

MEDIANE

Media in Europe for Diversity Inclusiveness



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**Journalism Training &
Diversity Inclusiveness**

**GUIDELINES
FOR ACTION**

ejta European Journalism Training Association

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WORK ON MAKING JOURNALISM EDUCATION MORE ACCESSIBLE FOR ALL GROUPS (democratization and accessibility). And when a more diverse student body is achieved, take care to give extra support to students from minorities if necessary.

WORK ON BRINGING IN A MORE REPRESENTATIVE RANGE OF TRAINERS AND SPEAKERS.

WORK ON ENCOURAGING STUDENTS TO GET OUT INTO THE FIELD AND MEET AS MANY DIFFERENT GROUPS AS POSSIBLE, widening their source base, and broadening their contacts book. Make sure that in students' live reporting every geographical area is covered, also every minority.

ENCOURAGE STUDENTS TO ANALYSE THEIR QUESTIONS to make sure that they treat interviewees equally, making sure students question their pre-conceptions.

WORK ON PROMOTING MOBILITY/exchange of students in Journalism schools

ENCOURAGE, PERHAPS MAKE IT PART OF THE COURSE, THAT STUDENTS SHOULD CRITICALLY ANALYSE CURRENT MEDIA from the point of view of diversity inclusiveness.

WORK ON LANGUAGE: encourage students to analyse the language they use in their stories (perhaps using guidelines such as the Carta di Roma if there are any) and discuss any possible stereotyping.

CONSIDER CREATING EXERCISES WHICH REVERSE STEREOTYPES to help students understand the stereotypes that they might not be able to see. But take care at the same time to avoid going from one stereotype to its opposite: help to find the balance.

CONSIDER MAKING A WIDER-BASED CONTACTS BOOK into a student exercise.

PROMOTE PEER-REVIEW METHODOLOGIES and even other kinds of review (perhaps by audience) of the course methodologies.

OFFER STRATEGIC HELP TO PROFESSIONAL JOURNALISTS AND NEWLY-QUALIFIED JOURNALISTS rather than preaching. (EG, the Italian Carta di Roma list of unacceptable words, list of possible sources from minority groups)

HELP TO BUILD AN ACTIVE NETWORK of trainers (concerned/aware people) including societies, civil organizations and journalists (link between journalists/trainers) and make the trainers aware of their social role/responsibility as journalism trainer.

CONSIDER MAKING DIVERSITY INCLUSIVENESS PROJECTS/STRATEGIES FOR JOURNALISM SCHOOLS a requirement to be part of networks (e.g. the European Journalism Training Association)

TRY TO STRENGTHEN THE LINKS BETWEEN MAINSTREAM MEDIA AND COMMUNITY MEDIA, especially those which represent minorities.

AIM AT MAKING DIVERSITY INCLUSIVENESS RUN THROUGH THE WHOLE COURSE, rather than being a specific area dealt with separately.

BUILD MORE CONTACTS WITH MINORITY GROUPS AND SPECIFIC NGOs so that they feel more empowered when dealing with journalists.

PROMOTE THE DISSEMINATION OF RESOURCES/PROJECTS ABOUT DIVERSITY INCLUSIVENESS with the support of international organizations (COE, EU, etc.)

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?