



JOURNALISM & DIVERSITY

ETHICS & DEONTOLOGY UNITS

PRACTICAL SHEETS FOR JOURNALISTS & MEDIA MANAGERS

UNIT 4 - RESPONSIBLE MEDIA

HOW TO ENHANCE RECEPTIVENESS TO DIVERSITY?

MARS - Media Against Racism in Sport

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Diversify recruitment of journalists the better to reflect audience diversity

Inclusion of more women journalists in editorial teams.

Inclusion of more journalists originating from minorities or suffering from disability, for example.

Favour a purposive approach upstream and critical review downstream for inclusive handling of diversity as part of media treatment

Regular major coverage of women's sports events

Coverage of women's sports events must come with systematic advertising of their results.

Placing the question of diversity in sport on the media schedule - Media must take the lead in creating the event, particularly where they are the partners of sports events embodying forms of diversity or have sole rebroadcasting rights.

Proposing and producing more articles and reports on questions relating to all forms of diversity so as to set an example - As well as the sports competitions and their reporting, the narrative adaptation should portray the points of diversity, particularly via presentations of amateur clubs or athletes representative of minorities.

Extension of sports journalists' expertise - Besides news of competitions and clubs, investigation by sports journalists should cover all issues relating to sport: economic, social (racism, discrimination), geopolitical or medical concerns, or racism and discrimination.

Sensitising the vocabulary used - Every abuse of language must be reproved, commented on, possibly penalised.

Set up editorial surveillance mechanisms in respect of diversity:

Conferences of editorial boards with a stake in diversity - Like Västernorrlands Nyheter, a Swedish paper whose editorial conferences comprise a daily session to evaluate parity of treatment of men and women in the topics of the day before, it is worthwhile to incorporate a regular system for tallying, monitoring and analysing progress achieved as regards equal treatment in the reports, in order to make the whole editorial team diversity-conscious but also constantly illustrate the diversity in the choice and handling of subjects.

Critical viewing of features - Specifically focused on the handling of diversity, critical viewing may be a means of action on editorial boards to acquaint management and journalists with the viewpoint topics receiving the least media exposure and with the information production process.

Creation of mediator posts - Mediators, tasked to gather audience reactions, ensure feedback of criticisms, remarks or complaints made concerning the media treatment of subjects. They may also make representations to the legal services of the broadcaster or the head of publication who are responsible for dealing with breaches of ethics.

Participation in existing networks - Whether at national or international level, active participation in journalists' networks allows sharing of practices intended to

provide coverage for expressions of diversity and/or to assign more journalists to diversity-specific projects.

Give the least mediagenic publics a say

Targeted watch on the social networks - Listening in to and/or activating a community via the social networks to make different voices heard and/or encourage certain voices to feel entitled to speak out.

Encounters between journalists and sports stars who personify diversities - These encounters between journalists and personalities of the sports world representing different aspects of diversity enable journalists to ascertain and express their personal and professional difficulties in broaching certain subjects, for want of knowledge or surfeit of prejudices. They also allow the discovery of an unknown wealth of diversity in sport, a discovery capable of generating novel and original reporting.

Media courses and training. - Journalists can organise media training sessions so that representatives of the least mediagenic associations or personalities are better equipped to express their points of view.

FOCUS POLAND

Information throughout the career guarantees journalistic ethics

Poland has adopted a Code of Ethics, but journalists rely on information and transmission to bring it to life:

- to publicise and enforce the rules of the code of journalistic ethics.
- to transmit the basic rules of journalism and, more specifically, help journalists combat discrimination and all forms of racism.

Observe the basic rules of journalism:

- Put the public's interest and right to information before the interests of journalists and broadcasters.
- Verify information to distinguish it from conjecture and rumour.
- Have errors rectified as soon as possible by a journalist, even if not the same as the perpetrator, and even if no rectification was requested.

Respect persons mentioned, shown or interviewed

- Respect personal life and privacy. An exemption can nevertheless be granted in the case of an investigation concerning public figures.
- Respect all persons whatever their differences of ideology, culture, race or sexual orientation.
- Pay special attention to the dignity of persons with physical and mental disabilities, the elderly and ill, and everyone unsuited to modern competitive society.

Remain neutral in the coverage of particular events

- Be cautious in disclosing the acts and the names of persons suspected of crime.
- Avoid any description likely to encourage crime or antisocial behaviour.

Utilise resources and capabilities in an ethical fashion

- Do not distort the sense or the significance of an information item in order to highlight its sensational or exceptional character.
- Use proper, decent language. Writers must eschew the use of coarse terms and expressions.

Incorporate sanctions into ethics

- Ensure that anyone wishing to write and communicate as a journalist knows and accepts the ethical rules.
 - Be in a position to penalise any breach of the code of ethics or journalistic misconduct.
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