

MEDIANE

Media in Europe for Diversity Inclusiveness

April 2014
Split - Croatia

**TOWARDS AN INCLUSIVE APPROACH
FOR MEDIA CONTENT PRODUCTION**

**THEMATIC ENCOUNTERS
REPORT**

CMFE
COMMUNITY MEDIA FORUM EUROPE



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INTRODUCTION - MAIN OBJECTIVES & PROFILE OF PARTICIPANTS

http://www.coe.int/t/dg4/cultureheritage/mars/mediane/encounters/croatia_en.asp

“How to create an inclusive and diverse approach for your media content?” That was one of the leading questions at the European media meeting and MEDIANE Encounter in Split, Croatia in April 2014. 40 media makers, mainly journalists from various EU countries, attended the 3-day meeting, organized by the Community Media Forum Europe (CMFE), together with CMFE member organisation CenzuraPlus from Split and the Council of Europe (CoE) MEDIANE team. This meeting was a follow up from two former Encounters in San Sebastian and Groningen in September 2013 and was related to the joint CoE and European Union (EU) programme “MEDIANE – Media in Europe for Diversity Inclusiveness”, with CMFE as one of the programme partners.

In Split, the participants presented media reports they had produced recently focused on diversity inclusiveness issues. The outputs are a result of joint European media exchanges with journalists from other EU countries, who met in late 2013 to build working pairs and prepare their exchanges. For instance, Pilar Lopez Diez and Milagros Martinez-Flener paired for an exchange and researched together in Spain and Austria and compared living and working conditions for domestic workers in Madrid and Vienna. Another pair, Sandra Sofia Branco and Claudia Dal-Bianco, focused on gender equality in Austria and Portugal and raised the question: “Is gender equality at stake in the European context of crisis and austerity measures?” The analysis of these ambitious outputs and the experiences during the exchanges were followed by creating principals and guidelines to better include diversity in the media, related to age, class, disability, education, ethnicity, gender, national origin, race/colour, religion, sexual orientation etc. The participants learned, that all kind of media - no matter if they are mainstream, public or private, or community or minority based media – has to do more to raise awareness and include minorities and globally improve the current circumstances.

In addition to the paired exchanges, networking and discussions, MEDIANE offers a variety of useful tools which include resources, practical examples and guidelines for different groups of media makers: journalists, media trainers and media managers. With the support of many hundreds of media makers from participating EU countries the ‘MEDIANE Box’ was developed during the programme. In Split, participants were able to test the first electronic version draft. This self-monitoring and action tool is focussing on diversity inclusiveness in the media and includes remarks, suggestions and keywords of diversity practice. It will soon be available, and remain so for future use by the different media participants even after the official conclusion of the MEDIANE – Media in Europe for Diversity Inclusiveness programme.

MAIN OBJECTIVES

- To raise awareness among media professionals, via co-production and co-distribution ventures, about the principles of diversity inclusiveness for building innovative modes of production of truly inclusive media contents,
- To encourage pairings of media professionals to be involved in a mid-term process of co-research, co-produce and co-disseminate high-quality, professional and inclusive media reports (TV, Print Press, Radio, Online),
- To analyse finished exchange outputs and improve exchange proposals,
- To contribute to the definition of conditions and criteria for media content to be inclusive and for increasing media capabilities to include diversity in the production process,

- To contribute to the development of the European network of media professionals for inclusive media coverage to enrich media content while ensuring that everyone participates in public and democratic debates.

PROFILE OF PARTICIPANTS

Complete biographies available online

Masenjka BACIC – Croatia – Journalist, Cenzura Plus, www.stav.cenzura.hr

Marin BAKIC – Croatia – President, Udruga za razvoj građanske i političke kulture Karlovac Polka, www.aktivirajkarlovac.net

Zeljko BLACE – Croatia – Freelance, <http://bio.zeljko.blace.name/>

Nelson BOVA – Italy – Journalist, RAI, www.tgr.rai.it

Sandra Sofia BRANCO – Portugal – Journalist, LUSA - News Agency of Portugal, www.lusa.pt

Zeljana BUNTIC PEJAKOVIC – Croatia - Executive Director, Cenzura Plus, www.stav.cenzura.hr

Cristiana CASTELLOTTI – Italy - Editor-in-Chief, Radio RAI 3, www.mondo3.rai.it

Melanie CHALLE – France – Photojournalist, NUJ, www.melaniechalle.com

Francesco Maria CONTE – Italy - Co-founder, Atopos, www.franatopos.com

Blanka ČOP – Croatia - Project Assistant, Cenzura Plus, www.stav.cenzura.hr

Claudia DAL-BIANCO – Austria - Project Coordinator, Frauensolidarität / Women's Solidarity, www.frauensolidaritaet.org

Arnaud DAVIRE – France – Director, Sport Handicaps

Ricardo Alexandre ENCARNAÇÃO SOUSA – Portugal – Journalist, RTP, www.rtp.pt

Béatrice FAINZANG – France – Freelancer, www.bfainzang.wordpress.com

Larry FERGESON – Cyprus - Director - CCMC - Cyprus Community Media Centre & CMFE Board Secretary - Community Media Forum Europe, www.cypruscommunitymedia.org

Anna FRENYO – Germany - MEDIANE Consultant on Exchanges / Freelancer Radio Journalist, www.anna-frenyo.de

