

MEDIANE

Media in Europe for Diversity Inclusiveness

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**MARS & MEDIANE
OUTCOMES SURVEY**

**MEDIA DIVERSITY INCLUSIVENESS
DOES IT HAVE AN IMPACT?**

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THE MARS & MEDIANE PROGRAMMES: ARE THEY HAVING AN IMPACT?

Summary Conclusions

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1. INTRODUCTION

The following summarises conclusions regarding the ongoing impact of the MARS and MEDIANE Programmes¹, both joint initiatives of the Council of Europe and the European Union.

The Programmes ran successively, two years each in duration, from the beginning of 2010. MEDIANE was, strictly speaking, not a continuation of MARS, but a decision was taken to ensure that MEDIANE interacted with many of the same people, as well as attracting more, so as to reinforce the impact. A large proportion of those involved in MARS continued into MEDIANE.

MARS and MEDIANE shared a core goal, which was, broadly speaking, to promote 'diversity inclusiveness' in media². It is widely recognised that such a goal is more relevant now than ever as national and European cohesion finds itself under pressure from several directions.

This report draws on separate evaluations of each of the two programmes,³ as well as on a brief retrospective MARS/ MEDIANE Impact Survey in late mid 2014 of those who participated in either Programme from 2010 onwards. The latter thus gathered the views of participants up to the three years after their first contact with MARS and one year after their first contact with MEDIANE. It attracted 195 responses in total.

Significant resources were devoted to the two programmes. In financial terms it came to €1.25 million for MARS and €1.4 million for MEDIANE, a total of €2.65 million invested by the Council of Europe and the European Union.

However, the outcomes are a function of what this investment enabled i.e. a significant mobilisation of professionals in the media sector, broadly defined, across virtually every country of the EU. The issue considered here is the impact of that mobilisation.

2. THE EXTENT OF MEDIA SECTOR PARTICIPATION

A few figures indicate how significant this mobilisation was.

The MARS programme organised a total of 18 **Encounters**, each with a duration of at least two days that attracted over 750 participants. MEDIANE followed with a further 616 media professionals meeting at ten similar events. Of course some attended more than one – as noted, there was a deliberate strategy of reinforcing the learning among participants – but the total number of *professional days* devoted to these events came to well over 2,700.

A second major intervention deployed by both programmes was the organisation and funding of **exchanges among professionals**, where each would visit the work place of the other for five days and produce a common output or content that embodied, in different ways, diversity inclusiveness⁴. A notable feature of these outputs is that they can be freely used, for instance for free or non-profit republication or as training material, by all.⁵ MARS supported 63 media workers to complete such exchanges; and MEDIANE a further 143. This would bring the total number of media professional days devoted to the theme of diversity inclusiveness to **not far off 3,900**. This volume of effort is not insignificant even in the context of Europe as a whole. An

¹ MARS is an acronym for *Media Against Racism in Sport*; MEDIANE for *Media in Europe for Diversity Inclusiveness* (or *Media Exchanges for Diversity Inclusiveness, Anti-racism and Non-discrimination in Europe*).

² For a detailed definition of this and other terms see the MEDIANE and MARS final evaluations.

³ These were completed respectively in March 2013 and December 2014.

⁴ Most of these products are available at www.coe.int/mars and www.coe.int/mediane.

⁵ Copyright is held by the Council of Europe.

estimate based on the number of unique emails addresses compiled from those involved in all MARS and MEDIANE activities suggests that a total of **about 1,250 individual media professionals** have participated in both programmes.

They came from all backgrounds, especially journalism (over a third in each programme) but also trainers and educator (about 16% in total), editors and news managers (about 14%) and researchers (8%), and with some regulators, HR managers and publishers. They came from every corner of the EU, and represented a good gender balance with slightly more women than men.

The very fact that so many were motivated to devote time to this, many returning for more, suggests that they gained some advantage. The purpose of the evaluations, however, was to gather data to enable firmer conclusions regarding the Programme outcomes and the impact of the mobilisation they enabled.

