

MEDIANE

Media in Europe for Diversity Inclusiveness

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**MEDIANE European
Exchanges of Media Practices (EEMPs)**

MAIN LEARNINGS

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INTRODUCTION

The subjects most couples chose provided them with an inclusive framework in which they could analyse a diverse group of individuals, thus presenting reality as a whole and not focussing on minority groups as such, thus avoiding the “ghettoising” attitude of “diversity reporting”. The exchange turned out to be an eye-opening experience for many and they benefitted from having the time to immerse in their subjects – experimenting with new angles of depiction and the immense possibilities of diversity inclusion. A general wish that was expressed in several feedbacks was to share contacts with each other – many considered this as a useful tool – i.e. an index with the NGOs or members of different communities, representatives of minorities for each country, in order to find the contacts easily for the reports.

The projects included reports, case studies and training tools. Some of them focussed on refugees, the economic crisis, gender and sexuality, as well as minority subjects; attempting to implement a diversity framework when analysing them. It was very refreshing to read about projects that did not choose a typical diversity subject, such as a report on “apps”, for instance.

A general sense of gratitude for the MEDIANE project was tangible within the reports, especially the possibility to ponder on a project of choice for two times five days and work with another media professional, many have had very fruitful encounters. A number of couples have found that the key to diversity inclusiveness is to have diversity among the media professionals within the newsroom and depicting reality with the diversity it includes, without pushing any groups that are NOT present in a certain situation. The time one has for the interviews is also crucial; not only to carry out research on diverse sources, but to give interview partners sufficient time to loosen up, let go of their defence mechanisms and enter into meaningful discussion about their real problems. As one of the participants acknowledged: “Report with your heart and your brain well connected.” and another one: “There are things stronger than cultural background: Personality.”

On the whole, diversity inclusiveness can only be lived if eagerness and sensitivity for it is developed at an early age. Thus, whereas exchanges of adult professionals are very helpful and important, the most important target field is that of the young generation of various communities and individuals and the media professionals of tomorrow – learn to use their voice and give voice to their everyday realities, using the virtual agora in which everyone can have a say. In the following you will find details about each exchange, grasping their main findings on diversity inclusiveness and codes of practice on minority representation.

FEEDBACKS PER EEMPs PAIRS OF EXCHANGE

Rositsa Stoykova – Arnaud Daviré

Diversity Inclusiveness - They found it difficult to find a classical situation and yet include diversity – to put their diverse subjects into perspective with regards to the global environment. As they say, “It is very easy to speak about power chair football and disabled cricket in the context of disabled people. The trick is: How do you invite valid people to be part of the subject of Paralympics or sport for handicapped people? You will face the same problem in the field of gay games versus non-gay interest in the subject. Our goal is to find ways for a global interest in the subject – in sports – and thus be inclusive.”

Mélanie Challe – Nelson Bova

Diversity Inclusiveness - “We can be inclusive only if before telling a story, we erase our prejudice and preconceptions that reduce our ability of understanding the context.” Sexual needs are shared by all adolescents and adults, regardless of being valid or handicapped. It is thus a universal subject, as one of their protagonists, the sexual assistant in Berlin, Milka, represents: It is her goal to help all her clients, young and old, get in touch

with themselves and immerse into the world of sensuality and physical touch. What they called “the last barrier”, or “the last handicap” (as the title of their short film suggest – The Last H) – was to recognise disabled people in their roles as men and women, human beings, without reducing them to any peculiar category.

Ingrid Svanfeldt – Ricardo Alexandre Sousa

Diversity Inclusiveness - Analysing how church deals with diversity in Finland and Portugal turned out to be a topic highlighting the subtle structures of society in both countries and tackling typical “diversity-reporting issues” from an inclusive angle. What they see as inclusive reporting is: “When you don't look up and don't look down on anybody.”

Philine von Düzeln – Marieke Rodenburg

Diversity Inclusiveness - Focussing on the European borders provided them with a framework to ponder on the definition of "diversity", "minority" and "majority", the line between "exclusiveness" and "inclusiveness", "inside" and "outside." By researching the universal questions of identity and home, they found an inclusive way to talk about migration, borders and refugees. They attempted at including voices and points of views of less heard people and thus making invisible faces more seen without specifically focussing on a minority issue as such. This way, diverse individuals can be included in mainstream reporting as well. They would appreciate a database with shared productions – media actors inspiring each other with their products of inclusive reporting.

Media Diversity Inclusiveness Guidelines

- A critical analysis of the angle of the story, the sources and voices (choosing unexpected voices if possible!) and who they represent
- Considering that not only “diversity issues”, but universal topics as well can be told by a diverse audience, or multiple individuals.
- Including different media formats in a changing media landscape in order to give voice and face to a diverse group of people and thus reaching diverse audiences
- The simplification of formats and platforms – make them easy to use and contribute to. (e.g. participatory formats, community media and online grassroots’ journalism tools)

Gervais Ntcheu – Marina Lalovic

Media Diversity Inclusiveness Guidelines

- What is the best way to compare immigration policies between different countries?
- How to get in touch with minority groups of the country you are going to?
- Consultation of the local press on the issues we are dealing with
- Try to forget your origins, beliefs, preferences and everything you know regarding the specific issue you want to report on.

Marco Stefanelli – Angel Galan

Diversity Inclusiveness - This couple practised the Truman Capote-method of immersive, participatory journalism, following seasonal workers in Italy and Spain and fostering the dialogue between observers and those who are being observed. The report created by Marco Stefanelli and Angel Galan became inclusive by making their protagonists themselves journalists – e.g. an exploited foreign labourer interviewing the female symbol of labourers in Southern Italy; and by working together with foreign labourers themselves. Their approach, however, only turned out to be successful in Italy and not in Spain: there the foreign workers did not wish to give the journalists a thorough insight into the difficulties they were experiencing.

Media Diversity Inclusiveness Guidelines

- Do I know the level of social inclusion of the person I am addressing?
- What is the most useful media instrument (newspaper, radio, TV) to improve the media diversity inclusiveness?

- Do I know some simple practices (social games, role playing games, etc.) to improve the media diversity inclusiveness of hard-pressed or young people?
- They also highlighted the importance of sharing networks with each other among media professionals and thus enabling a better representation of minority groups and their real inclusion in media.

Maria Dolores Matamala – Soledad Galiana

Diversity Inclusiveness - They chose to focus on home eviction in Spain and Italy – and thus found a framework to include grassroots-responses to the housing crisis and provide alternative messages as opposed to those already present in the mainstream media. Moving away from experts (academics, government officials, economists, etc.), they chose the perspective of the activists: those who experienced home eviction as well as social support and solidarity.

Media Diversity Inclusiveness Guidelines

- When selecting your sources consider:
 1. Are they primary sources – the individuals – at the centre of the event which is being reported?
 2. Do they express opinions and social groups that are underrepresented in media reporting?
 3. Sources shouldn't be excluded because of language difficulties. There are always alternatives.
- When looking at how to frame the story, try to find another perspective, avoiding sensationalism and victimisation and promoting empowerment.

Vitor Tome – Michel Thierry

Diversity Inclusiveness - This Portuguese-French cooperation analysed the representation of Roma in the media. By choosing as many as possible interview-partners and resources they used the Roma as an example to represent inclusive depiction of a minority within the media. The self-monitoring tool they created is available online in three languages – Portuguese, French and English – and it aims at sensitising journalists and journalism students towards the questions of diversity inclusion.