Suzana GRASO – Croatia - Cenzura Plus, www.stav.cenzura.hr

Liane GRUSS – Germany - Producer & Reporter, RBB – Rundfunk Berlin-Brandenburg

Ralf HUTTER – Germany – Journalist, Freelance

Ignacio IRIGOIEN – Spain - Producer/ Journalist, Near FM – Near media Co-op

Ahmed JEMAI – France – Journalist, Association Act'Infos Audiovisuels

Maja KARACIC – Croatia – Journalist, KLFM, www.klfm.org

Diane KEMP – United Kingdom - MEDIANE Consultant on Encounters, Senior academic in broadcast journalism, Birmingham City University - School of Media, www.bcu.ac.uk

Natalie KONYALIAN – Cyprus - Technical Coordinator, CCMC – Cyprus Community Media Centre
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Suzana KUNAC – Croatia - Agency for Electronic Media, Croatia - www.e-mediji.hr

Marina LALOVIC – Italy – Journalist, Radio RAI 3, www.mondo3.rai.it

Pilar LOPEZ DIEZ – Spain – Trainer, RTVE - www.pilarlopezdiez.eu

Maria Dolores MATAMALA OPORTO – Spain - Journalist, Freelance

Neda Milisic BUKLIJAS – Croatia - Program Manager, Cenzura Plus, www.cenzura.hr

Enrico PACE – Italy - Editor in chief, Lucca in Diretta, www.luccaindiretta.it

Jurica PAVIČIĆ – Croatia - Journalist & Novelist

Victoria PEEMOT – Finland – Member, Icebreaker Productions, www.sharanur.blogspot.com

Yolanda PEÑA MORUNO – Spain – Volunteer, Radio Enlace, www.radioenlace.org

Soraya RAMOS - Journalist/ Editor/ Media Trainer, Freelance

Maria Sheila RIIKONEN – Finland – Correspondent, Freelance, www.about.me/sheilariikonen

Marieke RODENBURG – Netherlands – Director, Philming, www.philming.nl

Vesna ROLLER – Croatia - Electronic Media Council Member, Agency for Electronic Media, www.e-mediji.hr

Barbara Noelle SCHOFIELD – United Kingdom - Senior Lecturer, City University London

Rositsa STOYKOVA – Bulgaria - Editor-in-chief, Disabledsportsbg.com - www.disabledsportsbg.com

Ingrid SVANFELDT – Finland – Freelancer, FAO, Freelance Unit within the Union of Journalists in Finland
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Jelena SVIRCIC – Croatia – Journalist, Cenzura Plus - www.stav.cenzura.hr

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Building upon the experiences and results of the 2008 – 2010 "*Speak out against discrimination!*" Campaign and the joint EU/Council of Europe 2010 – 2012 *MARS – Media against Racism in Sports* Programme, *MEDIANE – Media in Europe for Diversity Inclusiveness* offers European and Thematic encounters as a first step for sharing practices, but also the opportunity for media outlets and professionals to share professional practices directly on an one-to-one basis, through "*European Exchanges of Media Practices*" (EEMPs). One of *MEDIANE*'s main outputs will be the *MEDIANE* Index. The *MEDIANE* Index will be an instrument for the media industry to self-monitor their abilities to include diversity in their daily work and also to serve as an action-support tool in favour of inclusive, diverse and intercultural modes of media content, design and production.

MEDIANE's global objective will advocate and stimulate inclusive and intercultural approaches of design and production media content, that could be applied to any kind of media sector by:

- supporting European Exchanges of Media Practices (EEMP) in journalism training, editorial management and design/production,
- implementing media encounters linking the various actors of the European media industry,
- analysing media practices to build a Media Index on Diversity Inclusiveness; this Index will be a self-monitoring and decision making tool regarding media content design and production.

More information on *MEDIANE* is available on its website: www.coe.int/mediane

Diversity Inclusiveness (DI) in the Media is strongly reflected in the content of the media and how topics and persons are represented and included in media reports. Journalists, editors and producers from all EU countries from public, private, community or minority media were able to apply to take part in the Encounters that CMFE organized in September 2013 together with the *MEDIANE* team and local partner in the Netherlands and in Spain. These first two Encounters had a similar Agenda and the same activities were organised in both places for consistency purposes.

The 3rd and final Thematic Media Encounter on Media Production took place in Split, Croatia from 28 to 30 April 2014. *Cenzura Plus*, the local organiser, is a non-profit, civil society organization from Split that promotes human rights, media freedom and works on the development of civil society, through methods of independent media (TV) production, non-formal education and public advocacy, with the aim of building a modern, democratic and fair society in Croatia. *Cenzura Plus* was established in 2003 by a group of human-rights activists and it arose from the history and experience of producing the first independent TV show that explored the limitations of media freedoms in post-war Croatia. *Cenzura Plus* remains unique and recognised in Croatia and in the Western Balkans Region for its non-profit TV production of an hour long weekly TV show that deals with broader range of human rights issues, democratization and civil society status in Croatia. In the previous 5 years it has developed numerous activities and today is one of the leading civil society organisations in the country.

During each of these Encounters, the participants presented their own reports, to reflect and discuss different aspects of DI in the media.

CHAPTER 2 - PUBLIC PRESENTATION OF EEMP'S RESULTS (DAY 1)

The first day of the Encounter was focused mainly on presentations and was open for the public to attend. The venue for this day was the city museum in the city centre of Split. The organisers changed the venue for the 2nd and 3rd days, as the activities were mainly dedicated for workshops and discussions amongst participants.