3. EVALUATION APPROACH

A goal as ambitious as altering, even marginally, how a major sector of society goes about its work can be achieved only in stages. Instant solutions are simply not credible since such change required, amongst others things, a shift in the culture of organisations and in the mind-sets of the individuals that comprise them.

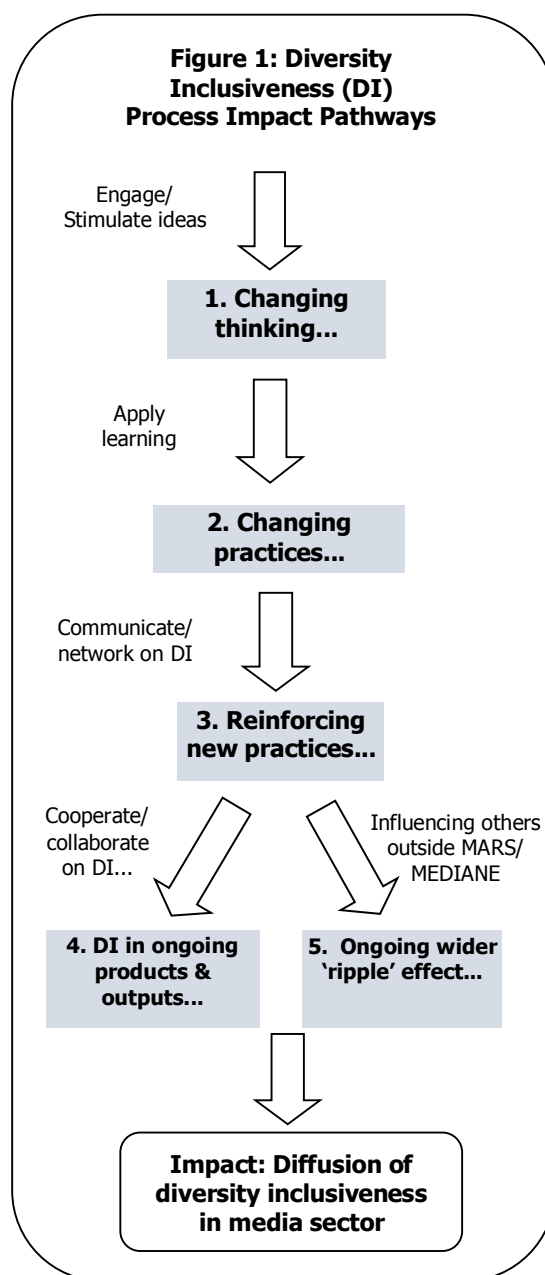
The evaluation was designed to explore and assess each of the stages of change, based mainly on self-reporting of surveys. Figure 1 illustrates the approach and the steps are described below.

It should be noted that this section covers what is termed *process impact pathways*. The impact of the MARS MEDIA products is not included here, but is mentioned below, including several hundred media programmes produced during media exchanges, and training and educational resources and guidelines. In the case of MEDIANE it includes the MEDIANE Box⁶, which potentially could have a significant impact.

This is important since the processes and products of MARS and MEDIANE have a distinct, though interacting (and mutually reinforcing), pathway to impact.

4. PROCESS IMPACT PATHWAYS OF MARS/MEDIANE

The process impact pathway in this case refers fundamentally to the extent and manner in which *interactions between people* can bring about an impact. Many aspects of the media sector, media production, training, education,



⁶ See www.coe.int/mediane.

regulation tend to resist mechanisation: it is a knowledge producing and processing sector. Hence human interaction components - communicating, exchanging ideas, co-producing – are central to its change and evolution.

The evaluations surveyed each of these stages. The final MARS and MEDIANE Evaluations, through a survey at the end of each Encounter and exchange, focused primarily on impact of Stage 1 (changing thinking) and *expectations* regarding Stage 2 (changing practices), stage 3 (reinforcing through communication), and stage 4 (cooperating and collaborating). The later Impact Survey of both MARS and MEDIANE, however, focused on *actual impact* of all stages, including stage 5 (influencing others).