Media Diversity Inclusiveness Guidelines

- Pluralism: Diversify the points of view, the sources
- Multilingualism: Give access to a greater audience
- Sensitisation: Allow reflexion through presenting diverse experiences
- Test: Confronting one's own work with the opinions coming from outside

Pilar Lopez Diez – Milagros Martinez-Flener

Diversity Inclusiveness - This Spanish-Austrian cooperation managed to prove the prejudices about Europe's North-South divide wrong. Their overall subject, domestic workers allowed them to analyse gender issues and highlight that the lowest and less skilled jobs are mostly taken by women, yet, in order to fight sexist roles in society, they decided to make those men visible who also work as domestic workers. The latter not only supported this idea but also wanted to collaborate. The credo of Pilar and Milagros is: "Diversity inclusiveness does not cover topics that affect only a specific minority but the whole society. It makes issues and problems visible from a wider perspective considering the opinions of all people that build the society."

Media Diversity Inclusiveness Guidelines

- Use your knowledge about gender, migration, disabilities, and social inclusiveness in order to cover topics from a diverse and inclusive perspective.
- Does the theme you are working on only concern a minority or do you want to restrict it to a minority?
- How much time do you take thinking about your sources (experts, ordinary and diverse people, etc.) to accomplish an inclusion of diversity in your subject?
- Can a story be told by all the actors involved? We think that diversity inclusiveness should let the actors tell their own story.

Murat Cinar – Ignacio Irigoien

Diversity Inclusiveness - The Irish-Italian team took cricket as a tool for integration: "Cricket by its nature is a gentle, social sport that as we learnt during the production of the programme attracts people from a diversity of cultural [and ethnic] backgrounds." One of their findings was that in order to hear women's voices within this context, the reporter needs to intentionally ask about them, otherwise the responses will exclusively refer to men. Apart from the potential of gender analysis within the framework of cricket, another major issue that arose was the fact that the British were those who implanted this sport in both countries, either through the painful experience of colonisation or through expatriates. Thus, a lot of social tension and undigested history can be detected within the chosen domain.

Sofia Branco – Claudia Dal-Bianco

Diversity Inclusiveness - The Austrian-Portuguese pair chose the topic of gender equality in the context of economic crisis and austerity measures. In order to maintain the inclusion of diversity, they interviewed a varied group of experts, from government officials to civil society activists, from trade unionists to academics, including male and female interview partners. The exchange allowed them to embrace many different points of view on the subject – something their everyday life as a journalist does not seem to enable. It is thus a valid question to ask whether their attitude will thus change in the future, whether they will find a way to utilise the experience of the exchange in the everyday treadmill. Sofia's and Claudia's credo about inclusive reporting is: "One that gives a big panoramic picture of what surrounds us, including different perspectives."

Media Diversity Inclusiveness Guidelines

- How diverse are the voices speaking about the topic?
- Is there more than one perspective on the subject?
- Does the article provide all the main ideas about the topic so that I can form my own?
- How balanced is the report?
- Does it give the big picture?

Madalina Alexe – Willy Totoro

Diversity Inclusiveness - The French-Cypriot collaboration focussed on the Generation Y, on the innovative initiatives led by youngsters in Cyprus and France, both nationals of these countries and foreigners. The approach provided them with a broad framework represented groups of people with different gender, origin, class and age. Consequently, both highly qualified young people and those without degrees were given voice, since both groups are concerned by unemployment. The resources they used were varied too – public institutions and NGOs, dedicated to young people in general, as well as specific categories of unemployed youngsters. Their credo about inclusive reporting is: "Investigating on a subject by following a variety of actors and points of view, showing the whole picture of an issue while breaking down stereotypes."

Media Diversity Inclusiveness Guidelines

- How important is diversity inclusiveness when choosing your sources for reports?
- Do you consider including the opinions of NGOs or community media dedicated to minorities?
- To what extent the diversity in the newsrooms can impact on the media coverage concerning diversity inclusiveness?

Anna Antonelli – Kevin Reynolds

Diversity Inclusiveness - The Italian-Irish drama-writer couple felt that the time constraint prohibited them from fully investigating the story and advancing diversity inclusiveness and that specific, detailed local knowledge would have been invaluable. In their exchange "On That Cliff is Matera", their starting point was the initial impression of Carlo Levi when he visited Matera - how a place now so beautiful and unique could have inspired such an initial reaction from Levi. They focussed on how a good idea is contaminated by bad politics. Information about demography, and breakdown of class, sex, gender, sports and activities, leisure etc. would have advanced diversity inclusiveness in our exchange.

Media Diversity Inclusiveness Guidelines

- "Did you consult different socio economic groups on their representation in the story"
- "Who's Story did you tell?"
- "How much did you allow the materiel available/recorded shape the outcome of the story"

Diego Marras – Marieke Rodenburg

Diversity Inclusiveness - The exchange pair decided to rethink the way of portraying people, in order to be challenged and came up with:

- An evocative way of working in sound and images
- No faces
- Only details, strictly focussing on building, literally and metaphorically
- Synchronic sounds and images

As people from a minority background are often less seen on the screen, the couple decided to 'use' this in their production. It started off as a *ghost story* about a guy living in Matera, originally from Tunisia. They portrayed his network, but never himself, as one can feel, being without papers, not really visible, participating always via others.

Media Diversity Inclusiveness Guidelines

- What form did you choose to tell your story?
- In what form or role did you let your subjects appear?
- To what extent can you share your story making with your subject and how are you communicating this with your viewer, in short, what is the relation between you, the subject and the viewer?
- Which output did you choose for?
- Who are you showing it to?

Martina Groß – Alexander Vojvoda

Diversity Inclusiveness - Diversity reporting is "Becoming very much aware about including minority perspectives in a program without talking exclusively about minority problems." Analysing gentrification in Berlin and Vienna, the German-Austrian team faced the challenge of getting through to communities – they found this much more difficult than finding experts, easy to contact. Their main approach to proliferate diversity inclusiveness in the production process was (1) to avoid the coverage of minority or diversity issues in our reporting, (2) diversify sources and interview partners, and (3) to discuss their progress with the exchange partner on a regular basis.

Media Diversity Inclusiveness Guidelines

- Avoid stereotyping and stigmatization of certain persons, groups and communities through assigning these groups solely as experts for diversity or victims of racism etc.
- Include minorities, underrepresented communities etc. in stories and coverage of general interest, e.g. in our case housing and rental issues
- Diversify the contact data base and think "out of the box" for new contacts
- Organise space for reflection with your colleagues, partners etc.

Ngalula Kabutakapua – Katharina Wecker

Diversity Inclusiveness - Inclusive reporting means giving every member of the society a voice. The aim of their project "What Young People Want" was to develop a project that gave them the chance to include voice from different backgrounds – by a photo reportage in vox-pop style. In terms of challenges the couple encountered prejudices from people they were meant to take pictures of in Rome. In particular with Ngalula Kabutakapua being from African descent, it happened that possible interviewees would either reject any interaction without even hearing what the couple had to say or would make thoughtless comments on her skin colour. On the other hand, it was easier to contact and interview people of African origins and other minorities. This led them to consider the importance the diversity not only of people being interviewed but also of the interviewers, whose origins can create barriers or access.

Media Diversity Inclusiveness Guidelines

- Are we including all the minorities represented in the country?
- Who is there? Statistics on ethnic minorities and diverse people in the country (for each country)
- List of contacts of associations to get in touch with for interviews
- Diversity quota: ethnic and gender balance when choosing interviewees and experts

Aija Salovaara - Vlad Odobescu

Diversity Inclusiveness - Respecting and trying to understand point of views different from ours and sensitizing others on minority issues.

Media Diversity Inclusiveness Guidelines

- How is the Roma minority perceived by mainstream media in each country?
- How and what kind of media content does the Roma minority produce themselves?
- Which are the most common mistakes in covering such stories?
- How can media contribute to a decrease in the level of discrimination against Roma in these societies?
- How does the Roma minority perceive the way they are portrayed by mainstream media?
- How well does the media content produced by the Roma minority reach public outside their own minority group?
- How can this content become more relevant for the general public?