Day one started with a global introduction and presentations by the three partners (CoE, CMFE, Cenzura Plus) to inform the guests and participants about the programme activities and the agenda of the Encounter. It was followed by a first discussion and debate among the participants to reflect on the meaning of DI in the media. This section was moderated by Diane Kamp and Reynald Blion.

The next two sessions featured the presentations of *European Exchanges of Media Practices* (EEMPs) from eleven different pairs of participants. The EEMP's results and outputs were moderated by Larry Fergeson and Anna Frenyo. Each of the presentations started with short introductions given by the moderators with the main background of each participant, followed by a short summary of the exchange content as well as the results and outputs. Presentations also included excerpts of video, audio and/or text that were produced from the participants as part of the exchange. At the end of each of the presentations moderators asked the participants questions:

1. How does the pair consider the report produced contributed to Diversity Inclusiveness implementation/approach within the media context, design and production?
2. How did the pair deal together in each country to include Diversity Inclusiveness? How did you take this into account in each country?

Each pair was given time to answer the questions. They have as also given opportunity to the other participants for asking more questions on outputs' content.

The following outputs were presented:

Session I / Presentation 1 - Ricardo Alexandre ENCARNAÇÃO SOUSA & Ingrid SVANFELDT

'Not waiting for Miracles - How the Church in Portugal and Finland deals with diversity' - Our story starts in Helsinki, Finland, where a new wooden chapel has opened up for everybody in the middle of the central shopping area. We discuss the new modern diverse world with the pastor there and a researcher at ÅboAkademi University, in Turku. Our story continues to the problems that the churches are facing, often due to diversity related issues. We discuss the problems within the Catholic Church in Portugal with a researcher from a catholic movement that wants to reform the church from the inside, lobbying the Vatican and the media for the ordination of women priests. We get a comment from the Portuguese high commissioner for immigration and intercultural dialogue. We meet activists in Finland that want to get people to resign the church through a very successful webpage and we discuss all these problems with two bishops from the two different churches. The story ends with the young radical church worker from Finland. The aim is to bring together the most important ideas that we have learnt from our interviews in these two different countries. We also want to give the audience a sensorial experience by using sounds from the ceremonies that we have experienced. We are confident that this program will work as a discussion opener in many different forums.

Output: 11 min Radio Report

http://www.coe.int/t/dg4/cultureheritage/mars/mediane/not_waiting_for_miracles.asp

Session 1 / Presentation 2 - Pilar LOPEZ DIEZ & Milagros MARTINEZ-FLENER

'Domestic workers in Spain and Austria. Labour and life conditions' - In this article the authors, two journalists with completely different backgrounds, compare living and working conditions of domestic workers in Madrid and Vienna. Embedded in the belief that Austria, as a "Nordic" country, would provide better legal and working conditions than Spain, the authors discovered that it is Spain that offers better legal conditions even though they are not always enforced. Nevertheless, in both countries there are many domestic workers that do not have social security, do not receive unemployment and retirement benefits like the rest of the workers. Not all the employers want to register their employees (because of the money they would have to pay), and not all of the domestic workers want to be registered (because they would receive less money). The authors also found out that although women are the majority in this sector, men have started working in it as the result of not having any other job options. This aspect is helping to change the idea that only women are able to work as domestic workers. Output: Print Report

<http://www.coe.int/t/dg4/cultureheritage/mars/mediane/source/eemp/14-EEMPs-CMFE-LOPEZ-DIEZ-MARTINEZ-FLENER/00a%20-%20LOPEZ%20DIEZ%20MARTINEZ%20FLENER%20Domestic%20workers%20in%20Spain%20and%20Austria.pdf>

Session 1 / Presentation 3 - María Dolores MATAMALO OPORTO & Maria Soledad (Sally) GALIANA-GARCIA

'Losing your home' - Recent years have been marked by the economic crisis in many parts of the world. Also in Europe, and this situation has high unemployment rates among millions of people and has generated a problem that is increasing, especially in Ireland and Spain: home evictions. The loss of income in families might bring a default on the mortgage repayments or rent payment, evictions and homelessness. In Spain, the situation is becoming more worrying. Since 2007, 400,000 people have been evicted from their homes. Only in 2013, 67 thousand people lost their home, and there are not many alternatives for those affected. We interview victims of abusive mortgage terms as well as anti-eviction activist of the Platform of people affected by Mortgages and 15M. We compare the situation with Ireland, where only 1,350 evictions occurred between 2009 and 2012 due to a legal loophole. However, the recent enactment of the Land and Conveyancing Law Reform Act 2013 has effectively remove the loophole and any protection afforded to family homes. We hear cases and alternative views to the housing crisis in Ireland, such as the story of Gwen Connell family made homeless by an abusive rent increase and the lack of social housing in Ireland, the view of the Anti-Austerity Alliance, and the legal changes brought by the Troika to the housing crisis. Output: 16 min Radio report

http://www.coe.int/t/dg4/cultureheritage/mars/mediane/losing_your_home.asp

Session 1 / Presentation 4 - Melanie CHALLE & Nelson BOVA

'The last H - Beyond the question of sexual assistance' - Do disabled people, mental, physical and sensorial have exactly the same emotions and need of intimacy as other people? The answer is obviously yes, we all are human being. Everybody instinctively would agree with this positive answer. But, as we will see, reality is different from intentions and from will. Prejudices, preconceived thoughts and cultural barrier, by parents and by disabled people still before the society, confirm that those obstacles haven't overcome yet. Italy and France, Germany and Switzerland have different stories and, in this field, different culture and, consequently, different laws. And also different ways to manage the topics. There are solutions better than others? There's a useful and definitive provision or law? We try to answer to these questions, interviewing parents, disabled people, sexual assistants, experts, activists, psychologists and executives of institutions in these European countries.