Stage 1 Stimulating Ideas and Changing Thinking about Diversity Inclusiveness.

Nelson Bova, RAI Radiotelevisione Italiana, Journalist, Italy - *This very personal testimony of a veteran journalist of fifteen years maps out, as he describes it, a journey from knowledge to feelings in his approach to his work. "I work mainly for a regional newsroom, but my 'personal' borders are now, after participating in MARS and MEDIANE, much wider. i.e. I discovered I was relatively isolated in my work, and MARS MEDIANE allowed me to gain a wider perspective. Every journalist should certainly be able to do this. Participating was an opportunity to experience directly issues that certainly I was already aware of - such as how other countries are faced with unemployment, with poverty, with disability, with attitudes to homosexuality but only through newspapers, books, novels, essays. I had the chance to speak directly with colleagues from all parts of Europe. It has made a big difference. Now I can understand the nuances much better, the real situation, of those who daily face the same issues as I do; but thanks to a face-to-face relationship they offer deeper insight of what is *not said*, because of the short duration of reports or other restrictions. Through this I gain the *feeling* of something. So I have discovered that I *knew many things*, but I *couldn't feel* most of them. I continue to try to broadcast the truth that I see. But now, it's a different truth, a different awareness; more complete, some more than the academic approach that makes you a professional. I do not believe that this compromises my objectivity or professionalism as a journalist. Thanks to MARS and MEDIANE, I can now say in meetings, with executives and among newsroom colleagues, not only what I see, but also what I feel."*

The immediate impact of the Encounters was significant and very widespread.

- After the MARS Encounters, 87% agreed that it had "*raised awareness of intercultural, diversity and non-discrimination issues*", and 45% were in *strong* agreement. After the exchanges, there was (perhaps not surprisingly) an even more pronounced impact on awareness: A full 83% *agreed strongly* with the above.
- In the case of MEDIANE the figures were very similar: After Encounters, 85% agreed that they had gained a "*better understanding of what an inclusive approach means... in practice*"; 46% were in strong agreement. Virtually all of those completing exchanges - 98% - agreed, 60% strongly.

The important point here is **how much of that carried forward into long-term changing in thinking**, the subject of enquiry of the Impact Survey completed a period of time afterwards. This asked whether participation had "*changed the ways I think about the media diversity*". **A total of 81% agreed that it had, and over one third agreed strongly with this.**

Thus over four fifths of participants in Encounters and Exchanges moved, in Stage 1, from raised awareness and better understanding, to longer-term changes in thinking about media diversity.

Stage 2 Applying Learning and Changing Practices

Pekka HUOLMAN, Senior Lecturer. Haaga-Helia, University of Applied Sciences, Finland

Pekka Huolman has transformed an existing course he delivers into one with a central role for inclusive journalism, and credits his participation in MEDIANE for this. "I have just transformed my magazine journalism course into a course of inclusive magazine journalism, and am delivering it currently to the first two groups: one with 14 students and a second of 22 students. The students are briefed to identify their sources from groups that usually get little coverage: ethnic minorities, immigrants, sexual minorities, disabled people, women... Everybody writes at least one story that fulfils the criteria of inclusive journalism. It is early days yet, but already there is one inclusive magazine being developed, and I have been reading some very interesting article plans. Indeed, I have taken up the topic of inclusive journalism even on my economy journalism course. This too is going to produce a couple of articles although it was not a requirement... All in all, I feel that every student graduating from our institution will now get the basic acquaintance of the principles of inclusive journalism during their education."

It might be expected that those moving to the next stage, of applying that learning to change practices, would be fewer in number. Such an expectation would be correct, but only just barely.

- Directly after the MARS Encounters, 87% agreed, 45% strongly, that it had *"stimulated ideas about how I might change/improve my work practices"*. A total of 93% felt after three exchanges that they had *"encouraged broader ways of working"*, and 90% strongly agreed – perhaps not surprising as they were just completing what was, for them, an entirely new way of working focused directly on the topic.

