

# MEDIANE

## *Media in Europe for Diversity Inclusiveness*



February 2014

**MEDIANE BOX**  
**On Media Diversity**  
**Inclusiveness**

Online Consultation  
Results

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by the Council of Europe



**Question 1 - For the Index development, the MEDIANE team choose to work on four different areas of action (employment; content; ethics; development strategy), to target three different groups of actors (journalism trainers; journalists/media content makers; media managers) and to build a global tool connecting three different elements (Self-monitoring tool / A-Z Glossary / Guide to Practice) / Pour le développement de l'Index, l'équipe MEDIANE a fait le choix de travailler à partir de quatre domaines d'action différents (emploi, contenu, éthique, stratégie de développement), de cibler trois principaux groups d'acteurs (formateur/trices en journalisme, journalistes / producteur/trices de contenus médiatiques, managers de media) et de construire un outil global connectant trois différents éléments (Outil d'autodiagnostic / Glossaire alphabétique / Guide de référence de pratiques).**

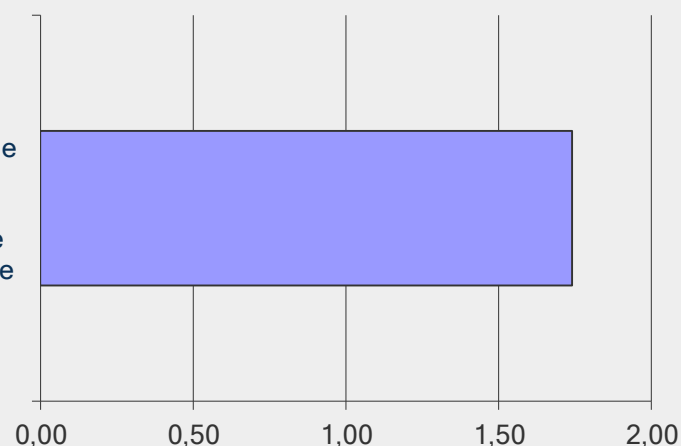
**Please indicate if you agree or disagree with the statements below / Merci d'indiquer si vous êtes d'accord ou non avec l'affirmation suivante:**

Answer Options	Strongly agree <i>Fortement d'accord</i>	Agree <i>D'accord</i>	Neither agree nor disagree <i>Ni l'un ni l'autre</i>	Disagree <i>Pas d'accord</i>	Strongly disagree <i>Fortement pas d'accord</i>	Rating Average	Response Count
<p><b>According to my professional background and expectations, I think the proposed architecture of the Index fits my needs.</b></p> <p><i>Compte tenu de mon parcours professionnel et de mes attentes, je pense que la structure proposée de l'Index répond à mes besoins:</i></p>	44	64	10	0	1	1,74	119
<p><b>Please provide further comments to your answer</b></p> <p><i>Merci de bien vouloir commenter votre réponse</i></p>							62
<b>Answered question</b>							<b>119</b>
<b>Skipped question</b>							<b>6</b>

**For the Index development, the MEDIANE team choose to work on four different areas of action (employment; content; ethics; development strategy), to target three different groups of actors (journalism trainers; journalists/media content makers; media mana**

According to my professional background and expectations, I think the proposed architecture of the Index fits my needs.

Compte tenu de mon parcours professionnel et de mes attentes, je pense que la structure proposée de l'Index répond à mes besoins:



## COMMENTS / COMMENTAIRES

Je pense que la phase de testing est nécessaire mais la note méthodologique et le projet de questionnaire me semble aller dans une direction intéressante.

I agree with the way to follow the strategies of development, because in my opinion the areas chosen and the actors are right. But in our method is very important to make understand people we work with, that the tools of communication are very important, not only in a professional way but in our common life too.

For me everything is ok

Is the training issue included in any of the four different areas?

In addition to these groups should be taken into account the influence of the network in the habits of journalists, whether or not disseminators.