Output: 12 min TV Report

http://www.coe.int/t/dg4/cultureheritage/mars/mediane/the_last_h.asp

Session1 / Presentation 5

Ognyan GEORGIEV & Monica GARCIA SANCHIS

'Disabled by Medias' - They could be media stars but they must live in the shadow of the famous athletes. They are good professionals but they have an additional adjective that have failed to come off- they are blind and despite their efforts to be in the first page of the sport in their countries, Media and economic recognition is practically null for them. This report shows the story of several of these invisible champions in Bulgaria and Spain and the difficulties they have to face to dedicate their lives to sport or just to train once a week. It also illustrates how media could help this group to become more integrated into society, as it does with all minorities, and how this would help them to be more important for the society, the state and some private companies. The case of David Casinos is the perfect example for that. He is the most known Spanish Paralympic since he hired a communications agency and now he has become not only a star, but a prize for any sponsor and a social idol- he receives letters from fans who want to be like him.
Output: Print Report

<http://www.coe.int/t/dg4/cultureheritage/mars/mediane/source/eemp/51-EEMPs-COE-GEORGIEV-GARCIA/00%20-%20GEORGIEV%20GARCIA%20Disabled%20by%20Medias%20%20EN.pdf>

Session 2 / Presentation 1 - Marco STEFANELLI & Angel GALAN

'The Land Game' - What are the work conditions of the labourers in the Italian and Spanish countryside? Were the same of the past times? At these questions we tried to give an answer in this radio report. There are the voices of old and recent labourers but also the voice of a trade unionist. But "the exploitation of the labourers is linked to the production system" says Matias, a small Spanish farmer, for this reason the radio report collected the opinions of an agronomist (Antonio Morales) and also the Matias ones. This radio report was published inside the radio broadcast "Passpartù" and on the fifteen radios that have this broadcast. Output: 12 min Radio report

http://www.coe.int/t/dg4/cultureheritage/mars/mediane/the_land_game.asp

Session 2 / Presentation 2 - Marina LALOVIC (with Joseph NITCHEU, AITV / France Télévisions who did not contribute to editing the report)

'Italy/France: Migration Policies in Comparison' - The goal of our media exchange was to compare the immigration policies and political strategies between Italy and France. We started with interviewing Rama Yade, a former French minister in the Sarkozy's government and the first black minister in the history of Italy, Cécyle Kyenge. After finishing interview with the Minister Kyenge in Rome, Melanie went to Paris where a part from interviewing Rama Yade she met a lot of ordinary French citizens with the foreign origins. She did the same thing in Italy. The interesting outputs were:

1. From the political point of view we figured out that while in Italy, the left wing parties used the strategy of having the black minister to promote the inclusiveness, in French this was done by the right wing.
2. In reference to the condition of people with the foreign origins, the interesting thing was to reflect the sense of belonging of those people to the country they are living in. The goal of the radio documentary was to figure out the main difficulties regarding the diversity inclusiveness issue in France and in Italy. A part from the ordinary citizens, Marina also Interview some representatives of the Turkish community, who have been living for many decades in France in order to compare the differences between the new comers and the "old immigrants".

Excerpt: 6 min Audio (French/Italian)

http://www.coe.int/t/dg4/cultureheritage/mars/mediane/migration_policies.asp

Session 2 / Presentation 3 - Sandra Sofia BRANCO & Claudia DAL-BIANCO

'Gender Equality in Austria and Portugal' - Is gender equality at stake in the European context of crisis and austerity measures? This was the leading question of our exchange, to which we respond by interviewing a wide range of experts in Austria and Portugal. Apart all the differences, we discovered

something in common: gender inequality is a reality at all levels. Gender equality is suffering from the crisis, but was already not in good shape before 2009. The structural problem may have worsened, but what is still lacking is a structural change. Gender equality takes more than money and social protection, it requires a mind-set reset. - Output: Print Report

<http://www.coe.int/t/dg4/cultureheritage/mars/mediane/source/eemp/07-EEMPs-CMFE-BRANCO-DAL-BIANCO/00a%20-%20BRANCO%20DAL%20BIANCO%20Far%20Away%20Yet%20so%20Close.pdf>

Session 2 / Presentation 4 - Ignacio IRIGOIEN & Murat CINAR

'Cricket, more than Sport' - A 29-minute radio programme that focus on the world of cricket, in Ireland and Italy, from a broad point of view. In both countries the programme follows similar patterns and it includes voices from the respective federations, journalist and club members. Civil Service Cricket Club and Genoa Cricket Club, two clubs with a long history and a bright future, give us an understanding of cricket at club level in their respective countries. But the listener has to be aware that even though the cricket is a sport, all through the programme there is a recurrent theme of seeing cricket more as a social event than a mere sport, a social event where social interaction is encouraged before, during and after the match, within the clubs and with the opposition. - Output: 30 min audio

http://www.coe.int/t/dg4/cultureheritage/mars/mediane/cricket_more_than_a_sport.asp