- In MEDIANE, those attending encounters were asked if they agreed that the experience had *"demonstrated new ways of implementing an inclusive approach to media content"*; and 85% did so with 64% in strong agreement. Those completing exchanges were asked if they had been able *"to work on new ways of implementing an inclusive approach to media content"* and 94% agreed, 53% strongly.

The later Impact Survey looked directly at whether their earlier participation has *"changed in some way my work practices in relation to diversity and non-discrimination practices"*: **77% agreed that it had, and 32% agreed strongly.**

The similarity of this and the figures in Stage 1 above indicates strongly that virtually all those who had changed their thinking regarding media diversity inclusiveness went on to apply the learning to modify their work practices.

Stage 3 Communicating and Reinforcing New Practices

Melanie CHALLE, Photojournalist, France.

A photojournalist from France reflects on diversity inclusiveness poses questions, which is sometimes more important than seeking answers. "When I report on events or interview people, I always ask myself: Am I inclusive? Do I interview people from different background, gender? It is the same in photography, sport or other topic: Do I take a broad view of the subject, or do I stick to clichés? So the first step is about how I view subject matter and to make sure that my approach is inclusive. If not, then I have to face up to it and to readapt it. Whatever the subject, even if it's already on a gender subject just about women or whoever, there can be a different way to approach it. MEDIANE reinforces my opinion that the goal is not always to find answers, but to raise more questions. In our work, we sometimes seek answers but within visions that are too narrow; and question about inclusiveness can open that out."

The evaluation approach adopted here argues that new practices are reinforced through communication with others, especially others who have also been involved in the MARS or MEDIANE Programmes. A couple of Impact Survey questions explored this:

- When asked whether they had, in the course of their work, “*communicated with other MARS/ MEDIANE participants on issues related to diversity and inclusiveness*”, 89% agreed that they had, and 30% that they had done so frequently.
- When asked if it had engaged in “*ongoing networking with one or more of those involved in MARS/ MEDIANE*” almost as many, 82%, agreed that they had.

The implication here is that over time the impact of MARS and MEDIANE on work practices has increased, rather than decreased, based on the assumption that communicating with others from the programme tends to be a reinforcing factor.

Stage 4 Cooperating and Collaborating on Diversity Inclusiveness Outputs

Cooperation and direct collaboration is a step beyond communication and confirms the idea that knowledge gained and practices engaged in are being further deployed to produce products or interventions of various kinds that embody the diversity inclusiveness approach. These products proceed to have their own impact (see below), but what is at issue here is the fact that such cooperation and collaboration is likely to deepen the practical knowledge of and commitment to the diversity inclusiveness among those engaging in it. The MARS/ MEDIANE Outcomes survey asked two relevant questions which yielded the following responses:

- When asked if participation had “*led to concrete cooperation with other participants*”, 72% said it had, 58% occasionally and 14% frequently.
- Whether participation had led to “*tangible outcomes with other participants involved in MARS/ MEDIANE*”, more than half – 53% - agreed.

In short, about three in four cooperated at least occasionally, and one in seven engaged in frequent concrete cooperation. For over half, MARS/ MEDIANE led to tangible outcomes with other participants.

Alessio DEL SARTO, General Manager, Alessandria News, Italy: <http://www.alessandrianews.it/>

A Web news resource has increased the extent to which its content is produced by different minorities, and is spreading the story more widely. “I’ve organized seminars in my workplace, with newsrooms, administration and advertising teams, to discuss the issues of media inclusiveness. These seminars (five in 2014, and another five scheduled for 2015) are each attended by an average of 20 people. They are based on MEDIANE case studies I’ve heard about during the encounters and on the documents I’ve brought back from Cyprus and Lisbon events. My newsroom also produces articles and multimedia content about minorities in the area we cover, northwest of Italy. About 15% of residents are foreign; in some suburbs as much as 20% to 25%). While we have always reported on what is happening, after MEDIANE we have increased the volume of journalistic content directly created by members of these minorities, stories from prison, disadvantaged districts and from areas with serious social challenges.”

