

## *Media in Europe for Diversity Inclusiveness*

### EUROPEAN EXCHANGES OF MEDIA PRACTICES (EEMPs)

#### EEMPS

#### DO'S AND DON'TS

#### SELF-CHECK TOOL

#### BEFORE THE EXCHANGE

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**Define your topic** as thoroughly as possible and minimize the scope, define your expectations regarding your joint output.

**Clarify the main aspects** of your cooperation with your EEMP partner in advance. EEMPs must cross perspectives and create joint products; thus, avoid focusing on only one country when you chose a topic, focus on the inclusion of diversity or its analysis instead. Once the pair has been built, you will have to submit a Joint Work Proposal to be validated by the MEDIANE team.

**Do background preparation** on your topic and the country/city/area of your EEMP partner: Have the exact phone numbers and addresses of the nearest consulate of your country in the host country. Contact your national professional journalists' union and ask them to give you the contact details of the partner journalist unions in the host country for assistance and help if needed. Arrange the stay in the exchange country together with your partner – not only the hotel, but also access to Internet, translation, transportation, technical equipment, mobile connections and meetings points. Rely on your host.

**Discuss an initial workflow** with your partner that you can use as a point of reference. Your partner will know the local context, but arrive with a basic idea in mind. Five days are not much, you have to prepare well.

Have some language skills and a **lingua franca** with your partner.

Prepare for **multicultural clashes** and **differing opinions** mentally.

**Travel insurance** – this will be taken care of by the CoE, see Letter of Invitation.

#### DURING THE EXCHANGE

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Ask yourselves these questions:

1. What is our objective?
2. Are we still clear about our objectives?
3. Are we still clear about what we want to produce?
4. Do both of us know what our roles and responsibilities are?
5. What are the key steps towards what we want to produce?
6. If anything needs re-working or clarifying, what is it?
7. How are we planning to implement that change?

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Avoid being narrow-minded, unprepared, grumpy or late.

Bring **positive attitude and take initiative**.

**Contact us if necessary.** You can have a Skype session with the consultant during and/ or after the exchange. Please stay in correspondence to keep us updated.

**Cooperate.** EEMPs are based on the idea of co-production and joint initiatives.

**Divide the working days in two halves** – formal part and informal part. The formal part of the day is to work together on your project in the host country and the informal part is devoted to learning and tapping into another culture and carrying out an intercultural dialogue on the spot.

**Enrich your professional skills as well as your cultural experience** - these media exchanges provide an excellent opportunity for that.

Honest **communication** with your partner is the key.

If using technical equipment, make sure you save files on USB Sticks and have enough batteries. Network and introduce your partner to your own network.

**Stay focused on your pre-determined project**, even if there is a lot of temptation to try and broaden or change it.

Strictly observe the country's **laws and local customs** - respect your exchange partner, the diversity of locals and remember that often the same thing can be interpreted differently in two countries.

Rely on your experience as a media professional and be cooperative. Come up with proposals. Speak about your work to each other, the media situation in your host country and how you convey the inclusion of diversity into your professional practices.

#### **AFTER THE EXCHANGE**

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Don't forget to complete the **evaluation survey** and send the **main output, your joint product** to the Council of Europe as well as a **brief project summary** and an **exchange report** as described in Terms and Conditions.

Follow up your joint project and your new network.