Even journalists who are dedicated to work in diversity, don't know where to go in case of doubt, how to approach a complex issue, that expert interviews if necessary, or to other media and journalists are currently working. A tool that helps find information accurate and affordable distance is essential to establish networks and resolve doubts.

I agree because it seems to me that your proposed architecture includes the essential goals of making a good journalism about diversity and inclusiveness. As I prosecute the learning and teaching about professional ethic and deontological rules, it is very important to include these subjects in global digital era.

By targeting all relevant areas of action we can expect to increase the potential of this project and maximize the expected outcome. Partial coverage might prove inadequate to effective implementation of the index.

I am interested to see how I can interpret the strategies used for news journalism into the making of programs about arts and culture or even media art itself, like radio drama.

Je suis journaliste à "L'Agenda interculturel", et impliquée dans la création d'un nouveau magazine (MICMag - Migrations-Interculturel-Coopération) dont le premier numéro paraîtra en avril 2014. Je suis aussi formatrice sur le thème du traitement de la diversité dans les media. D'où mon intérêt de pouvoir disposer d'outils pédagogiques variés adressés à la fois aux professionnels et aux futurs professionnels.

My experience spans over journalism, media manager, and training and i consider these tools right on spot. I found here aspects I had not thought of as media manager.

Les domaines d'action et la distinction entre les trois types d'acteurs me semblent pertinents mais tout repose sur le contenu du guide de référence des pratiques et son exhaustivité.

I make and propose media content about immigration and diversity all days. I think it's useful to know another and better methods of releasing information about these themes, to discover or reinvent approaches and then discuss them with my editor that always gave me space to share my ideas and suggestions.

pragmatic, user friendly options - looks promising
as a Project coordinator of a media Project concerning women's empowerment for using media in I work on the crossing of media Management (I recruited new volunteers, apply for funds, etc.), journalism (I also produce content) and media Training (I organize workshops) so this index highly fits my needs
I believe that this is thorough and inclusive
I live divided country so I have different experiences...
I agree with the chosen areas of action and think that especially the "A-Z Glossary" and a Practical Guide which is easy to use can be of great importance and make the difference - and therefore will be seen as an important tool by media professionals.
I would like to see questions to media organisations about their diversity accountability on both content and employment
I think that the architecture of the Index is good, I have only a suggestion: to increase the connection between the "Self-monitoring and action interactive tool" and the other two elements (the electronically searchable Reference guide of practices and the electronically searchable A-Z keywords in practice)
I make and propose media content about immigration and diversity all days. I think it's useful to know another and better methods of releasing information about these themes, to discover or reinvent approaches and then discuss them with my editor that always gave me space to share my ideas and suggestions.
The idea is great, and the structure seems to cover all the main questions/issues/actors. I am just wondering about how it is going to look and how much interactive it is going to be. According to my experience, this is really important. At first reading, I admit that the Methodology Paper was a bit opaque for me with a lot of information and I couldn't really see the "red line". I hope it won't be the case of the index.
I feel that the section for journalism trainers is rather simplistic....It seems to me that the questions don't dig deep enough, they are perhaps a bit unsubtle...I feel that with the questions set out on the methodology paper, one would simply say, well, no, or yes, but this would not take one any further.
I am just starting to work as a freelance journalist so I find this architecture of the Index very useful. Specially the global tool. When you work alone, sometimes you have doubts, you don't know how to inform about some issues, especially those related with the inclusiveness, human rights, disability, migration... To have a Self-monitoring tool, a Glossary and a Guide to Practice would allow me to answer the questions I always ask me when I am writing (for instance, do I use this word or is this other one better? Which is the best angle to include all the testimonies in my story?). I agree with the four different areas of action and I would study not only the development strategy but also the spread strategy: normally the subjects related with the inclusiveness don't have enough space in the medias and when they have it, it is not the most visible one.
Yes for the self-monitoring tool and guide to practice. Less for the glossary that probably exists in other documentation, it depends on the content of the glossary.