Stage 5 Influencing Others outside of MARS/ MEDIANE

From the impact perspective, this is particularly important. For MARS and MEDIANE to have had an impact on those who actually participated is positive, especially since that impact has been among so many and so significant. However, that impact is multiplied further, potentially to a huge (though undeterminable) extent **if their participation has motivated and enabled them to influence others**, in thinking or actions, in their workplace and in their approach to media diversity. This was the subject of a separate question in the Outcomes Survey.

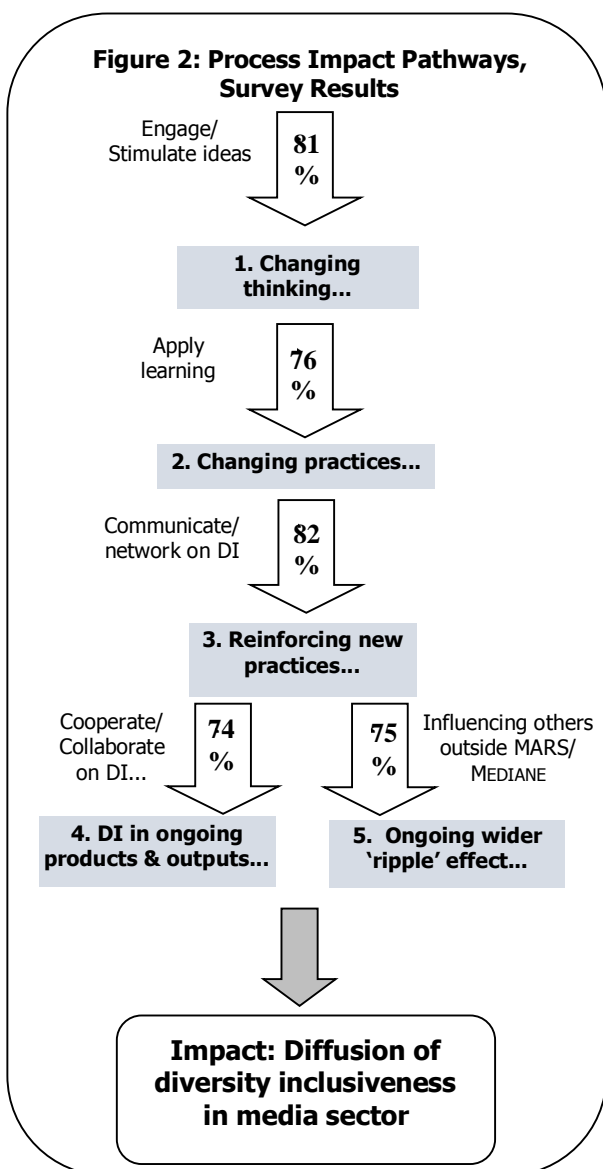
MARS/ MEDIANE participants were asked if they thought their experience "*enabled me to influence others in my workplace or professional/ networks, in their approach to media diversity inclusiveness*". 76% agreed that it did, and 30% agreed strongly.

That three in four felt that participation in MARS/ MEDIANE enabled them to influence others indicates both a strong commitment to the idea and the confidence that they could extend the practice to others.

Ana Cristina PEREIRA, Journalist, Publico, Portugal.

After being asked to produce a small book on media and racism by and NGO, SOS Racism, this Portuguese journalist thought a book on media and diversity would be more interesting, and she recruited another MEDIANE participants to co-produce it. "All the voices – diversity and the media' is a small book printed with a Portuguese version and an English version. It is the result of a dialogue between two journalists of different genders, different generations, with different experiences, living in differed countries – the twinned cities of Bristol and Porto. The main idea is that as journalists, even over coffee we have a duty to be alert. We are the ones who should broach the subject with those who are 'different', those who are ignored, and the 'strangers in our midst'. Their opinions are just as valid as those of people with whom we are already familiar. Encouraging them to speak and challenging their views as we would any other's is the first step towards inclusivity. To pretend they do not exist does a disservice to them, to journalism and to society. And it allows the far-right to peddle their poison without antidote. The book will be distributed in bookshops and at events in Lisbon, Porto and Braga, for journalism professionals and students and to activists on Human Rights issues.