Session 2 / Presentation 5 - Rositsa STOYKOVA & Arnaud DAVIRE

'If you win in sports, you will win in life' - Several thousands of kilometres from each other Saif Rehman and Michael Jeremiasz live different realities. The former professional cricket player, the Pakistani settled in Bulgaria and his favourite sport was so absent in his new country that he decided to import it in a new form – accessible for all. Today hundreds of young people – mentally disabled or blind – are practicing cricket and know slowly the “normal” life. Michael Jeremiasz knows the top-level sport. Since 2003 he is among the best wheelchair tennis players on the planet. Access to sport for all is also a concern for him. The sport helped him to be independent and he created an association whose purpose is to organize trips where healthy and disabled people know each other through sport. Both Saif and Michael are convinced that the inclusion through sport is only possible by combining human will and technical and financial resources. Output: Online Report

<http://www.coe.int/t/dg4/cultureheritage/mars/mediane/source/eemp/29-EEMPs-CMFE-STOYKOVA-DAVIRE/00a%20-%20STOYKOVA%20DAVIRE%20Un%20long%20chemin%20vers%20l'inclusivité.pdf>

Session 2 / Presentation 6 - Marieke RODENBURG & Philine VON DÜSZELN

'Being at the Border' - Our exchange output is a work in progress, a research that we are planning to further develop into a media installation. In our project we explore people's sense of belonging and non-belonging at the outer European borders, to be more precise at the Mediterranean Sea, travelling between Sicily and the island of Pantelleria. Pantelleria, with its particular geographic location being closer to Tunisia than to Sicily, has a long history of back and forth migration as well as a crucial position for boat refugees at this moment. We are aiming to show in a more evocative and sensorial way about the sense of being at this invisible European border in the Mediterranean, collecting images and voices on movement at sea. Outcome: 3'45 min Video teaser

http://www.coe.int/t/dg4/cultureheritage/mars/mediane/being_at_the_border.asp

CHAPTER 3 - MAIN KEY POINTS OF WORKSHOPS I & II (DAY 2)

After the opening day with the discussions and presentations we changed the venue for the 2nd day and were focused on active work and debates among the participants to analyse the outputs, to improve exchange proposals, to develop exchange guidelines, preparing new exchanges and finally testing the first electronic version of the MEDIANE BOX self-monitoring and action tool.

To structure the working phases of the 2nd and 3rd day, we included 'Soap Boxes' which are short interviews with different media professionals about Diversity Inclusiveness. There were two additional interview sessions on the second day and another on the last day, each with two invited guests and a half an hour in length. This amount of time gave us the chance to reflect and discuss the global MEDIANE issues and present different opinions, experiences and profiles of European media makers for the implementation of Diversity Inclusiveness in different media and countries.

After the introduction session in the morning of the 2nd day the first soap box took place with Jurica Pavicic, a well-known Croatian journalist who recently received the 'Croatian Journalists Association' Journalist of the Year Award and Željana Buntic-Pejakovic from the executive board of CenzuraPlus, the local organizer and media NGO from Split. Both informed us about the current media situation in Croatia and the limits of the media related to minority issues, political pressure and freedom of press. These interviews were followed by a Question and Answer session moderated by Diane Kemp, to collect impressions from participants about the exchanges and Diversity Inclusiveness in the local media.

Workshop I

The first workshop lasted for two hours and in this workshop participants split into three mixed groups to share. Each of the groups included participants who had finalised or had proposed an EEMP. The main goal was to analyse the content of the reports that were presented the previous, and to reflect on the benefits from partnerships at the European level for developing inclusive approaches in media content design and production and guidelines for implementing media diversity inclusiveness in media production.

The main questions were:

- a) How does your output reflect diversity inclusiveness?
- b) How did the planning and communication process prepare you for the production process?
- c) Was there any evolution of your output during the exchange?
- d) What kinds of tools and resources did you use to focus on diversity inclusiveness?
- e) Did you publish your output and what kind of editorial reaction did you receive?

In addition to the analysis of the reports and several discussions about diversity inclusiveness aspects of the outputs, the participants also discussed about the preparation phase of the exchanges, the exchange itself and the production phase.

Preparation

In order to prepare an exchange well, it was for instance mentioned that people should only sign up if they are really interested, to prevent to frustrating the other person by dropping out later. This happened to some of the participants. It's also important to take enough time to discuss beforehand all details together, to have clear objectives and research a lot, to clarify the topic first. Where do we go and why? What is the intended output of the report? And what happens to the production which is produced? And finally participants should not forget not only 'reporting on' but 'reporting with'.

If it has news value (like the idea of men doing domestic work in Spain) where can it be aired? How will the angle be picked up? It's also useful to use the MEDIANE team for advices. Before the exchange start, it also can be difficult to set boundaries on a partner's behaviours. And if the idea is to produce a report about inclusiveness, it's also the question how inclusive each partner acting in terms of the organisation. Important is also to know, how much time will my partner have for me when I am exchanging? The guidelines suggest by the partner will be helpful, but can everybody expect help with the language or being taken round the city? It's important to be honest about the dates each can commit to, and the real time each can give to the enterprise. For some people it was also not very easy to find the two time five days together to make the travels possible.

During the Exchange

When the exchange finally starts it's useful to keep flexibility to what comes up (new resources and ideas) and to know the partner's environment (the media context of the other country). It's best to rely on the partner, because she or he is mostly the first resource. And it's important to remember the different perspectives, consider inclusiveness, choosing interviewees and points of view.