I agree on the general level. I feel that an area of action regarding the testing of the output could be included.
Because I work as a journalist and I am educating to become media manager, focus on selected four areas of action definitely fits my need.
The index offers tools to help in understanding issues around diversity and fairness.
The Mediane Index on Media Diversity Inclusiveness is a useful tool because it reflects the diversity in Europe.
The fact is that the majority of people are quite happy as they are. So, the challenge might be how to allure the target group to try this tool...
Although I am not a journalist, the area of the Index which focuses on journalism production and journalism training would prove useful due to the nature of the work that my organisation does.
As far as I can judge the architecture looks good, but it is a bit hard to judge as it is all still rather abstract
I think these are all good categories (I worry that we are being over ambitious with the number at the start)
Maybe one should think about the area of "talent recruitment" as well!
As a journalist maker of media content in the four mentioned areas of action I agree to build a global tool connecting the three stated different elements.
As media facilitator for the training of young journalists, the training aspect of the Index is crucial for me.
I usually talk about social issues such as unemployment and social vulnerability situations so I think the index will fit my needs.
In my experiences is that is a professional cooperating.
This is a helpfully broad conceptualization. The issue is not confined to having some minority representatives in the newsroom or the contacts database.
I hope I'll use some tools on my classes (journalism ethics).
Given the present economic difficulties all the countries are facing, the attention for issues such as diversity inclusiveness is unfairly neglected. Accordingly, the availability of such an Index is a strong incentive to follow the principles of a fair media industry and leaves no excuse for those who do not respect it.
The training tool developed aims for a balanced journalism with a strong ethic support.

I believe that in the complex field of journalism we need to focus on each individual separately. Therefore, media trainers need to have new skills and knowledge that may differ from what journalists should know.
En tant que journaliste cet outil pourrait mettre utile lors de la préparation de mes reportages, afin d'être sûre que je m'inscris dans une démarche inclusive.
Yes, the proposed MEDIANE Index fit my professional needs.
Bien sûr, les quatre domaines d'action recouvrent différents aspects du métier de journaliste et procurent une vision d'ensemble du champ, mais me semblent encore trop en "deux dimensions". Je veux dire par cela que l'interaction entre les trois groupes d'acteurs et les quatre domaines d'action aboutit toujours à une situation professionnelle, dont les déterminants et aboutissants sont à constater sur le terrain. Il me semble qu'un domaine "observation de terrain" serait nécessaire, impliquant dès lors des universitaires (je prêche pour ma chapelle).
Diversity inclusiveness is extremely important for improving journalistic ethics and practices. And it is time to spread democracy and there is no democracy without diversity inclusiveness.
Particularly interesting the act of collecting the main results and outputs of MEDIANE activities or of similar European initiatives and discuss them during the encounters. More interesting than a mere written outcomes.
Great idea that will be useful for all journalists, who are part of Mediane Projects
Je vois bien l'utilité du guide d'autodiagnostic et de référence de pratiques qui me semblent très utiles dans nos pratiques usuelles. En revanche le glossaire alphabétique me semble d'un usage moins évident; mais c'est une appréciation personnelle.
This is a waste of time / c'est une vraie perte de temps
Perhaps it's possible to include other elements as critic analysis of media productions looking for bad/good practices
I will try to promote this at my workplace but I am not sure people feel that they need it if it does not come from the company's managerial level.
It will be very interesting to test MIDI with my colleagues, the general manager and my students as well. One size (x3) fits all!
The training questions are good.
I consider this separation as an excellent premise for a comprehensive evaluation of the diversity in the four areas of action of the three groups of actors. It's much better to have more than needed points for evaluation than less than needed.
We think it's a little bit too complex because there are too many targets. We would prefer a well done and complete tool for media manager which could fit the Corporate Social Responsibility strategies and which contains all the actions (employment, content, ethics and development strategy) provided. We think that for the other targets there are already many evaluation materials

and practices to rely on

It will be important to "market" / promote the Index through different channels in order to reach all 3 groups of actors.