PROCESS IMPACT AS A WHOLE



Surveys never tell a complete story. Nevertheless the evidence from these surveys is quite compelling. The process impact pathways, as tracked by these surveys and based on the opinions and experiences of MARS and MEDIANE participants, points to the presence of a strong impetus in the Programmes, building a momentum from engaging and stimulating ideas to changing thinking; through to the evolution of working practices reinforced by communication; onto concrete cooperation and collaboration, and finally to influencing others outside of MARS and MEDIANE altogether.

Figure 2 puts a few numbers from the Outcomes Surveys alongside each stage.

It is clearly impossible to go from these numbers to estimating overall impact even, for instance, as a multiple of the impact on those involved. No information is available on how many other non-participants have been and may in the future be influenced. There is no way of knowing how many of these will modify their work practices as a result.

However, it is reasonable to assume that the influence on others will continue for some time – the momentum appears to be there – and that at least some of these will as a result change their work practices. Given the large number of media professional involved in MARS and MEDIANE this knock-on impact could be substantial. Furthermore it is likely to be further enhanced by the products of MARS and MEDIANE.

PERSONAL MOTIVATIONS

Before turning briefly to the impact of the products of these programmes, a final couple of figures may shed light on the personal and psychological motivations that are at play here. The Impact Survey asked participants to agree or disagree with one last statement as follows: *"Aside from my professional practices, my participation in MARS/ MEDIANE has led, in my daily personal life, to some changes and/or new insights analysis."* **A total of 85% agreed with this statement.**

Given that the Programmes aimed entirely at professional practices, this offers insight into the intimate relationship, for these people, between their professional and their private lives. It is not possible to say whether such a close connection between the two is typical of all media professionals, since participation in MARS and MEDIANE involved a high degree of self-selection and therefore may have attracted precisely this kind of person.

But there is no denying that the relationship between their work practices and their daily personal life is close. Hence the motivation for pursuing and further promoting the idea of diversity inclusiveness is as much, indeed even more, a personal ethical choice as it one in pursuit of professional improvement. This personal motivation also shone through in very many of the free-text comments made. It probably helps to explain the high level of follow-through from one stage to the next, and the extent to which participants are willing and able to influence others. This high level of personal commitment bodes well for ongoing impact of the two Programmes.

5. PRODUCT IMPACT PATHWAYS OF MARS/ MEDIANE

The data used in the process analysis above has been entirely quantitative. In fact much qualitative data was also gathered from participants that would throw light on why, and by what reasoning, they proceeded from one stage through the next. This is available in detail as annexes to the final Evaluations Report and the Impact Survey.

However, in the limited space available here such qualitative material is perhaps more useful to illustrate the nature of the final impact as distinct from filling out the process.

There are at least three types of concrete 'products' issuing from MARS and MEDIANE. First is the set of media products produced mainly through exchanges⁷. Second are products produced largely independently by MEDIANE and MARS participants as a result of later collaboration (Stage 4 above); and third is the MEDIANE Box. The last is considered first.

MEDIANE BOX

The MEDIANE BOX was unveiled only at the end of the final MEDIANE Encounter and so has had no chance yet to achieve an impact. However, participants were asked their views of the tool, not based on experience of the final live version of it (launched during the final session), but based on multiple small-group workshops that were run earlier in the event⁸. These allowed participants to become familiar enough with the concept and content of the MEDIANE BOX to enable them to complete the final Encounter Evaluation Survey.

- They were asked if they believe it to be "*a useful tool for media professionals to monitor and support media inclusiveness*". **82% of them believe that it is; and 47%, almost half, hold this belief strongly.** About 8% are neutral with just 1% (one person) disagreeing somewhat.
- They were asked would they "*recommend to appropriate colleagues to try out the MEDIANE Box for themselves*". Interestingly, even more were positive here: **89% agreed that they would recommend it and 69% strongly agreed that they would do so.** A plausible explanation is that many of those who were neutral felt that though it might not be very useful for themselves, it could be for colleagues.