Dora Haller – Alessia Cerantola

Diversity Inclusiveness - Mo-jo project – focus on Chinese communities in Italy and France with journalism students. One of the difficulties was to include the members of the community and at the same time to stay very objective. Every piece of information they had been given had to be thoroughly verified, as the sources' interest was naturally to give a good image about the community. Whilst sticking to objective reporting, they experienced a constant juggling to balance these interests.

Media Diversity Inclusiveness Guidelines

- Preparation of the students using different sources before the shooting: newspaper articles, news videos, academic books.
- Brainstorm mixing students' personal knowledge of the Chinese communities and information collected in the background phase.
- Involving members of the local community in order to have first-hand information
- Consultation of an expert who will guide and be a mediator with the Chinese communities.
- Use different devices according to the students' skills.
- Control over the shooting and production phase.
- Follow up using the reporting content to stimulate the students to produce other stories during their journalism classes.

Maxime Hanssen – Andras Paldi

Diversity Inclusiveness - Situation of the homeless across Europe – based on the example of Lyon and Budapest. Diversity inclusiveness according to the French-Hungarian exchange couple is: "The method of getting the hidden perspective and unknown parts of complex socio-cultural participants and a possible chance to put relevant questions after it is well-known." If people lose the ability to express themselves, they will face the huge obstacle of not being able to help themselves. The couple experienced that the 'for the homeless' attitude is not a long-term solution, because it usually excludes homeless people themselves. Moreover, as they said, most of the NGOs and groups work according to the first attitude instead of including them. "The key element of our project was to focus on the homeless situation, especially because this topic is completely off the mass-media. This topic is only interesting for the media when a tragedy happens (death etc.). Thanks to our report, we have shown that there are other important issues regarding the homeless people, such as the right to vote, citizen status etc. The fact that we speak about subjects that are not highlighted in the mass media is the first key point of the process of inclusive approach. The second key point is to give publicity to these people. Not only for one or two questions,

but during the entire interview. This was our main objective. We had to spend a lot of time with homeless people since this population was our target. Due to the fact that we had time to work, we were able to understand their emotions, living standards and opinion. In our articles, this stigmatized population had the possibility to explain their points of view. In other words, we gave to them the opportunity to have a say in their matters. I am sure that the fact that we wrote their stories will have an impact on the public. Explaining why these people are in such situations is beneficial for public tolerance.”

Hangwei Li – Kaitlyn Alessandra Maria Bolongaro

Diversity Inclusiveness - The couple focussed on how to tackle the lack of diversity in sourcing, especially among experts. Their key issue was how to overcome the singular expert-source standard that pervades journalism and thus, excludes women, minorities and youth. They identified several key points, including challenging stereotypes that exist to determine the credibility of an expert-source, establishing strong diversity practices among young career journalists and providing the necessary tools for journalists to find more diverse sources. “Inclusive reporting means ensuring that there is diversity in the voices present in media, a responsibility that all journalists must be conscious of to give space to opinions that they may not agree with and from those who are often marginalised in mainstream outlets.”

Media Diversity Inclusiveness Guidelines

- What stereotypes exist about a particular group that prevent them from being included in this piece?
- Why am I using this source? Could I use a more diverse source (woman, minority, and youth)?
- In which order did I use the sources in the story? Could I use a more diverse source as the main source?
- What tools are available including new media technology that could expand the sources available to me as a journalist?

Lucian Bălănuță - Albert Guasch

Diversity Inclusiveness - In terms of diversity, the pair relied on the differences between a community that has had to emigrate for quite a long time now (Romanians) and a community that has just recently started to do so (Spanish). Relying also on cross-cultural understanding enables their readers to understand, relate and comment on diversity. In their research process we compared and contrasted the main drivers of youth migration and we used the specifics of each country to address this issue. They added the option to relate this issue under a European affairs umbrella, combatting stereotypes, discrimination and easy interpretations about migration among young Romanians and Spaniards and contrasting the inflammatory political rhetoric of earlier this year which feed euro scepticism.

Media Diversity Inclusiveness Guidelines

“The best way to contradict oversimplification is a focus on diversity. We live in a complex world and usually those who present a topic in a simple manner are zealots: they want to convince you of something for personal or political gain. The topic of migration is a fine example, taking into account all the different ways this debate is carried out in Europe.”

Valentin Todorov – Meryem Maktoum

Diversity Inclusiveness - “Focussing on people and not on their differences.” “As journalists our responsibility is to show the diversity as part of our lives.”

Maarit Jaakkola – Erik Eliasson

Diversity Inclusiveness - Inclusive reporting includes journalistic practices that remain open to different groups of audiences and their ethnic and socio-cultural origins as well as opinions and convictions.

Media Diversity Inclusiveness Guidelines

- “Media diet” as an object of inquiry: Each individual forms a private relationship with the media and in particular certain forms and contents of presentation by choosing an appropriate mixture of different channels that best

serve the individual needs. For example, a student with an interest in minority issues in journalism could be provided with subscriptions of national and international leading magazines promoting these questions. The individual interests in the media and specialized subjects could thus be made stronger visible in journalism education and used as a base for learning.

- The BYOD principle. The BYOD principle (“bring your own device”) would enable the educators to take individual learners' approaches better into account, as mobile devices are personalized and easily customizable equipment. By remaining open to the backgrounds of individual students journalism educators can promote more inclusive ways of producing journalism, drawing on personal experiences of the students.

Mukti Jain Campion – Sissi Ruggi

Diversity Inclusiveness - Being proactive in seeking out unheard voices, and addressing the absences in our media through sensitive reporting and engaging storytelling. You need to meet people more than halfway in order to overcome barriers of language and culture. Making the radio feature reinforced the importance of humility and open-ness in achieving media inclusivity: trying to lower the barriers between ourselves as media professionals and the subject of our story so that it feels more like a collaborative process and we can really “hear” the story that she had to tell, not impose our own prejudices.

Media Diversity Inclusiveness Guidelines

- Be proactive in looking for stories of minorities that will connect with the wider audience; don't always focus on what makes them different
- Be aware that people from minority groups may be wary of media
- Do what you can to put them at ease, whether it's language, location, timetable
- Build a relationship of trust and respect
- Tell the story well! As far as is practical, allow people to speak for themselves, in their own words
- Be prepared to meet people more than half way to ensure their participation

Eleonora Cesareo – Pablo Ocqueteau and Philine von Düssel

Diversity Inclusiveness - Attempting to include voices and points of views in your story of less heard people and thus make invisible faces more seen without focussing on a minority (issue) as such, and including diverse individuals in mainstream reporting as well

Media Diversity Inclusiveness Guidelines

- Be conscious about your own prejudices before starting to work.
- Learn about other people's prejudices or barriers for diversity inclusiveness
- Be flexible to possible changes of angles during the working process
- Critically ask which sources and voices you are asking to represent who and what.
- What angle and what media form are you choosing to tell which story?
- Choose unexpected voices in order to find unexpected angles.
- Universal topics can be told by a diverse audience, or multiple individuals.
- How can one include different media format in a changing media landscape in order to give voice and face to diverse group of people and also, how to reach diverse audiences.
- Simplify. Provide formats and platforms that are easy to use and to contribute. (E.g. participatory formats, community media and online grassroots journalism tools)

Agne Kairiunaite – Marco Motta

Diversity Inclusiveness - Telling stories where minorities' and majorities' experiences and points of view can be flipped over.

Media Diversity Inclusiveness Guidelines

- Is there a way to change perspective on the role of minority in a group?
- Are there some features of the minority condition that could be shared even by the majority and change the life of the entire group?

Sylvia Arthur – Ralf Hutter

Diversity Inclusiveness - The legitimacy and authenticity of minority voices is no longer questioned and minority journalists are trusted to cover a diversity of topics (not just race) like any other journalist.

Media Diversity Inclusiveness Guidelines

For journalists:

- Have you included a diverse range of interviewees in your report e.g. race, gender, ability, age, class etc.?
- How have you ensured that your representation of diversity is a positive one or doesn't pander to stereotypes?