Inclusiveness in the media enhances intercultural understanding

it's a little bit confused, too many words and not clear are the aims, what kind of future we want to build together for keeping the great tradition of European journalism? for me, there are too many useless rules and are not clarified.

By the nature of the programmes that I usually produce I tried to be as diverse and inclusive as possible but I am sure that there will be room for improvement.



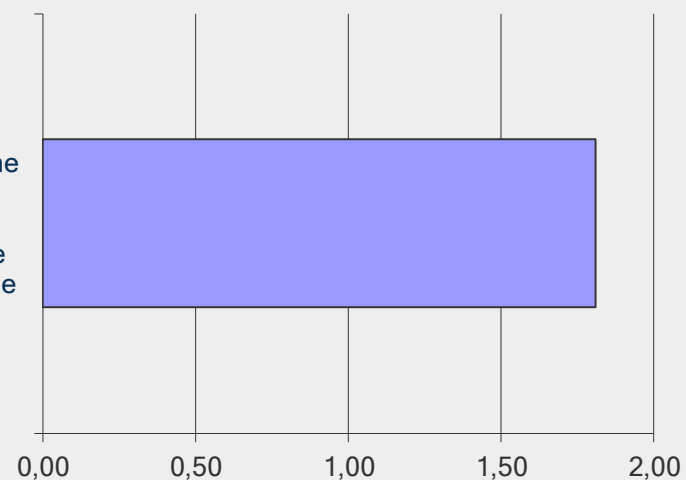
**Question 2 - The self-monitoring part of the Index will be made up of three different platforms; one for journalism trainers, one for journalists/media content makers and one for media managers. A first set of indicators is listed in the methodology paper / La partie autodiagnostic de l'Index sera composée de trois plates-formes différentes; une pour les formateur/trices en journalisme; une pour les journalistes / producteur/trices de contenus médiatiques et enfin une dernière pour les managers de media. Une première série d'indicateurs est listée dans la note méthodologique. Please indicate if you agree or disagree with the statements below / Merci d'indiquer si vous êtes d'accord ou non avec l'affirmation suivante:**

Answer Options	Strongly agree <i>Fortement d'accord</i>	Agree <i>D'accord</i>	Neither agree nor disagree <i>Ni l'un ni l'autre</i>	Disagree <i>Pas d'accord</i>	Strongly disagree <i>Fortement pas d'accord</i>	Rating Average	Response Count
<p><b>According to my professional background and expectations, I think the proposed architecture of the Index fits my needs.</b></p> <p><i>Compte tenu de mon parcours professionnel et de mes attentes, je pense que la structure proposée de l'Index répond à mes besoins:</i></p>	45	57	13	3	1	1,81	119
<p><b>Please provide further comments to your answer</b></p> <p><i>Merci de bien vouloir commenter votre réponse</i></p>							52
<b>Answered question</b>							<b>119</b>
<b>Skipped question</b>							<b>6</b>

**The self-monitoring part of the Index will be made up of three different platforms; one for journalism trainers, one for journalists/media content makers and one for media managers. A first set of in**

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## COMMENTS / COMMENTAIRES

La direction semble bonne mais un échange autour d'applications concrètes de l'index permettra d'affiner les intitulés si nécessaire.

We haven't any managers in our organization and that's some times and inconvenient and others an advantage. Normally people have to know and to participate from the different parts of the communication process, and this imply to have a general knowledge of it but not too much specific

For me is ok to be in media managers

Indicators are very important; since journalists do not have a lot of time, it is necessary not to have many but few and significant and precise.

The contents in the alternative media, has to do with how many cases or professionalism.

On one hand it's okay to have these three categories of work but it's true that more and more there is a distinction between media owners and journalists, that at least in Spain, are increasingly being our own bosses journalists or working in network with other journalists and somehow owning the means in which we work.

I think that these subjects include the principal degrees, where changings can be made. Trainers journalists are important because the principles. Directors who can order and workers of journalism who can change and cultivate a culture of inclusiveness.