It's very important knowing the partner and also taking the different workplaces into account. Its good spending some time, even if it is a small time, in the workplace of each other. Sometimes the partner goes to unexpected assignments. One of the participant hosts for instance took her guest to the venue of her assignment which was not linked to the topic. He found this useful and interesting.

Further discussions were focused on the importance to be open and flexible during the exchange. Some of the advices were: "Expect more than you planned. Stay open to the 'surprises'. Dedicate the MEDIANE days to the experience! Jump into it." This is also an experience to get to know the partner and to be aware of difficulties and differences and to make sure that own ideas and boundaries are mutually understood. For better understanding each other it was useful for many, but not for all possible, to doing the interviews together or also prepare them for each other beforehand. Because of time limits and different requirements for different media it's also important to don't gather too many materials.

A question came up, if MEDIANE Team could address some of the issues around time management of the exchanges with employers. Perhaps by liaising with the employer to explain about the demands of the exchange? The participants should also tell the employer what the partner is doing and if he maybe can contribute to the output of their news organisation.

Production

For the production phase, there were several discussions among participants in the different workshop groups before noon. In addition to respect the given and chosen deadlines it's for instance very important again to pay attention to terminology and stereotypes, it was also mentioned that it was very useful to discuss later also the production with colleagues and editors, raise the issues in the newsrooms or at least point out the diversity inclusion in the reports. If there is any idea about stronger impact also on political level it was mentioned to liaise with policy makers at a political level to emphasise diversity inclusion, to consult also media managers and journalist professional organisations or think about for the next EU election period, how to sell MEDIANE story as a trigger.

Workshop II

In the 2nd workshop in the afternoon participants were again divided into three groups. This time the participants were much more focused on the current status they had regarding MEDIANE activities.

Workshop II / Group 1 was dedicated to EEMPs learning. Participants who already finished or prepared an exchange developed concrete Exchange guideline. In this group it was mentioned, that is important to already ensure that your sources/contacts are diverse. The contact book in newsroom should include immigrant experts etc. (example of the one in Portugal provided by ACIDI). It's useful to check whether there is one already devised by agencies. If not each should make one themselves for the newsroom. In Spain there's another version 'Don't say you don't know a woman (expert)' which has lists and contact numbers, funded by EU.

Another point was, to ensure that also language is sensitive. There are professional guidelines, ethical codes etc. which make suggestions as to what's 'best' description etc. Although language is country and community/media sensitive, each should check whether they have really the most appropriate words. It was also mentioned in that group, that each has to try to ensure they get different voices, backgrounds and attitudes into items (stories) where they don't have a say about the main character. So if the story is about what X says and X is someone from the majority culture, journalists and editor has to try to get a balance of other approaches and voices into their questions or contributors.

It's also important to try to do as much research on stories as possible (helps to avoid falling into generalisations). Each should ask themselves 'could I do this in a different way?' The group discussed how to deal with other journalists' challenges to 'why feature this person' in their items. Participants of this group suggested avoiding using the diversity angle as the word often creates more problems and serves as a diversion from the real issue. Instead it's better to talk about audience. The fact that journalists represent their audience and that audience is made up of different communities and views.

Further to this point, each should try and find 'the universal' in any item they do. To help people see past what they might first see as 'different'. Each should remember that inclusive means people who may not 'look' different (so include people from different social backgrounds, those with handicaps which aren't obvious etc.). All of that counts too.

Accents can also mean that people are discriminated against in terms of being included in vox pops and as contributed. The group discussed making links with community media, universities and other agencies who might work with non-mainstream opinions or people from minority cultures to give media trainings etc. This will help them to be better speakers in the media and enable journalists to use them. Confident voices can overcome the impression accents might convey.

Another part of the discussions about EEMP learning was, that social media are crucial to keeping in touch with different voices and opinions and no-one owns that sphere and communities often use it to air their views.

Similarly for instance travel on public transport could help, namely the buses, because there you'll meet people outside of your own work/social circles. We the group still wondering about, how to tackle working in media contexts where the agenda is strongly anti-migrant (Bulgaria/Serbia). Final thoughts were: "Get training so your arguments are stronger in putting your case. Stand up for what you believe; you can't be forced to write things in the end. Keep a critical awareness so you can see what's behind a comment, a label, etc. Don't use lack of time as an excuse."

Workshop II / Group 2 was dedicated to EEMPs Development. We gave participants, who already have a partner but who did not implement their exchanges or implemented it partially, the chance to

discuss their project and to enrich it. There was a good exchange among the participants regarding all stages of the EEMP development. The advice that people had heard during previous sessions were elaborated upon and new ideas offered.

Workshop II / Group 3 was dedicated to the EEMPs Building process. Mainly new participants or persons who were looking for a new partner joined a speed dating session for pairing media professionals to implement common MEDIANE activities. For the beginning in the introduction, the participants learned about the conditions to join the exchange programme in the frame of MEDIANE. Later they introduced themselves and shared ideas for a joint work and researches they would like to do. Then they build smaller groups to learn more from each other. Some participants immediately succeed and build a pair and worked on the proposal this afternoon. For other we offered longer talks to share our knowledge from the former experiences during and after the Encounter in Groningen and San Sebastian.