For media organisations:

- How representative is your newsroom of the community / society that you serve?
- What are you doing to encourage recruitment of diverse staff?

Bhatti, Jabeen - Jones-Berry, Stephanie

Diversity Inclusiveness - Reporters reaching out to sources that might be less than obvious such as minorities in order to diversify the reporting.

Media Diversity Inclusiveness Guidelines

In our journalism practice report, we will recommend that reporters and also editors:

- step back and think about who else you can include in your reporting that goes beyond the majority in a society
- think about what can such sources bring to the table.
- while interviewing those outside the majority, what other stories did you get from the interviews?
- compile your sources into a source list of diverse organizations, contacts that you can then use to reach out to in the course of reporting a story.

André Marc – Bonneau Eric

Diversity Inclusiveness - Dans cet échange, nous sommes focalisés sur deux points principaux :

1) la formation du jeune qui doit lui permettre de produire des programmes de qualité. Cette formation doit porter sur trois niveaux :

- Le niveau technique : la compréhension et la maîtrise des dispositifs techniques (prise de son, montage, mixage) permettront de produire et de diffuser des programmes médiatiques. Cette production doit être de qualité afin de valoriser l'estime de soi des jeunes et pouvoir accéder à une diffusion professionnelle.
- Le niveau informationnel : le média nécessite un contenu transmissible qui consiste à déterminer et à comprendre ce qui va intéresser informer, amuser, divertir, éclairer la cible du média, ceci dans le respect d'un code déontologique précis, celui des journalistes. Ce niveau informationnel permettra également aux jeunes de comprendre combien l'information est une construction humaine comme la vérité qui n'est que l'expression de l'honnêteté du professionnel.
- Le niveau social : les pratiques médiatiques sont un formidable espace du travailler et du vivre ensemble, du contrôle des émotions, du respect d'un certain nombre de droits inhérents à la diffusion d'oeuvres intellectuelles.

2) La formation du professionnel pour offrir aux jeunes un véritable espace d'expression s'organise autour de six points qui nous semblent essentiels :

- Définir les règles de l'échange : Avant la réalisation de tout échange, il est important d'en fixer les règles et, notamment, de permettre à chaque intervenant, les jeunes y compris, de percevoir le type de relation qui va s'établir. Il s'agira, notamment, de préciser la façon dont s'organiseront les échanges verbaux et le tour de parole. Pour qu'elles soient légitimes, il est important que ces règles soient établies de manière concertée.
- Favoriser une prise de parole préparée : Une prise de parole spontanée est une tâche complexe qui nécessite la mobilisation d'un nombre important de compétences dont l'acquisition est longue et fastidieuse. Aussi, pour les enfants et les adolescents, il s'agit d'un exercice difficile pour lequel les jeunes sont encore en plein apprentissage. Il est donc grandement recommandé d'encourager les jeunes à préparer toute prise de parole.
- Définir le cadre de la situation de communication : Il est établi que tout intervenant est d'autant plus consciencieux et précis dans ses propos s'il est en mesure d'anticiper le cadre général de la prise de parole. A cet effet, il est donc important de lui permettre de décrypter les dimensions sociales, informationnelles et techniques liées à la situation de communication.

- Octroyer un temps d'adaptation au matériel : dans le cadre d'une production audiovisuelle, il est important de considérer que le rapport au micro et à la caméra n'est pas naturel et peut constituer un réel frein parasite dans l'élaboration des contenus. Il est donc important de favoriser un temps d'appropriation et de familiarisation avec la technologie utilisée.

- Etablir une véritable relation d'écoute et de respect : Véritable gage d'une participation riche des intervenants, cette relation de confiance ne pourra exister que si ces jeunes se sentent à la fois considérés, écoutés et respectés. Ainsi, par exemple, si le journaliste offre aux jeunes le temps de s'exprimer, il est logique qu'il leur permette d'aller au bout de leurs idées.

- Respecter les jeunes dans leur identité : Les sujets abordés avec les jeunes doivent à la fois les respecter dans leur identité et leur âge. Le choix éditorial, s'il y a lieu, sera concerté. L'objectif étant, rappelons-le, de leur donner la parole et non d'en faire les porte-paroles des adultes...

Pour conclure :

- Enfin, pour parfaire cette formation, il nous a semblé opportun de trouver des ressources en terme d'expériences réalisées avec des jeunes pour étayer nos idées, d'où la présentation du projet télévisuel 109 sur Canal C en Belgique et le réseau de radios étudiantes, Radio Campus, en France.

Media Diversity Inclusiveness Guidelines

- Comment ouvrir la ligne éditoriale à un jeune sans le réduire à son statut de jeune.

1) Avec les jeunes : question centrale

Comment préparer les jeunes à une véritable prise de parole ?

Déclinaison de cette question :

Comment aider les jeunes à maîtriser les outils de production médiatiques ?

Comment amener les jeunes à produire un contenu informationnel transmissible ?

Comment amener les jeunes à dire et non à lire ?

Comment amener les jeunes à travailler ensemble ?

Comment aider les jeunes à contrôler leurs émotions ?

Comment amener les jeunes à respecter les droits inhérents à la diffusion ?

2) Avec les professionnels: question centrale

Comment offrir un véritable espace d'expression aux jeunes ?

Déclinaison de cette question :

Comment définir les règles de l'échange ?

Comment favoriser une prise de parole préparée ?

Quel est le cadre de la situation de communication ?

Quelle durée de familiarisation avec le matériel ?

Quel mode de familiarisation avec le matériel ?

Comment établir une véritable situation d'écoute ?

Comment respecter l'identité des jeunes ?

Simone d'Antonio – Ella Tanskanen

Diversity Inclusiveness - "A tool to make our society aware of what's happening under our eyes but often passes as unnoticed." The Italian-Finnish couple focussed on the research of sources as well as the right terminology to use to inform more precisely about the projects described in their reportage. As their subject is rarely faced by traditional media, there is a necessary to create a new approach from the bottom, mixing the traditional way of research with new, innovative forms of dialogue with the different categories of diversity.

Media Diversity Inclusiveness Guidelines

- Research on media sources on minority and diversity

- New forms of relation with sources in the fields of diversity and inclusion

- Glossary of terms to be used in different languages to describe different type of diversity

Catherine Thieron – Eloïse Delsart - Invisible diversities in media representations of gender and sexuality
Diversity Inclusiveness - Many people are invisible in mainstream media, because of their appearance, ethnic origins or sexual orientation. Inclusive reporting is a way to include them again in the media debate, not as a minorities, but as people.

Media Diversity Inclusiveness Guidelines

- Do I have a non-judgmental approach of issues regarding sexuality?
- When it comes to gender and sexuality issues, do I exclude minorities (LGBT, non-Caucasian groups, senior citizens, overweight or disabled individuals, etc.)?
- How could my work benefit from the inclusion of critical perspectives and alternative representations regarding sexuality?
- When it comes to pornography, am I sure to have a clear definition of the subject matter?
- When I address certain topics of popular culture (e.g. R'N'B music videos like Nicki Minaj's, Jennifer Lopez's, Rihanna's or Miley Cyrus'), do I realize the influence of mainstream pornography?
- As a journalist, what do I do to draw the audience's attention on the use of stereotypical representations in said productions?

Regina Gouveia – Brigitte Besse - Post-In

Diversity Inclusiveness: - Un rapport inclusif, plus original et inédit, prend le contre-pied d'un stéréotype ou d'une idée reçue. Promouvoir l'adoption par les journalistes de langues et cadres inclusifs quand ils parlent de thèmes sociaux. Promouvoir l'autocontrôle des journalistes en ce qui concerne l'inclusion de la diversité. Les visites nous ont permis d'observer quelques petites différences entre les points de vue des différents professionnels, les médias et les différents contextes sociaux, en particulier dans la facilité ou la possibilité plus ou moins grande d'intégrer la diversité inclusive. Nous avons pu vérifier que la diversité est particulièrement visible à partir du point de vue des questions de calendrier qui respectent les groupes minoritaires plutôt que l'inclusion de ces mêmes thèmes dans la couverture de l'actualité politique et sociale. La "diversité inclusive" n'étant pas facile à penser et à pratiquer dans un environnement professionnel où le temps est la variable clé, nous avons pu éveiller un peu plus la conscience de nos interlocuteurs. De plus, leurs témoignages nous ont aidées à produire un contenu à inclure dans les post-it (POST-IN) que nous avons ensuite conçus et réalisés.