An eventually missing actor, media owners could be also considered. If by media managers we mean also owners, this is OK. If not, yes they have to be included and be convinced beforehand about the (financial also) benefits of such a tool.

Les indicateurs de la note pédagogique permettent une prise de conscience dans les pratiques journalistiques, notamment en mesurant nos capacités d'inclusion. Cette mesure est importante car on a souvent le sentiment de tenir suffisamment compte des diversités dans notre pratique, alors que les chiffres démontrent qu'il reste des efforts à fournir.

For media managers i also consider useful to add an aspect " Monitor own biases" while recruiting , training or promoting.

Oui, car les objectifs sont différents même si une personne peut assumer tour à tour, voire simultanément plusieurs rôles.

To "communicate" diversity in a correct way you need to be aware to an amount of details: story angles, sources, vocabulary, audiences and so many others. You always have to be aware when you are releasing information that could influence opinions. So, to have a tool that guide you and help you with your doubts, on the pursuing of writing a useful and correct media content, it's like having a "right hand" at a distance of a "click".

I searched immediately the 1st section and looked for "setting the agenda" - nowadays, besides all problems of representation and language, the setting of agenda is vital amidst the tsunami of shallow information. So, yes, seems in good track.

<p>I strongly agree that it is important that each platform's design aims to correspond to the specific interests and needs of each particular group. Once more I underline the significance of this practical tools being of easy access and use – otherwise journalist simply won't use it. It must be something they can quickly access - must be sure that by losing a couple of minutes my work will gain with that.</p>
<p>I would like the part of the index targeted at journalists, media producers and editors to be as specific as possible. When producing a story questions of "Who you involve, What angle you take, Where you locate your story, How you put it together" should all address better diversity.</p>
<p>The only thing is that the self-monitoring tool has to satisfy the needs which are constantly evolving for these reasons I suggest to include some open questions about the effectiveness of this tool and about possible alternative suggestions to empower the same tool.</p>
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<p>It seems to cover all the main issues for each actor. As I said before, interactivity is really important for me and the idea of questions/targeted advices is interesting.</p>
<p>see above, I think they questions for journalism trainers are too unspecific - they do not seem to me to progress the argument enough</p>
<p>To separate all the profile doesn't give an overview of the complementarity of each function.</p>
<p>In my profession, as a documentary filmmaker, I relate more to the platforms of journalists/media content makers, and I feel that the first set of indicators are a good starting point. More indicators could be included on a more detailed analysis and discussion.</p>
<p>Definitely, because it includes all key parts of journalism, management and education, necessary to increase awareness and implement self-monitoring in practice and norms.</p>
<p>It covers all areas associated with journalism such as journalists, trainers and media managers.</p>
<p>It is a good idea to divide the index into three professional groups and the fact that each platform's design corresponds to the interests and needs of each particular group.</p>
<p>At least at this stage, it remains a bit abstract and vague. What is it precisely that one wishes to achieve and accomplish?</p>
<p>It highlights target questions which act as useful guides to keep you on the right track, and it hits on key points that need to be addressed when dealing with issues of diversity inclusiveness.</p>
<p>I am not 100% sure as to how you always make the distinction between the different types of professions as there is increased blurring in a fluid industry.</p>
<p>How about an Index for journalism students/trainees?</p>