CHAPTER 4 - MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS

In the last activity on the second day participants were given the chance to test the first version of the MEDIANE Box electronic version. This Question Tool was available online and participants were asked to answer the questions and to take notes, remarks, questions and suggestions.

Later participants came together to discuss MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS to be able to change and update the current version. Participants focused on the wording or if some questions are too focused on certain kind of media, because for instance not everybody works in a newsroom so that feels exclusionary for those who don't have all resources. For each point we also received replies and answers from MEDIANE manager Reynald Blion, who offered to phrase it differently.

Some participants requested that questions be 'multiple choice' instead of one answer only, because some have more the one answer - also "multiple media" is a reality for journalists today. Some answers also didn't apply and the question came up if there could be an 'N/A' option. For some it was also unclear if it was the idea to answer in an ideal way or to reflect reality in any answer. Also not knowing the length (amount of time) could be discouraging for some.

A longer debate came up with about the surprising effect to receive a score as a result. Some people felt judged or like being "in school" to doing well or not. Reynald Blion answered, that the score feature just was added recently and this makes it also an interesting tool which sparks internal debates. There was also the question why the answers were not show immediately instead of a score and what about giving immediate feedback after each answer. The reply was, that it is technically possible and for the training sector could be implemented an immediate feedback.

All participants were invited in the end to send critics about the first electronic version to the MEDIANE team, but expecting constructive answers and results oriented solutions.

During the whole encounters, four “soap boxes” have been organised to highlight specific issues and challenges linked to diversity inclusiveness of the media in the way they design and produce their content.

Have taken part to the Split’s soap boxes:

ZELJANA BUNTIC PEJAKOVIC – Director - **Cenzura Plus**

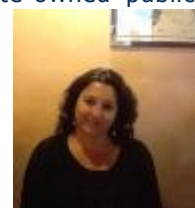


CENZURA PLUS is a non-profit, civil society organization from Split, Croatia, that promotes human rights, media freedoms and works on the development of civil society, through methods of independent media (TV) production, out-institutional education and public advocacy, with the aim of building modern, democratic and fair society in Croatia. Cenzura Plus was established in 2003. by a group of human-rights activists and it arise from history and experience of producing the first independent TV show that explored limitation of media freedoms in post-war Croatia, since mid 1990es. Since then Cenzura Plus remains unique and recognized in Croatia and in the Region of Western Balkans for its non-profit TV production, of one 1-hour long TV show weekly, that deals with broader range of human rights issues, democratization and civil society status in Croatia. In previous 5 years it has developed numerous activities and today is one of the leading civil society organizations in its lines of work in the south part of the country. It is located in Split, second town by its size in Croatia, on the Adriatic coast.

CRISTIANA CASTELLOTTI - Editor-in-chief - **Radio RAI 3** - mondo3.rai.it



RAI — Radiotelevisione italiana is Italy's national public broadcasting company. Radio3 is Italian radio channel operated by the state-owned public-broadcasting organization RAI. Radio3Mondo is Radio3's radio show that broadcasts news reports from around the world, international press review, stories, interviews and on-the-spot reporting including highlights. Website: mondo3.rai.it. Tutta la città ne parla is a daily radio show completely dedicated to the politics in Italy. I'm a journalist since 1989. I have been working as a radio editor on Radio1, Radio2 and Radio3, a three Italian radio channels operated by the state-owned public-broadcasting organization RAI. I'm currently an editor-in-chief of two shows on Radio3: Radio3Mondo and Tutta la città ne parla. Radio3Mondo is Radio3's radio show that broadcasts news reports from around the world, international press review, stories, interviews and on-the-spot reporting including highlights. Website: mondo3.rai.it. Tutta la città ne parla is a daily radio show completely dedicated to the politics in Italy.



MELANIE CHALLE – *Photojournalist* - **NUJ** - www.melaniechalle.com



The NUJ is the world's largest journalists' union, with over 40 000 members in England, Scotland, Wales and Ireland - and active branches in Paris, Brussels and the Netherlands. It is affiliated to the TUC, and the GFTU in the UK. The NUJ is proud to be a part of the international labour movement and is affiliated to the International Federation of Journalists and the European Federation of Journalists. NUJ members subscribe to a Code of Conduct by which they agree to produce no material likely to lead to hatred or discrimination on the grounds of age, gender, race, colour, creed, legal status, disability, marital status, or sexual orientation. Freelance photographer for the last 5 years, I left behind my studies as a marketing major in Paris, France to move to Australia, where I learned my trade. Parallel to my personal and artistic projects, I work as a professional documentary photographer in the areas of travel, sports, art and social issues. In the recent past, I have worked as a photographer for Handisports and covered the



Paralympics in Beijing and London. My print work is also augmented by several projects which are currently being developed as web documentaries.

LIANE GRUB - *Producer & Reporter* - **RBB -Rundfunk Berlin-Brandenburg**



The Rundfunk Berlin-Brandenburg (RBB) is the regional public broadcaster for the federal states of Berlin and Brandenburg and part of the public service broadcasting association ARD. It was established in 2003 when the Sender Freies Berlin and the Ostdeutscher Rundfunk Brandenburg were merged. "Fritz" is a radio program aimed at a young audience. I started working as a radio journalist ten years ago. In recent years I have been working as a producer, author and reporter for Fritz (RBB) and won several radio awards for my work. Fritz is operated by the regional public broadcaster for the federal states of Berlin and Brandenburg (RBB - Rundfunk Berlin-Brandenburg, ARD). I started my radio career as a trainee and continued as a freelancer. During that time I achieved my university degree in business administration. I also had the chance to work at a news agency in London. Now that I am back in Berlin I started working for Fritz again.