Media Diversity Inclusiveness Guidelines

- Analyse de la section « société » dans certains journaux locaux ou régionaux (une ou deux par groupe); identification de les groupes sociaux représentés, comme sources et/ou protagonistes.
- Partage et discussion des résultats de l'analyse - Ce qui est la société local/regional représentée.
- Identification des directives d'autocontrôle des journalistes en ce qui concerne l'inclusion de la diversité

Ljubisa Vrencev – Marielle Gros - Minorities and elections in Marseille and Thessaloniki

Diversity Inclusiveness - An inclusive report gives the representatives of minority groups and others the opportunity to speak for themselves, to confront their view points and let the audience make their own mind up on the question.

Media Diversity Inclusiveness Guidelines

- What do you think about participative media?
- Did you think of using them when publishing and broadcasting your articles or films?
- Do they appear as an alternative to the lack of official media as now in Greece for example?

Bill Hinchberger - Janelle Dumalaon

Diversity Inclusiveness - Inclusive reporting means taking care to include sources and stories from as wide a spectrum of society as possible, while being aware of cultural, racial, gender, class-related, and religious questions that may exist. "Start with our disparate backgrounds. Janelle is a mid-career journalist who grew up in the Philippines and has lived in Germany for five years. Bill is a Californian who lived in Brazil for over two decades and reported from all over Latin America before moving to France six years ago. From that fortuitous starting

point, we did what any self-respecting reporters would do: we hit the pavement to find out what was going on. We drew on the experiences of groups that have been working on similar issues, such as the Maynard Institute in California. You can see the results in our final output. We give credit there to the people and groups who influenced us.”

Media Diversity Inclusiveness Guidelines - As we mentioned in our executive summary, these are the topics we felt were most important for foreign correspondents to navigate in order to produce inclusive work:

- Cross-cultural Communications
- History – Finding sources who can provide historical perspective
- Culture & Society – Finding sources who can help explain one culture and society to another
- The local community – identifying community leaders and how to include the views of average citizens in your reporting
- Cultivating diversity – making a conscious effort to seek out sources among people who represent different viewpoints in terms of crucial elements such as race, nationality, ethnicity, gender, generation, geography, immigration status, class, language groups, subcultures, etc.

Yolanda Peña Moruno - Natalie Konyalian

Diversity Inclusiveness - According to the Spanish-Cypriot couple: Inclusive reporting covers all events and gives voice to all, in particular those marginalised by the mainstream media, and offers a comprehensive and realistic view of events to the widest possible audience.

Media Diversity Inclusiveness Guidelines

- Have you focused on a human interest story?
- What sources have you utilized?
- Have you considered producing your output in more than one language?
- Have you identified all the voices that should be heard? e.g. women's groups, migrant groups, government etc.

Silvia Giannelli – Elena Roda – Anja Krieger

Diversity Inclusiveness - Inclusive reporting is an approach to journalism in which diversity is treated in a fair, accurate way in order to enhance understanding among different groups, communities and cultures, avoiding to fuel prejudice, intolerance and discrimination. In our media report, we mainly faced the challenge of reporting on issues affecting small communities; therefore our primary concern was to include groups of citizens and communities, whose voices are too often neglected by the media. While the point of view of experts and policy makers is always well represented, through our reporting experience we learnt the importance of including the concerns and fears of those directly affected by such policies. On the other hand, we also talked to think tanks and government sources, with the aim of giving a view that was as complete as possible on the issues we covered. In this case, we tried to adopt an inclusive approach in terms of gender equality. Especially when it comes to high-level decision making positions, women are still outnumbered by men and therefore also underrepresented in the media. Although we found some difficulties in balancing such disparity, we tried to include an equal number of men and women among our expert sources. The most important learning is probably to always have diversity in mind when constructing a story, and proactively searching for the best way to ensure it.

Media Diversity Inclusiveness Guidelines

- How - in practice - can one approach research and especially the press offices to ensure a diverse selection of interviewees? For example: It's easy to ask for women, and makes sense to most people. But it becomes harder to ask for other minorities. The question arises, what does this have to do with the interview and subject area, i.e. to have a person with disabilities speak on the radio? You don't even hear it, so does it make a difference? Some things are private, so it can be invading privacy to ask for people of different gender such as transgendered people.
- Expert perspective and non-expert perspective: How media includes both the expert and non-expert perspective in their reports.

- Professional perspective and personal perspective: How media's representation of these groups is perceived by the audience and how media include them.
- Education as a key factor: Not well educated people and their representation in press.
- City and countryside: How media balance between these two angles.
- Consequences of big events or catastrophes on citizens: How media represents private and personal issues and how they balance private and public concerns.
- Gender: How media includes experts and non-experts of different biological and social sexes/gender.

Alina Floroi – Andrea Lattanzi

Diversity Inclusiveness - The proximity of the dates of the exchange visit and the decision to live together during the whole period is one of the keys of our job, which have strengthened our way of working day by day. This proved a valuable experience to get the true local feel, as opposed to living in a hotel and see a more staged reality. We talked continuously about differences and similarities between this or that issue, always referring to immigration and national identity. We tried to look for stories of real integration, keeping always an eye open real facts and not just numbers. Independent stories give a very human dimension to our output, as they helped us understand what were the motivations of people to leave home and accept the challenge to leave in a foreign environment. We each found strong human examples of courage and adaptation. Spending more than the time of an interview with people, for example seeing them at work or at home, helped us to see more than people actually declared about themselves. E.g. when Alina went to Italy she found the "only" Romanian touristic guide in Florence available to speak about her personal story, which opened at that time to a huge number of other contacts. We viewed a lot of content online and we commented live with background aspects in order to understand the social phenomenon. It was interesting that sometimes we had to go into history, even from the Antiquity. We also looked at media from today. We spent time watching satirical and parodist videos on YouTube about politicians, facts, events of the country of the other. The subjects we treated were in themselves targeting the issue of inclusiveness. Our main question was how do Romanians adapt in Italy and how do Italians adapt in Romania, in their respective search for a better life.

Peter Lewis - Michael Simopoulos

Diversity Inclusiveness - In background research, in its selection of sources and subjects, in interviewing and reporting, a method that looks for common ground/language which allows for a diversity of points of view to be expressed. Ultimately the sector we were examining – the community radio sector – although its origin and rationale is a response to the lack of diversity in mainstream media - must effect change in the mainstream through some kind of dialogue. Community media must set an example and mainstream media must be prepared to learn from best practice in the minority sector. This means that a country's media system must be open enough to embrace all types of media. Social and minority ethnic groups that feel marginalised in the mainstream media can feel a sense of empowerment if they have media that address their distinct interests. This gives them a better understanding of the media system, gives them more visibility, more of a voice, as a result of which they are in a position to dialogue with, and become participants in, the mainstream media. What should result is a media system that incorporates different cultural backgrounds and different skills, and is willing to integrate the different strengths that groups of different backgrounds bring with them. The difficult question is how to enable those groups and individuals that have not, for generations, been brought up in the centres of power, to acquire a sense of entitlement to take positions in the media domain. Training for marginalised groups is important, as is encouragement for the development of multilingual programming so as to go beyond the boundaries of the majority language. Above all, a media policy and enabling legislation that creates a space for community radio, and provides sufficient funding (the French levy on the profits of the commercial audio-visual sector is a good example) to support a representative organisation for community radio that can maintain a dialogue with mainstream media and the regulator.

