualites/le-label-diversite-un-engagement-concret-et-efficace-en-faveur-de-la-prevention-des-discriminations</p>
<p>Creative Diversity Network ‘Take action’</p>	<p>This particular section of the Creative Diversity Network website links to case studies and useful resources for organisations wanting to take action on issues of diversity. It indexes information, for instance on successful projects, or how organisations can rethink their approach to diversity in recruitment processes.</p>	<p>Ethics; inclusiveness; cultural awareness;</p>	<p>http://creativediversitynetwork.com/information-hub/taking-action/</p>
<p>BBC Research Informing the development of the BBC’s Diversity Strategy</p>	<p>This is a report on findings from research into the BBC’s Diversity Strategy. The research examined attitudes towards equality amongst third sector organisations, licence fee payers and BBC staff. The report makes a set of recommendations for BBC’s strategy: To demonstrate the benefits of ‘equality’ and ‘diversity’; to demonstrate that equality and diversity are more than legislative requirements, and key for the BBC to deliver better services and content for all licence fee payers; to demonstrate its importance for the Corporation’s representation; to introduce multiple versions of the strategy written for different audiences; to use content examples to bring the policy to life; to offer tangible examples of how the BBC’s objectives will be achieved; make references to key issues relating to specific characteristics and minority audiences; amongst others.</p>	<p>BBC; Diversity strategy; Recommendations; Implementation; Research; Assessment</p>	<p>downloads.bbc.co.uk/bbctrust/assets/files/pdf/review_report_research/diversity/diversity_strategy.pdf</p>

<p>Farchy J., Ranaivoson H. (2011), An international comparison of the ability of television channels to provide diverse programme: Testing the Stirling model in France, Turkey and the United Kingdom, UNESCO</p>	<p>Based on a comparison between British, French and Turkish channels, the aim of this paper is to determine whether advertising deters diversity. Some research has found that the more advertising plays a role in the funding of the broadcasters, the less diverse their programming. It utilises Stirling's (1999) index to measure diversity in programming that takes into account four dimensions of diversity (variety, balance, disparity, distinguishability). This study shows that there is no clear link between the type of financing and the level of diversity.</p>	<p>Measure of diversity; advertising and diversity; advertising revenue; measuring diversity in content; inclusiveness; bias; representation</p>	<p>www.uis.unesco.org/culture/Documents/tp6-2011-stirling-culture-en2.pdf</p>
<p>(2010), Media & Diversity: The next steps to promote minority access to the Media, Strasbourg, Council of Europe</p>	<p>This report offers a summary of actions taken in the final stages of the Council of Europe's 'Speak out against discrimination' campaign. It offers a summary of proceedings, meetings, and decisions taken. It reports on a review of regulatory regimes, press councils and codes of practice in the council's member states. It also proposes actions to strengthen the access of people from minority backgrounds to media professions and production.</p>	<p>Council of Europe; Diversity; Discrimination; Proposed actions; Comparison of press councils; Comparison regulatory regimes</p>	<p>www.coe.int/t/dg4/anti-discrimination-campaign/ressources/training_toolbox/Media_Diversity_next_steps_en.pdf</p>
<p>(2013), MARS Online Resource Centre on Media & Diversity, Council of Europe – A rich resource of information on Codes of Practice, declarations, strategies for promoting and</p>	<p>The online resource centre of the Council of Europe's Media Against Racism in Sport program contains resources produced by the program and an overview over its activities. Amongst others it provides resources on campaigns to promote inclusiveness, manage diversity, and combat discrimination. It contains a comprehensive and searchable database of resources, from reports to audio interviews.</p>	<p>List of Resources; Reports; MARS;</p>	<p>www.coe.int/t/dg4/cultureheritage/mars/default_en.asp</p>

enhancing diversity in the media			
Hargrave A.M., Alias J., Kevin D., Codinach M. (2007), Cultural Diversity Practices among Broadcasting Regulators , Barcelona, CAC / Broadcasting Regulators and Cultural Diversity	This report examines global regulatory initiatives and regulatory models for cultural diversity, with particular regard to their impact on the development and implementation of broadcasting policy. The report finds many differences between countries. For instance, legal frameworks that govern broadcasting may or may not include explicit reference to cultural diversity. Also, cultural diversity within broadcasting means different things to different countries – and sometimes a multiplicity of things. At the same time different regulatory bodies do not intervene in the same way and apply differing measures upon broadcasters. Official regulatory bodies are complimented in many countries where there are advocacy groups or champions of cultural diversity that sit outside the broadcasting regulator. The report also points to examples of good practice.	Comparison regulation; Comparing regulatory regimes; diversity; good practice	www.coe.int/t/dg4/cultureheritage/mars/source/resources/references/others/03%20-%20Cultural%20Diversity%20Practices%20Broadcasting%20Regulators%20-%20BRCD%20Hargrave%202007.pdf
Janssen M., (Ed 1 – 3), Panorama des bonnes Pratiques pour l'égalité et la diversité dans les médias audiovisuels , CSA FWB	The Review of Good Practices is one of the outputs produced as a result of the Plan for Diversity and Equality in Audio-visual Media, initiated in 2010. This Plan aims to advance diversity and equal representation of different groups on television screens in Wallonia. The Plan provided a starting point for two following actions: (i.) the production of this edited Panorama presented as a brochure testifying good practice and encouraging further good practice; and (ii.) the creation of a Barometer, which is a quantitative study on the state of the representations of diversity in the French-language television productions in Belgium. The Panorama provides reviews of cases of good practice both from Belgium and other parts of the world and makes proposals for advancing positive action in terms of fair representation of diversity.	Good practice; plan of action; furthering representation of minorities	www.csa.be/system/documents_files/1999/original/CSA_panorama_web.pdf?1362566255
(2009), Media et Diversité : Plan d'Action , Paris, CSA	A Plan of Action developed by the CSA (Conseil Supérieur de l'Audiovisuel) on the representations of diversity in broadcasting media in France. The Plan emerged out of the CSA decision to develop an Observatory recording representations of diversity in the broadcasting media and proposing positive action. As part of advancing positive action, the Observatory shares its global findings on the uneven representation of diversity on screen and engages in consultation with the media corporations in order to advance diversity inclusiveness. In addition, the Observatory reviews current legislation using it as appropriate in supporting its aim for diversity inclusiveness.	Monitoring diversity; Observatory; legislation	www.coe.int/t/dg4/cultureheritage/mars/source/resources/references/others/43%20-%20Media%20et%20Diversité%20Plan%20d'action%20-%20CSA%20France%202009.pdf

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?