MARINA LALOVIC – *Journalist* - **Radio RAI 3** - mondo3.rai.it



RAI — Radiotelevisione italiana is Italy's national public broadcasting company. Radio3 is Italian radio channel operated by the state-owned public-broadcasting organization RAI. Radio3Mondo is Radio3's radio show that broadcasts news reports from around the world, international press review, stories, interviews and on-the-spot reporting including highlights. Website: mondo3.rai.it. I am a Serbian journalist from Belgrade who has been living in Italy since 2000. I graduated from the University "La Sapienza" (Rome) in Journalism and Publishing. I worked as a journalist for BABEL TV (SKY Italy channel 141 - www.babel.tv) and I'm currently a host-radio moderator for Radio Television of Italy (RAI) – Radio3Mondo a radio show that broadcasts news reports from around the world, international press review, stories, interviews and on-the-spot reporting including highlights. I was also working as a correspondent from Rome for a Serbian daily "Politika" and also for the Serbian radio-television B92. In 2009 I also cooperated with Associated Press Television News bureau in Rome.



Jurica PAVIČIĆ - *Journalist & novelist* - **Split – Croatia** - Born in Split in 1965 where he completed primary and secondary education. He graduated in history and world literature from the University of Zagreb. Since 1990 he has lived permanently in Split, working as a film critic and a columnist for different papers and magazines ("Vijenac", "Zarez", "Nedjeljna Dalmacija", "Jutarnji list" ...). In 1992 he received the national award "Vladimir Vuković" for film criticism. Since 1994 he has been writing a regular weekly column entitled "Vijesti iz Liliputa" ("News from Liliput") in which he dissects the society, politics, and culture of the war and post-war Croatia. For the texts from this series he was awarded by the national journalists' association "Marija Jurić-Zagorka" in 1996; he received a special award for his contribution to journalism "Veselko Tenžera" in 2002, and "Miljenko Smoje" award by "Slobodna Dalmacija" in 2007.



During these soap boxes, participants had the opportunity to learn about the different behaviours and conditions and similarities between both stations regarding including of minorities or different opinions and how to include listener. Some of the soap boxers gave participants their own feelings and understandings of MEDIANE and its approach on media diversity inclusiveness and its possible concrete development within their media, in particular in their daily work. During these 4 soap boxes, it appears clearly that in both fields of work in one or for many media houses there are different challenges for keeping diversity inclusiveness up in the different media.

APPENDIX 1 - AGENDA OF SPLIT, CROATIA

MEDIANE THEMATIC ENCOUNTER

TOWARDS AN INCLUSIVE APPROACH IN MEDIA CONTENT DESIGN & PRODUCTION

Detailed agenda available online

OBJECTIVES

To raise awareness among media professionals, after they experienced co-production and co-distribution ventures, about the principles of media diversity inclusiveness

To present, discuss and analyse the results of various media productions that participants produced in the last 6 months during an Exchange. To reflect experiences and methods during the production process

To develop and contribute to the evaluation of the MEDIANE Box

To contribute to the development of European network of media professionals for inclusive media coverage

SPLIT, CROATIA 28 April 2014

Venue	Spilt City Museum – Public Session
1.00 pm	Participants Arrival & Registration
2.00 pm	Introductory Session – Welcome to MEDIANE
2.30 pm	Introductory Session on Media Diversity Inclusiveness
3.00 pm	Hotel Media Diversity Inclusiveness in Media Production – Presentation of media reports produced during the exchanges
6.00 pm	End of Day
7.30 pm	WELCOME DINNER

Split, Croatia 29 April 2014

Venue	Hotel Park
9.00 am	Introduction
9.30 am	SOAP BOX – A quick hit on Media Diversity Inclusiveness in Croatia
10.00 am	EUROPEAN EXCHANGES & MEDIA DIVERSITY INCLUSIVENESS – How does (did) it work? Q & A
11.00 am	WORKSHOP I – Three mixed groups (EEMP's finalized or in process) analysing the content of the reports, and reflect the benefits from partnerships at European level and for developing inclusive

approach of media content design and production in guidelines for implementing media diversity inclusiveness in media production.

How your output reflects diversity inclusiveness?

How the planning and communication process prepared you for the production process?

There was any evolution of your output during the exchange?

What kind of tools and resources did you used, to focus on diversity inclusiveness?

Did you publish your output and what kind of editorial reaction did you receive?

1.00 pm	<i>Lunch</i>
2.00 pm	SOAP BOX – A quick hit on Media Diversity Inclusiveness - European Perspectives
2.30 pm	WORKSHOP II – EEMPs Learning, Development and Building
4.00 pm	The MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS – Introduction & Testing
5.30 pm	<i>End of the Day / Free Evening</i>

Split, Croatia 30 April 2014

9.00 am	Introduction
9.15 am	SOAP BOX – A quick hit media diversity inclusiveness – Disseminating MEDIANE Ideas and approach?
9.45 am	WORKSHOP III – Participants will be split in three groups for producing concrete, practical and operational guidelines to implement diversity inclusiveness in media content design and production
11.45 am	FEEDBACK ON WORKSHOPS I, II & III – Main Proposals
12.15 am	Conclusions & Next Steps
1.00 pm	<i>Departure of participants</i>

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?