Media Diversity Inclusiveness Guidelines - We were concerned with the way community radio stations constructed their schedule:

- Access – is the door open to a diverse range of applicants?

- Outreach – are efforts made to seek out groups that have not contacted the station?
- Training – is training offered proactively to those who can benefit from it?
- Physical, broadcast and web presence – is there a welcoming and inclusive feeling about the public presence of a station?
- Language – is there an attempt to cross linguistic boundaries?
- Management – is there diversity amongst members of the governing board and the paid staff

Elina Makri – Francesco Conte

Media Diversity Inclusiveness Guidelines

Policy impact wise, the couple suggests better monitoring, clear stories and less clichés about minority / immigration. Stories need to be classified better, with more statistics than those produced by national statistical agencies (just to satisfy their subsidies consumption party). Media should investigate better, with more focus on history and numbers, (and less sensationalism on minorities stories) because taking a closer look at several phenomena, can reveal hidden patterns that may contradict social theories and reveal a different civic infrastructure. Media people need to work more closely with experts and analysts than just interviewing them. Better journalistic analysis may reveal popular social theories correlating economic and educational status with certain social behaviour (e.g. criminality).

Daniela Oancea – Stefano Bisi

Diversity Inclusiveness

- Report ethically, responsibly and inclusively on ethnic and national diversity. Report with your heart and your brain well connected. Handle with care. Diversity of opinion and perspectives, and of course the different lenses of people, are vital ingredients for a lively, balanced and enriched media product. The media industry already attracts criticism of being exclusive and not diverse enough. So we thought that if we can promote pluralism through diversity, that is always a good thing. On an editorial level we reflect the values of independence and inclusiveness by not only ensuring that a diversity of voices are heard, but also by making sure our editorial coverage accurately reflects the two societies we live in. We aimed to show that there is a wealth of stories out there that are perhaps not currently tapping into as much as they should. This was part of our overall editorial strategy to move editorial coverage of ethnic groups away from stereotypes, towards inclusiveness and genuine representation – and showing the diversity within unity. One particular story is taken from the heart of the Hungarian community in Romania, in ethno-cultural region Szekely land. For instance, in Hargita we went to Lunca de Jos (Hungarian: Gyimesközéplak) to attend the Gyimes Folk Dance Camp. We observed ethnic Hungarians while dancing and singing and playing traditional instruments and we interviewed Csibi Szabolcs, a Hungarian ethnic living in Covasna who is a luthier (makes and repairs lutes and other traditional string instruments) and also a player. In this community, Romanian language is the second language, Hungarian is the mother tongue. With this Festival it was a good occasion to see how this community is still preserving their traditional culture and habits. Our initiative thus provides a platform for a voice (Csibi Szabolcs) that ordinarily would not have been heard in the Romanian media. We realized that there are plenty of stories untold, undiscovered, hidden that the media mainstream in the world are not writing. This is a big responsibility for the actual "media system" that is covering basically wars, bad gossip and financial-economical disasters. We need positive and encouraging stories, and the world is full of them: just they need to be searched and be written.

Media Diversity Inclusiveness Guidelines

- Why is it still important to reflect diversity of habits and traditions?
- Why is it still important to reflect the values of inclusiveness?
- Why is it so difficult today to imagine a world where diversity is accepted beyond any race, religion or what else is dividing us?
- Why are we still not able to create a society where everyone is considered as a valuable human being despite his job or bank account?

Celen Oben, Cyprus – Hristo Hristov, Bulgaria

Diversity Inclusiveness - Inclusive reporting means to make the voice of the hidden, forgotten or inconvenient groups heard; make people think about minorities' life, change their attitude and challenge our own boundaries and ways of thinking. Our joint work on the problems of the wheelchair basketball in Cyprus and in Bulgaria revealed some of the problems of the diversity inclusiveness in the media. We knew that most of the journalists are looking for "commercial issues" – scandals, provocations and gossips. Being part of minority group – in our case being disabled – means less interest of the media and less media coverage. During our interviews it turned out that in the wheelchair basketball teams are playing quite interesting persons. Actually every one of the players has an interesting story to tell, but some of them could be real media stars. The problem is that media representatives don't want to write about wheelchair basketball and the teams don't know how to attract the attention of the journalists. We think that to impose the diversity inclusiveness in the media there has to be made change in a lot of aspects. There has to be initiatives from the sponsors and from the minority representatives. And journalists have to be more open and to expect more from the people who seem limited by disability but in fact have a lot to tell. This conclusion will be helpful because we figured out two things. First, we have to be more innovative and to have the initiative to find new topics and new media heroes. Second, it is very important to overcome our own stereotypes when writing on minority issues. Every assumption and preposition could be wrong. We need only personal contacts and the wish to meet the unknown. During the exchange we understood how different the conditions for sport for disabled people could be and how important the support of the state is. And though – the most important thing is the will and the power of the disabled people. And there are strong characters in every country no matter what the conditions are. There is another gain of our exchange – we found some new friends in the wheelchair basketball teams both in Sofia and in Nicosia. Speaking about the need of the Bulgarian team for more games, the Cyprus team proposed to make an exchange between the two countries. Now we are negotiating the exchange visits of the two teams in the beginning of the next year. They will play few matches in Sofia and in Nicosia and the sponsors – Turkcell and Rotary Club Balkan-Sofia will support them. We tried to help for the transfer of a Bulgarian wheelchair basketball player in the Cypriote team, but unfortunately the woman was not good enough. Otherwise she could play in the Turkish wheelchair basketball league. But we still hope when the Cypriote team comes to Sofia it could find another player and bring her to Cyprus, where the opportunities for the disabled people are much better than in Bulgaria.

Media Diversity Inclusiveness Guidelines

- How many points of view did you use to write about the minority topic you are writing about?
- How many sources of information did you study before getting to work?
- Could you find some contradictory opinions to prove your thesis and to make it stronger?
- What is the meaning of the topic you chose for the inclusion of the representative of the minority group in the "normal" life?
- What affects most the life of this minority group and is an obstacle for integration back into normal life?
- Does and how does the state and the business support the efforts for change of the minority group?

Jacob Resneck – Louise Osborne

Diversity Inclusiveness - Migrants and minorities are sources, readers and part of the greater audience not topics, issues or problems. Migrants are part of the community; they are not an 'issue' or a 'problem'. We wanted to understand how different media reported on migrants and refugees and how they included them in reports of every day events, for example crime. As migrants become more integrated and learn the language they become a part of the audience/readership and the issues of their communities deserve coverage (cultural, etc.) just as much as the mainstream majority communities. Journalists should strive to reach out to migrant communities for their perspective on day-to-day issues not just issues that relate specifically to their community.

Media Diversity Inclusiveness Guidelines

- Are we treating migrant communities as a portion of an audience to serve or as an issue or problem to cover?
- How are we covering migrant communities as a whole or as individuals in stories that have no relevance in how or why they got here but rather their lives now that they are here to stay?
- Are we including migrant voices in stories that may – on the surface – bear little relevance to their specific communities but rather include them as just another voice on the street?

Our main recommendation would be for journalists and editors to take the time to reach out to specific migrant and minority communities to demonstrate that they genuinely are interested and care about serving their community as part of the audience. They are not just present to cover as blight or a problem. When migrants start reading about their own communities outside of the context of – what should be done? – they will build trust and begin to interface with the media outlets which can only lead to better mutual understanding between journalists and these communities and then ultimately the broader audience and these communities as the coverage improves.

