

## *Media in Europe for Diversity Inclusiveness*

### EUROPEAN EXCHANGES OF MEDIA PRACTICES (EEMPS)

*A range of outputs of the 2011-2012 collaborations to inspire MEDIANE EEMP applicants*

#### EEMPS

#### EXCHANGE EXAMPLES

##### POSSIBLE EXCHANGE TOPICS

You are free to come up with any idea for a MEDIANE exchange – see Terms and Conditions for details – using the angle of diversity inclusiveness. The learning effect comes from the whole process of the exchange, the decisions you make as a couple, the challenges you face, the clashes that might occur and the compromises you find, the differences and similarities between your daily practices and ideas about conveying diversity into media production.

The main goal of MEDIANE is to find ways for including diversity in daily media work. Minority groups therefore should not be depicted as part of the clichés they are linked to, but as part of a whole.

To illustrate that, a possible report could pose the question **what it means to be young in a European society**. In this case, **diversity inclusiveness would mean including various groups of young people that are present in the two countries' societies to be covered**. This could include e.g. Roma people. If one was merely focussing on diversity, without the notion of 'diversity inclusion', such a report would feature what it means to be a Roma young girl or guy these days, concentrating on Roma people per se. Yet, taking the perspective of diversity inclusion, the report will focus on what it is to be young today and young Roma people will be included in the report like any other groups of young people.

Any topic is possible regarding diversity inclusiveness in media training, management and daily media production, for example:

- Getting close to the locals and understanding their situation – always having diversity inclusiveness in mind
- Media managers exchanging about different practices used to include diversity in media production
- Trainers exchanging about diversity inclusive activities in teaching at M.A. level

##### EXAMPLES OF EXCHANGES

The following examples of outcomes produced by participants of the MARS Programme who carried out cross-visits are only meant to inspire you. You will find all outcomes of the cross-visits that occurred during MEDIANE's predecessor, MARS, on the MARS website: [www.coe.int/mars](http://www.coe.int/mars)

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We specially recommend the following:

#### **DIVERSITY AND SPORT: THE ROLE – AND REALITY – OF LOCAL AUTHORITIES**

**Michalis SIMOPOULOS** (Cyprus) & **Rui MONTEIRO** (Denmark)

Journalistic product

*In this series of articles on diversity in sport, the authors look at the current situation in two European cities, Aarhus in Denmark and Nicosia in Cyprus. Far removed from one another in terms of geography and political culture, there are nonetheless interesting parallels that can be drawn and lessons to be learnt when dealing with the issue of diversity in sport.*

#### **ROMA BETWEEN CYPRUS AND HUNGARY**

**Judit KLEIN** (Hungary) & **Maria A. GEORGIADOU** (Cyprus)

Journalistic product

*Impressions of two media people with different cultural backgrounds on two different types of sports, through the lives of two different athletes, working towards one single cause: to create awareness and contribute to a media campaign to abolish racism in sports. A portrait of a Special Olympics' athlete in Cyprus who excelled in his sport of choice and a Roma football player who bit the odds and enjoyed a career with the leading football clubs of the Hungarian first league and was later assigned the trainer's post for the National Youth football team of Hungary. "The MARS project was certainly a journey. One might say it was much more than a journey... or rather, a journey to more than one destination. For me it turned out to be not only a roundtrip to Hungary but a journey towards a deeper understanding of people, of false impressions, in deconstructing stereotypes, taking down communication barriers and building up moral standards." Maria A. Georgiadou*

#### **THE SPORTSWOMAN IN THE REGIONAL PRESS**

**Karoline MORALES** (Germany) & **Regina GOUVEIA** (Portugal)

Ethical recommendations for journalistic practice

*The authors, two professionals linked to media production, carried out a study on the regional press' coverage of sport in general and of women's sport in particular in Germany and Portugal. Through their study they aim to contribute to a more active role and awareness of the regional media and journalists of sportive diversity coverage, and, more precisely, to giving an equal place for women in sport reports.*

#### **FOOTBALL AGAINST RACISM – HOW TO COMMUNICATE A GOOD IDEA THROUGH A VIDEO ANIMATION**

**Luís PEREIRA** (Portugal) & **Estefanía JIMENEZ** (Espagne)

Training tool

*The project was based on the production and sharing of a short animation video to be shown during a match of two football teams. The authors' target groups were the students of Communication from the University of the Basque Country, Spain and the University of Minho, Portugal; the public institutions involved; the supporters of the Athletic Club de Bilbao and of SC Braga; and society in general, of both Spanish and Portuguese regions reached by media coverage. The authors wished to involve communication students in the process of creating audio-visual messages against racism; to produce a final multimedia product and spread it and finally, to engage several institutions from different fields in the dissemination of their idea.*