I belong to the platform journalist/media content. I have noted the indicators list in the methodology paper.
This is very important especially in editorial rooms geared towards the fulfillment of the professional abilities of up and coming journalists.
The Online/web questionnaire and App Q & A seem useful for journalists and reporters.
Because I don't know too much the MEDIANE Index - but maybe it's my fault.
Again, comprehensiveness, matching the breadth of conceptualisation--and strong on the practical details involved.
As the indicators are covering a wide range of possible challenges related to diversity inclusiveness issues, the resulting Index is most surely on a good track.
As i am a journalism trainer and content maker i think the indicators are an important element.
I believe that each sector needs to focus on the exact needs. However, I strongly suggest that an interaction between the platforms to exist.
Par mon expérience de journaliste d'abord, puis de chercheur en communication et média ensuite, je suis malheureusement obligé d'affirmer que les journalistes sont de très mauvais évaluateurs d'eux-mêmes, notamment par la constitution de la profession, qui se prévient de toute juridiction extérieure et n'a donc que peu de capacité à émettre une critique objective à son égard.
However, the draft indicators on journalistic production (p. 8-9) may be misleading or prone to misunderstanding by journalists. This is because the indicators refer to "audiences" and "different audiences". Most journalists, as well as their bosses, are well aware what kind of target audience a publication seeks to attract, and they will not likely divert from that track as the target audience is the basis for their business. Rather, the indicators should perhaps look at something along the line of "are you considering diversity within your defined target audience?". E.g., a motorsport magazine will not veer of the strategy to attract primarily men between the ages of 14 and 59, but it may very well be biased against men with a migration background, etc.
Yes, I think these are the main platforms for improving media practices and journalism.
I strongly agree with Self-monitoring and action interactive tool. We will discover if the reference guide of practices will be really useful for the journalists who didn't take part in his construction.
According to methodology paper it seems great idea to divide the different platforms.
Oui dans la mesure où ce sont 3 types de métiers différents;
It's not very clear what is exactly the first set of indicators listed in the methodology paper
This is a waste of time / c'est une vraie perte de temps
Perhaps it's possible to combine journalism training and content makers

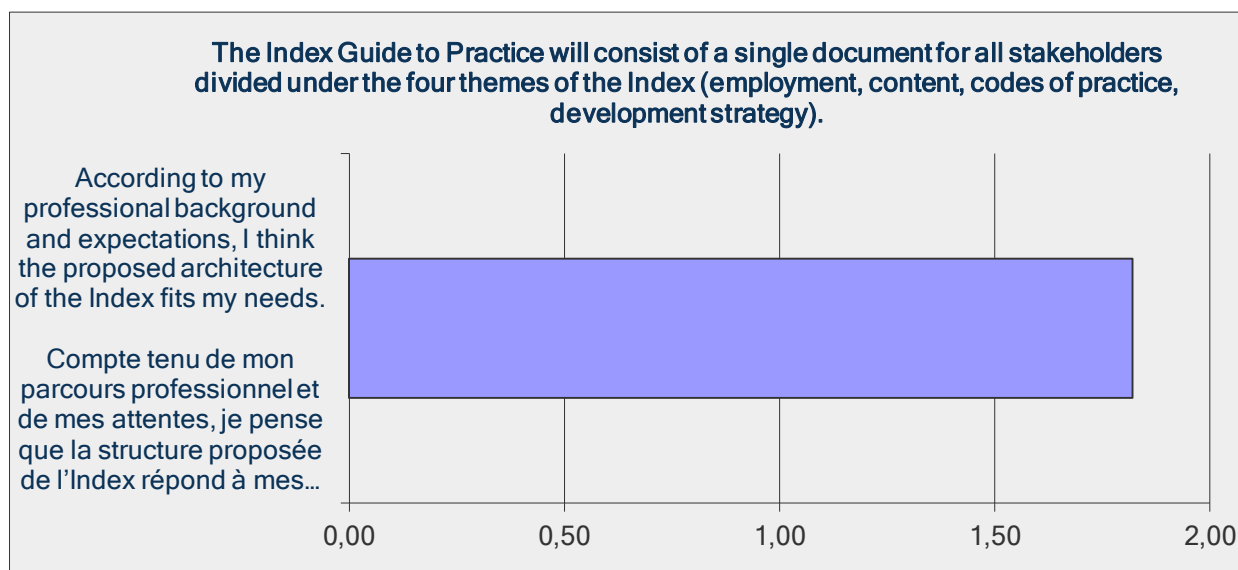
<p>In my opinion the self-monitoring part of the Index is the easiest one to complete and to evaluate. Though it is still very important and can provide surprises for the professionals. Divided in three it will be clear enough and will put the further evaluation on a good track.</p>
<p>For the media manager in the area of "content development" we would add a category "designing new content", to have in mind the Intercultural perspective when thinking new programs and contents.</p>
<p>The indicators help see the different sides of journalism training, content production and media management. I think this is a comprehensive way to measure our own knowledge and practical approaches to inclusiveness.</p>
<p>ok , it's right if it's divided in three parts.</p>
<p>According to my professional background and expectations, I think the first set of indicators puts the Index development on good track.</p>
<p>From a journalistic point of view I think it covers all the production process</p>



