



JOURNALISM & DIVERSITY

ETHICS & DEONTOLOGY UNITS

PRACTICAL SHEETS FOR JOURNALISTS & MEDIA MANAGERS

UNIT 5 - DIVERSITY

CONFER DAILY AND TRAIN CONTINUOUSLY

MARS - Media Against Racism in Sport

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Train continuously

Encounters between journalists and personalities from the sports world to compare perspectives of diversity - *Sportsmen/women, regularly faced with questions of discrimination, are acutely alert to them and willing to come to newsrooms and give accounts of their day-to-day experience. This proves to be a productive confrontation for the journalists who, unused to meeting dissenters, are ready to reconsider their media practices. These encounters really bring out diversities, appreciably altering the media treatment of sports topics and sometimes even other subjects addressed by journalists.*

Reference glossary for informed choice of vocabulary concerning minorities - *A non-prescriptive glossary of terms recommended by minorities, their associations or the institutions that champion them could be circulated in colleges of journalism and vocational training centres as part of an instructional module to be introduced on diversity and equality as well as questions of usage. This glossary should include the sources of the different recommendations.*

Documentary resource site to help journalists gain insight into the question of diversity and help editorial staff to diversify the choice of subjects to cover - *Design for a dedicated site comprising articles, reports, theses and documentary or fiction films on expressions of diversity in the media, measurements of discrimination and the viewpoint of minorities (particularly regarding their media coverage). This site could be consulted by all professionals.*

Confer via dedicated tools

Training sessions dedicated to diversity - *Journalists, particularly those holding decision-making posts in editorial teams, must be able to acquire training to apprehend the question of handling diversity and be encouraged to equip themselves to raise their colleagues' awareness of this question, building on practices and examples from other teams whether in their own or other countries.*

Specialised training sessions on sensitive subjects - *Journalists can gain in assurance regarding subjects which are sensitive or complex, even taboo in editorial teams, by participating in specific courses on questions of ethnicity, religion, disability, sexual orientation, etc.*

Meetings between senior and trainee journalists for intergenerational transmission - *These occasional or regular meetings may lead to the establishment of tutoring programmes during which senior journalists recognised by the profession provide role models and set standards for young journalists, less experienced writers or novice editors.*

Inter-occupational and international encounters for a broader editorial outlook - *Collaborations with academics specialising in journalism and media handling of diversity in order to train newcomers to the profession. International exchanges for journalists to discover new ways of handling information and original angles for the coverage and presentation of news topics.*

Raising awareness of journalism students on diversity issue

Via enrolment in colleges of journalism - *Some colleges of journalism are careful to diversify their enrolment, and publicise statistics bearing witness to the diversity of their student intake.*

Via courses taught in initial training - ***Compulsory teaching of the code of journalistic ethics from journalists' training period onwards.*** *Courses in professional conduct and ethics on the curriculum for students of journalism should include a component explaining the issues and the interests at stake in combating discrimination and racism. Furthermore, all training and especially application exercises should favour a diversity mainstreaming approach, from diversification of sources to the sociology of audiences.*

Media education at school from the earliest age

Actions in schools to raise pupils' awareness of the media treatment of sport - *Sports journalists should harness their prestige among young people to actions with the declared aim of demystifying the making of stars, giving models more breadth by proposing diversified portraits, and instilling wariness of clichés and prejudices.*

Participation in all information campaigns - *Sports journalists should foster relations and encounters between sport federations or bodies able to provide study grants and the audiences or readerships representing ethnic and cultural, social and gender diversity, sexual orientation as well as disability.*

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Concrete measures to encourage the media coverage of diversity

France - The "diversity" component of the Professional Passport - This training, recently initiated by the National Commission of Journalism professions, is intended for working journalists and those who did not graduate from journalism schools that are recognized by the industry. It aims at sensitizing journalists who learned the profession "on the job" and to help them overcome stereotypes, social constructs and standardization. The program is spread over three weeks and includes a component of diversity awareness. This training is fully financed by mandatory funds collected from the press and for the training of freelance journalists: www.afdas.com/pigistes/passeport-professionnel-journalistes

Italy / UK - Guidelines for the fight against discrimination - The National Union of Journalists (NUJ) and the Union of Italian journalists (FNSI) have developed guidelines for the fight against racism and to address issues related to immigrants, migration, refugees and discrimination.

Belgium - Vigilance and early media literacy - Associations such as Media Animation, encourage journalists to spend time with students from primary or secondary level to make them sensible to the media and train them in decrypting it. In addition, the CSA, the Belgian Audiovisual Council each year distributes, since 2010, a barometer of diversity:

www.csa.be/diversite/ressources/2006

It also offers a "Review of Good Practices for equality and diversity in the audiovisual media of the Wallonia-Brussels Federation (March 2013)," a fairly comprehensive overview of the measures taken both in Europe and in Canada, for instance:

www.csa.be/diversite/ressources/1999

United Kingdom - A database to diversify contacts - The BBC has undertaken to develop a database of highly diverse contacts to encourage journalists to increase their contacts, cross their sources and to open up to minorities or groups that are not represented or insufficiently represented in the media. Note the action plan implemented by the BBC entitled "Everyone Has a Story" to develop diversity by 2015:

www.bbc.co.uk/diversity/strategy/documents.html

France – "Diversity breakfast" of France Televisions - "Diversity breakfasts" are regularly organized by France Télévisions to offer informal meetings between journalists, editors, assistant editors and editing staff and representatives of minorities. It is a series of meetings between stakeholders of 'diversity' and the TV personnel: Information managers, editors, presenters and field reporters. The aim is to promote direct contacts and to create links, clarify any misunderstandings and principally to allow teams to open their eyes to the world and soak up different views on the news. One should note that France Télévisions is a candidate for the "Diversity Label" a French award given by an independent research entity, which was already given to TF1, the competing private channel of France Televisions, the main French public channels.