Even allowing for the fact that they had no opportunity in advance to try out the actual tool online (and hence to see for instance how user friendly and flexible it is), this must **represent a very strong endorsement of the concept and the content, and suggests that the MEDIANE Box may have a significant impact in the future.** Recommending the use of the tool to colleagues is an ideal way to pass on the idea and to influence others in relation to diversity inclusiveness.

⁷ Some of the early MARS Encounters were also focused on producing media products, and these were often reinforced through exchanges.

⁸ About 90 participants had tested the first version of the MEDIANE BOX online some time previously and a number of these attended the final Encounter.

MEDIANE Products

There are well over 200 MARS and MEDIANE products resulting from the Exchanges, most of them published as media content but also as educational material and in other forms. There is also an unknown and growing additional number produced as a result of later collaborations.

It is important to understand the process impact and product impact have the potential to strongly reinforce each other. When one media professional approaches another about diversity inclusiveness, the former is likely to use one of these products to illustrate what it is about. Certainly the MEDIANE BOX will be used in this way, as a practical tool to spread the approach, but many other products will also be used in that context - the MARS evaluation in particular revealed many cases where outputs had been further utilised to promote the concept.

OTHER COMPLEMENTARY TESTIMONIES OF MARS / MEDIANE PARTICIPANTS

It has not been possible to undertake a systematic analysis of these products and their impact. However, a qualitative description of some offer of them, in the words of those involved, illustrates the kind of influence that MARS and MEDIANE had on them, and gives a flavour of the varied nature of these products. The following were identified in the Impact survey, and followed up by email and phone call.

María CRESPO BURGUEÑO, Freelance online journalist, Spain - *The wider values implicit in diversity inclusion, and the daily struggles to affirm them, are emphasised here.* "I have noticed that we face the same problems as do journalists who cover social issues (not high enough on the agenda, lack of context, lack of empathy, minimal treatment from a real European perspective...). However, many professionals are willing to promote a pluralistic Europe, rich in diversity and respectful of differences. We do not know what the future of Europe will bring in the coming decades, but to grow together as a society we must not forget the values of respect, brotherhood and freedom; and journalists work every day in a situation of greater instability, should be able to practice their profession with commitment and security. Through this project we have shared problems of everyday life, but also interesting initiatives to improve our newsroom motivations and future projects. We feel less isolated in the small battles we engage in, and in which we have not stopped believing."

Plamen LYUBENOV, Chair, Street Dance Zoom; street dancer, artist, youth worker; with Personal Assistant, Ekaterina, youth worker, trainer; excellence auditor, Bulgaria - *Plamen is developing further his experience with MEDIANE and applying it in several contexts:* "I am working on a very short MEDIANE product, a series of pieces that present the participation of artists/actors with disabilities, working alongside professionals without impairments and doing products that contribute to the life of the community. I also run a course for media people – seven now, who work with youth media in Bulgaria. And I am currently cooperating with a disability web portal in Bulgaria, www.uvrejdania.net. Started as a news portal/blog on disability issues and managed by two Bulgarians with disabilities, currently the page is covering issues for persons with disabilities - and not only in a mainstream context.

Alexandra FIGUEIREDO, Media Analyst, Regulator Authority for the Media (ERC), Portugal - *The following is from the perspective of a media regulator* - "The MEDIANE Encounter in Lisbon contributed to the internalisation of diversity inclusiveness into my daily practice and analysis, making me more aware in assessing my working material. I've started to read more on the subject and having a deeper critical reflection about the way media cover diversity issues, and the way media could integrate diversity into the news. I firmly believe that mediation between all the people involved in the process of news making is the way to

introduce changes in journalistic practice. Diversity and pluralism in the media is one of the main lines ERC's work. The existence of MEDIANE / MARS work tools that seek to objectify and reflect on these concepts is undoubtedly very useful for the achievement of our mission."