**Question 3 - The Index Guide to Practice will consist of a single document for all stakeholders divided under the four themes of the Index (employment, content, codes of practice, development strategy). This reference guide will include a shared selection of approx. 25-30 resources which would be of interest to the three groups: journalism trainers, journalists/media content makers and media managers / Le Guide Pratique de l'Index sera structuré autour d'un document unique pour tou/tes les acteur/trices concerné/es ; document articulé autour des quatre thèmes de l'Index (Emploi, Contenu, Ethique, Stratégie de développement). Ce guide pratique inclura une sélection d'environ 25 à 30 références intéressant les trois groupes cibles : formateur/trices de journalisme, journalistes / producteur/trices de contenu et managers de media.**

**Please indicate if you agree or disagree with the statements below / Merci d'indiquer si vous êtes d'accord ou non avec l'affirmation suivante:**

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<p><b>Please provide further comments to your answer</b> <i>Merci de bien vouloir commenter votre réponse</i></p>							49
<b>Answered question</b>							<b>119</b>
<b>Skipped question</b>							<b>6</b>



## COMMENTS / COMMENTAIRES

Même au sein de chaque groupe cible les exemples de pratiques ne seront sans doute pas tous pertinents pour tout le monde. Des adaptations devront être réalisées par chacun mais le guide pratique sera évidemment une source très intéressante d'inspiration.

For me the best is ethic

I am not quite sure that it is a good idea to publish a single document for all the three groups. Too much paper together. I think it would be better to write an Index Guide to Practice for each of the three groups.

It seems perfect and appropriate, without forgetting the importance of these files in different applications .. Radio, Newspapers, TV, On line, etc. -

It is a comfortable and practical way to organize information. Try 25 to 30 references are few and based on what criteria will choose those 25 references.

Because a unique document for all the groups, became more simple and understandable. It is important to congregate the different sensibilities.

There might be interest to include points of discussion in each reference. All cases may have aspects or issues that are debatable and this should be clear: No good practice is an ideal case!

Cet outil aura le grand avantage de rassembler les questions sous divers angles en UN SEUL document. Ce sera très pratique vu que les outils existants à ce jour sont éparpillés, et parfois dépassés par le temps.

Are all these tools going to be public ? I think is useful for journalists to be aware of tools for media managers, so they can assess and act towards monitoring how management is committed to diversity and also self asses their own work according to the tools promoted by managers.

C'est important qu'il y ait un seul guide pour les trois catégories car celles-ci peuvent être perméables et il est nécessaire de pouvoir envisager les perspectives du point de vue des deux autres.

Sometimes, to give credibility to your words, you need to support them in empirical knowledge, but with "tight" deadlines you sometimes haven't enough time to do this research. The Guide to Practice can be helpful in those cases, for example. Have a list of empirical knowledge to consult it's very important, but I underline the need of having it available online.

I think the areas' sub-indices are well structured and touch the most important points; nonetheless reducing them to the minimum possible would be a gain.

I would be pleased to see an index of programme/ articles that are examples of excellent practice in each country made accessible

The idea is good but it would be good to add to the specialised resources, also some concrete project such as those undertaken under the Mediane project, because they can provide interesting tips especially to journalists and trainers.