Sammut Sylva, Malta – Ekaterina Marinova, Bulgaria

Media Diversity Inclusiveness Guidelines

- More case studies on development of media inclusive content, developed by and with the involvement of representatives of groups and communities that are under-represented in the media. Oriented around the "minority-majority" perspective, the case studies will demonstrate the way the media portrayal could turn a majority into a minority only by the way it is presented in the media;
- "Early intervention" or "Early incentives" on media inclusiveness - structured as an easy-reader or a children or youth friendly manual on media literacy; those manuals could be of use not only to the audience to which they are directly aimed at, but also to media trainers, youth workers, HRE educators, mentors, media producers, editors, developers of a training content.
- Country/environment specific tips

Luigi Serenelli – John Dyer

Diversity Inclusiveness - Inclusive reporting means investigating facts despite national, cultural differences or divides. Speaking with journalists who have been reporting on the issues related to Muslim minority and Syrian refugees, we benefited from their experience in working with colleagues with a migration background. It gave us the opportunity to understand how the approach towards the news and reporting can effectively change one's perspective. Funkhaus Europa's news editor acknowledged that a better understanding of the problems facing Muslim minority's integration and Syrian refugees' resettlement in Germany is only possible through in-depth reporting and analysis. Moreover, we understood that diversity of journalists within the newsroom is the way to include diversity in the news. Our work included interviewing refugees in a camp outside the centre of Sofia as well as a group of Syrian refugees in Bulgaria who have formed a group to help their fellow Syrians trying to make a living in the country. We find their plight highly disturbing. Lacking adequate food and water, often without passports and receiving little aid, many were disappointed that they fled war thinking they would find a promised land in Europe but now were sitting idle and hungry in a dirty ex-school or military facility in the EU's poorest and most corrupt country with a population largely hostile to their needs. We included diversity in our media report by reporting on the ground, interviewing people who experience the displacement from their home country such as the Syrian refugees in Bulgaria. We also investigated, and disclosed, how Bulgarian authorities lack the resources to adequately handle the massive influx of refugees who have arrived in the country in the past year. In the case of Bulgaria, we believe European officials should investigate also the allocation of funds related to the advertising and public relations budgets of EU projects. If the allegations we discovered are true — they seem to be an open secret in Sofia — then European tax dollars are unwittingly subsidizing racist comments that violate hate speech laws adopted by Bulgaria as a condition of its accession to the union.

Media Diversity Inclusiveness Guidelines

- News production, personal stories, understanding the causes of migration of the refugees. Muslim communities' integration problems, how to conduct in-depth analysis of a the issues.
- Avoiding focusing only on national, cultural background differences in producing news both in Bulgaria and Germany. The approach leads to stereotype Muslim communities and Syrian refugees.
- Approaching through an historical perspective on the migration of Muslims and Syrian refugees both in Germany and Bulgaria.
- Understanding and framing the political and social debate in Germany and Bulgaria over Muslim minority and Syrian refugees and how it has changed over the last years.

Our enquiries were based on the following questions:

- How do political journalists cover Turks?
- How do political journalists cover Syrian refugees?
- What political and historical factors complicate that coverage?
- What specific examples illustrate the answers to those above questions?
- What are the critical points to investigate and disclose national political issues to tackle hate speech?

Natalia Skoczylas, Poland – Armand Feka, Austria

Diversity Inclusiveness - Making sure that the perspective given by the article reflects a variety of many different perspectives on the topic. In the times of virtual agora and plenty of various spaces where opinions can be easily formulated and distributed, with minimal costs and effort, with little training and a great space for improvement, these labs of inclusion could happen simply online, in forms of trainings, small media outlets, experimentations with available new media - we're all media producers to some extent in this case. And it is all about informing and encouraging minorities to speak for themselves right now. Natalia: "In fact, it turned out to be incredibly difficult to find people to work with in Vienna. I used my channels to seek for them, as I know quite a big group of migrants, mostly from Middle East and Africa, but also from other European countries, to create a group of people who'd like to share the stories and contribute to creation of an article that would tackle this subtle topic and reality. Finally, out of four meetings with people from very diverse backgrounds, leading an alternative life of parents in Vienna, I was refused by three of them, leaving just one talk to conduct. It seems to me that not only producing anything in common, but even encouraging people to reveal their difficult, special realities is a challenge." Armand: "The current Polish discourse regarding the topic is led rather conservatively - especially when I was looking into same sex parents - and was presented in the media as a clear sign of a crisis of the family. The difficulty was finding people there were able to give me an insight into the scientific discussion as I did not want to portray the topic from an emotional point of view."

Media Diversity Inclusiveness Guidelines

Knowledge evoking confidence:

- Research changes the tone of reporting on a sensitive topic. As soon as you know more about the person or group your knowledge will help you to find out far more.

Discussion points:

- Make sure that a certain view on the topic carries through to the interview, make a long a list of discussion points or questions.
- How do you really let people talk (about the things they might not want to speak about)? You have to let people ease into the topic, especially a very personal and sensitive one.
- Do you let interviewees ramble until their defences come down when talking about their family history and their current struggles?

Eva Wäljas – Manuela Kalsky

Diversity Inclusiveness: Inclusive reporting is reporting which takes into account diversity both in the editorial team and in the chosen subjects, and which realises that the audience is diverse as well.

Media Diversity Inclusiveness Guidelines

- Attention to diversity within editorial staff with regard to origin, religion, cultural background.
- Attitude towards differences (exclusive, inclusive, pluralist).
- Encouraging an active role of the audience.
- Building networks with a wide range of interested organisations in civil society.

Our main recommendations are:

- The experience of the New We-project has shown that diversity within the editorial staff is a definite added value. It has the following benefits:
- The ability to look at society in different ways will help to find the topics, which are not in the media spotlights very often.
- Understanding the meaning and importance of the different cultural and religious traditions can be easier.

- The different cultural and religious networks can be found more easily, as well as people from different networks who can and will participate in the various programmes.
- The diversity of origins in the editorial staff is a reminder of the fact that the audience as well consists of individuals with different cultural backgrounds. It will remind the journalists themselves of the diversity of the audience and also of the fact that diversity is already part of our daily life, even if it is not always visible in our immediate surroundings.
- Another recommendation concerns the attitude towards differences. The required starting point for really seeing differences as valuable is first of all to become aware of one's own values, prejudices and culturally constructed ways of thinking and seeing. This is why it would be important for journalists to have training in terms of intercultural and interreligious competence. A journalist has to recognize his/her own systems of values and beliefs. Also, he or she has to have a good knowledge and understanding of other cultural values, beliefs and traditions.
- A third recommendation concerns the participation of the audience. Through sharing of the content and through the participation of the audience, the editorial staff is able to find signals of issues and phenomena that could otherwise remain unseen. By listening to the discussions and by picking up the different points of view, journalists can understand better the multi-layered reality. This then goes back to the beginning: the audience can influence the topics that media put on the agenda and it can also influence the way questions are framed and named. This brings diversity and democracy to the decisions about what is put into the spotlights, how media content is constructed and it also makes the diversity of the audience visible.

Ignacio Irigoien – Aleksandra Żak

Diversity Inclusiveness - Showing a media report as a description of a rainbow where all the colours of it are included but we do not put in colours that are not there.

Media Diversity Inclusiveness Guidelines

We could say that from this project I learn that there is not a unique answer to what diversity mean, it all depends from the angle from where you look at it. In the case that we study, we realised that it is different if you look at language policies if you look at it from the perspective of the majority language or from that of a minority language.

The recommendations are different for the two organisations:

- In the case of NEARfm we suggested that they probably should be more proactive in their engagement with the programmes broadcast in not native languages. The lack of control (due to the language barrier) could bring some difficulties in the future.
- In the case of Antxeta, acknowledging that the fact that they broadcast nearly exclusively in a minority language is in itself a huge achievement in an area where 90% of the media is produced in the majority languages, in our opinion the arrival of new communities with other languages different to the native ones could be used as to their advantage trying to use the languages to attract this new communities to the radio and cultural project that they are trying to promote.