Nadia BELLARDI, Deputy Chair, CMFE / Board member, Radio LoRa, Zurich, Switzerland.

This acknowledges that even experienced journalists committed to diversity and intercultural practices can unwittingly fall back, in daily work, on superficial judgements, and that exercises and tools, like those developed in MARS/MEDIANE, can help out. "In my professional work I am confronted with people from very diverse cultural, social, linguistic and political backgrounds. Although a firm believer in intercultural practices and diversity approaches, I became aware that we all take 'shortcuts' at some point and sometimes base our judgements on superficial or 'first impressions', mainly out of the need to find categories for people and situations and then move on with our work. Reality is however much more complex and it is a good exercise to stop and re-consider our opinions and judgements from time to time. We recently held a team-building day for the employees of our community radio and we focused on intercultural exercises aimed at showing "the other side" of actions and situations. I personally also re-oriented my approach towards people I have known for a long time to leave space for new, positive elements in the working relationship."

Eduardo DEL CAMPO. Staff writer, News Editor, El Mundo; Journalism Lecturer, Spain.

This journalist and lecturer finds that MARS/MEDIANE has influenced both areas of work.

"I have always been committed to the practice of a fair journalism, but the MARS and MEDIANE encounters offered data and examples of discrimination in the media that I had not seen. Since then I pay more attention to ensuring that my articles include different voices, particularly of women. As I don't head the newsroom my influence is, I hope, by example through my own work and by offering more diverse sources to my colleagues. However, I began teaching journalism last year, about 30 alumni per semester, and I believe I can be more influential there including on the subject of inclusiveness in the media."

Denisa UDROIU, RFI / Radio Roumanie, Finland.

Changing a mind-set... "The most important outcome for me is the change of my mind set. I now think of inclusiveness and diversity in every report I write; it has become a habit to think of it on a regular basis. This major change in my mind is due to my participation in the programme, and it is reflected in all reports I write, regardless of the topic. Through my reporting I hope to educate people to think of issues from a diversity and inclusiveness angle. For example, I recently broadcast a report on a mundane topic, a festival. But while making it I paid special attention to what groups were there: Were all ages present? Were various nationalities present? Were various abled and disabled people both present? Was the venue easily accessible for wheel chairs or blind people? Were there various ethnic groups represented? Was this a venue where respect was shown to surrounding residents regarding the level of sound? All of these informed my reporting."

6. CONCLUSION

MARS and MEDIANE built up considerable impetus within the media sector in the four years from January 2010. This momentum was maintained to a very high degree through the stages of the impact pathway identified above: of influencing thinking and understanding, to altering practices at work; further reinforcing that change and learning through communicating and networking with others from the Programmes; and concrete collaboration around products that embody the idea, through to, crucially, a willingness and ability to influences those not previously exposed to this topic.

The explanation for such a strong momentum is probably to be found in the high degree of personal commitment that MARS and MEDIANE participants have demonstrated to the idea of diversity inclusiveness.

It is impossible to definitively quantify the actual and potential impact of this. However, the fact that up to 1,250 media professional were involved, and that such a high proportion of them have changed their practices and are willing to influence their colleagues and peers, suggests that it will be substantial. Concrete examples also offer an insight into how that impact comes about and can be sustained.

Furthermore, the MARS and MEDIANE outcomes, in the form of media products and learning and training materials, have already, and continue to, amplify the impact of the Programmes as promoted by participants in their workplaces and networks. It is methodologically not possible to quantify this in any meaningful way.

The MEDIANE BOX holds the greatest potential for amplification here. Its goals and content have, in principle, received a strong endorsement from media professional at the final Encounter. It will require a period of use before it becomes clear that it functions fully as it was designed to, in terms of being a usable and useful tool for gaining an understanding of, and supporting the practice of, diversity inclusiveness. If it does, and it is essential that this be monitored, then the potential for further impact is enormous.

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?