Tiziana Musto – Lola Matamala

Diversity Inclusiveness - Inclusive reporting is recognizing, respecting and describing different realities in Europe and not-European countries, too. We wanted to focus on women's (self-) empowerment, considering as a starting point the difficulties for the migrants, especially women, in this moment of economic crisis. In this radio programme women and migrants are protagonists and use their own voice. They had been affected by the economic crisis both in different and in similar ways. Besides, the programmes are multilingual, which is not only an expression of cultural diversity, but also a different approach to the production of radio programmes, as mainstream media wouldn't consider the production of multilingual programmes for radio due both to the hegemony of the local language and to the cost of post-production (translation, dubbing and editing).

Media Diversity Inclusiveness Guidelines

- Different codes of practice on women and migrants representation in press.
- Practice of multilingual products in Europe.
- The reality of women and migrants during the European economic crisis.

During the production of the programme, we introduced individual cases to let the public reflect on what would be their response if they found themselves in that situation, but then we look at the general situation, bringing elements to the economic crisis discussion that in most occasions are ignored by the media, more interested in the blame game (where usually, the victim of the eviction is presented as the responsible for their own situation) or the sensationalism of the situation. The decision to focus on the economic crisis and how they organized to cope with it, was relevant as we felt that the framing of this issue on media is based on the dramatic value of the situations described.

Marie Wennersten, Sweden – Sandra Oliveira, Portugal

Diversity Inclusiveness - The inclusion of people from minority groups in questions not to do with issues about that specific group. One of the strongest arguments for Public Service Broadcasting (PS), which is declared in our film, is that the audience has the right to demand representation in PS, and we wanted minorities to be represented in our film as well. One could argue that right now, even commercially driven media companies does have a broader representation of minorities in their programming than just a few years ago, and that perhaps PS isn't so much better at it, but the difference is that even if the winds would change, and stronger powers that resent diversity come into play in the media landscape, PS will have to stick to their commitment to their licence payers and to the government. Diversity is somewhat guaranteed, but not diversity inclusiveness. Now, in the group of people that we interviewed for the film, the age range is about 24-65, there are people from different corners of the world, not just Europe, and with different ethnic backgrounds. The gender balance is even between men and women but we have not interviewed any transgendered person. Neither have we interviewed someone with physical disability, and tried to get an interview with a blind person but didn't succeed due to limited amount of time. We could also have included someone with an intellectual disability, but didn't, for the same reason. Maybe this is a weakness. One factor that we wanted to take in, and thus we differ a bit from what MEDIANE takes into consideration, is the question of class background. In our project, we thought it important to have people from both working class backgrounds as well as middle class academics (and others in-between). Also, that it was white people from the working class, since that is a group that sometimes is overlooked. The problem was that it's easier to find people from middle class academic backgrounds that are good at verbalizing the political and philosophical aspects of the question (What's the point of public service?) Thus, they got a sort of interpretative prerogative on a "high" general level, whereas the working class people more got to represent themselves. This could be looked upon as a weakness in our film. On the other hand, one could argue that an inclusive approach let all levels co-exist, and that the personal is political and just as much worth. And that persons from minority groups don't have to represent "their group". A similar aspect was important to us when it came to gender: that the women didn't "just" represent themselves, their bodies and memories, while the men represented the big picture. That dichotomy would have been far too well known, if even cliché. We welcomed the male Teacher who was being very personal, as well as the female Project manager at the end who has one of the strongest analysis, challenging PS companies/organisations to do better in gender and ethnic representation.

Media Diversity Inclusiveness Guidelines

- Awareness of the relation between personal and general position: When is it a good idea to interview a person, as a representative for his/her minority group?
- There are things stronger than cultural background: Personality.

DIVERSITY INCLUSIVENESS GUIDELINES FOR MEDIA PRODUCTION

Summary of proposals suggested by EEMPs partners

- **Subjects / Issues**

How do you invite valid people to be part of the subject of Paralympics or sport for handicapped people? You will face the same problem in the field of gay games versus non-gay interest in the subject. Find ways for a global interest in the subject – in sports – and thus be inclusive!

- **Angles**

A critical analysis of the angle of the story, the sources and voices (choosing unexpected voices if possible!) and who they represent; Considering that not only “diversity issues”, but universal topics as well can be told by a diverse audience, or multiple individuals;

- **Sources**

When selecting your sources consider: Are they primary sources – the individuals – at the centre of the event which is being reported? Do they express opinions and social groups that are underrepresented in media reporting? Sources shouldn't be excluded because of language difficulties. There are always alternatives. When looking at how to frame the story, try to find another perspective, avoiding sensationalism and victimisation and promoting empowerment.

Pluralism: Diversify the points of view, the sources; Multilingualism: Give access to a greater audience; Sensitisation: Allow reflection through presenting diverse experiences; Test: Confronting one's own work with the opinions coming from outside

Compile your sources into a source list of diverse organizations, contacts that you can then use to reach out to in the course of reporting a story.

- **News' actors**

Does the theme you are working on only concern a minority or do you want to restrict it to a minority? How much time do you take thinking about your sources (experts, ordinary and diverse people, etc.) to accomplish an inclusion of diversity in your subject? Can a story be told by all the actors involved? Inclusiveness should let the actors tell their own story. How much did you allow the material available/recorded shape the outcome of the story?

Be aware that people from minority groups may be wary of media; Do what you can to put them at ease, whether it's language, location, timetable; Build a relationship of trust and respect; Tell the story well! As far as is practical, allow people to speak for themselves, in their own words

Migrants are part of the community; they are not an 'issue' or a 'problem'. Journalists should strive to reach out to migrant communities for their perspective on day-to-day issues not just issues that relate specifically to their community. When migrants start reading about their own communities outside of the context of – what should be done? – They will build trust and begin to interface with the media outlets.

- **Audience & Accessibility**

Let the audience participate! This brings diversity and democracy to the decisions about what is put into the spotlights, how media content is constructed and it also makes the diversity of the audience visible. There are things stronger than cultural background: Personality.

Is the door open to a diverse range of applicants?; Outreach – are efforts made to seek out groups that have not contacted the station?; Training – is training offered proactively to those who can benefit from it?; Physical, broadcast and web presence – is there a welcoming and inclusive feeling about the public presence of a station?; Language – is there an attempt to cross linguistic boundaries?; Management: Diversity amongst members of the governing board and the paid staff

Including different media formats in a changing media landscape in order to give voice and face to a diverse group of people and thus reaching diverse audiences; Simplifying formats and platforms – make them easy to use and contribute to. (e.g. participatory formats, community media and online grassroots' journalism tools)

- **Staff**

The diversity of origins in the editorial staff is a reminder of the fact that the audience as well consists of individuals with different cultural backgrounds. It would be important for journalists to have training in terms of intercultural and interreligious competence. A journalist has to recognize his/her own systems of values and beliefs.

- **Professional abilities**

History – Finding sources who can provide historical perspective; Culture & Society – Finding sources who can help explain one culture and society to another; The local community – identifying community leaders and how to include the views of average citizens in your reporting; Cultivating diversity – making a conscious effort to seek out sources among people who represent different viewpoints in terms of crucial elements such as race, nationality, ethnicity, gender, generation, geography, immigration status, class, language groups, subcultures, etc.

Avoid stereotyping and stigmatization of certain persons, groups and communities through assigning these groups solely as experts for diversity or victims of racism etc.; Include minorities, underrepresented communities etc. in stories and coverage of general interest; Diversify the contact data base and think "out of the box" for new contacts; Organise space for reflection with your colleagues, partners etc.

Try to forget your origins, beliefs, preferences and everything you know regarding the specific issue you want to report on.

"We can be inclusive only if before telling a story, we erase our prejudice and preconceptions that reduce our ability of understanding the context." Find the universal subject! E.g. recognise disabled people in their roles as men and women, human beings, without reducing them to any peculiar category.

Inclusive reporting is: "When you don't look up and don't look down on anybody."

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?