Sometimes, to give credibility to your words, you need to support them in empirical knowledge, but with "tight" deadlines you sometimes haven't enough time to do this research. The Guide to Practice can be helpful in that case, for example. Have a list of empirical knowledge to consult it's very important, but I underline the need of having it available online.
It is the most interesting for me: how it was done before, concrete projects, results etc.
I think this will work, but it is hard to be certain until we can see it.
Are the 25-30 resources interesting for the three groups or will each resource be more useful for a group than for other? In the first case, I would strongly agree with the structure, but in the second case I think it would be more useful for the readers to indicate which resource is more interesting for each group.
To avoid a repetition of "resource database", it's seems to me that it's necessary to link deeply the content of the self-monitoring tool and the actions/resource to do/use.
Not having participated at the first meeting, I am doing the survey just after reading the document. I feel that the structure is definitely useful to my professionally practice, but that I will be able to make more appropriate comments once participating more closely.
The reference guide is a good idea. It would be good to include some successful examples of using such practices. In this way diversity inclusiveness in the media can be extend too projects.
I certainly do hope so. But I cannot imagine what it could be in reality. So, difficult to answer.
It provides a clear breakdown of themes backed up with plenty of resources that can be accessed when looking for further research/information.
"Content Is King" as they say. Therefore while in theory it is good it will only be of use to journalists depending on the content.
Maybe those are even too many resources to start with. A "no-go" or blacklist would be useful, I think.
I've been reading the Index Guide to Practice. It is a good tool for selecting helpful practices.
The three groups mentioned are all inter-connected in both theory and practice - in the training of journalists.
Great idea!
I started to search these documents...
Again, logical and practical. It is important that we reach out to editors in particular who are not morally committed to this agenda and may be fearful of an extra burden.
Example is always better than precept.

New resources are always important in order to develop in any practice, i think that a collection will greatly improve anyone's practice.
I believe that the Index will be in this way more suitable for everyone.
En fonction des acteurs concernés je ne suis pas sûr que nous soyons face aux mêmes questions
Oui, cette déclinaison me semble cohérente mais à nouveau, manque de la dimension "terrain", d'un retour d'expériences vécues.
It is a bit unclear to me whether the Guide to Practice will include best practice examples, recommendations, or both. This should be clarified. Ideal would be (to my mind) a structure starting off with abstract recommendations which are then illustrated by one or more successful real world examples.
It was well done, I think, it may be put in practice.
Maybe yes, maybe not. A reporter, differently from a teacher, learns from school training and then from direct experiences "on streets" and through meeting, more than through a guide. It's probably a fault of journalist that has little time to take decisions, and many sources to find and read often in a hurry.
All the interested parts of the project will have a chance to go deep into the study.
Cette structure est cohérente avec la proposition précédente
This is a waste of time / c'est une vraie perte de temps
We need a short / easy access to different themes for journalists and students promoting the use in the journalist activities
Great part of the Diversity Index! I hope the Index will be further enriched throughout the years and the resources will be more than 30.
We would prefer to have Guide to Practice for each target also repeating and having the same document and resource in the 3 different group.
If possible it would be important to highlight specific parts of the resources that are particularly relevant for the 4 themes (rather than linking / indicating the whole document).
This looks like a good way to systematize our own approaches towards diversity and inclusiveness.
This will go a long way to promote further education of young journalists
As i said before, there's a page that you cannot enter, a page full of thousands rules that you can't even understand together. we must be more brave, we must say that Europe now is in the hands of the major banks and the journalism must have the courage to say that this Europe, organized upon the finance-economy issues, is failing his mission in the world.

**Question 4 - The A-Z Glossary will address specific issues that media professionals face in their practice and when making decisions about journalism training, personnel and content production. With an emphasis on the integration of diversity as a guiding theme, the user-friendly glossary will provide specific and applicable tools for media professionals to make decisions that promote media diversity inclusiveness. Le Glossaire alphabétique traitera de questions spécifiques auxquelles les professionnel / les des media sont confronté/es dans leurs pratiques et dans leurs décisions tant en ce qui concerne le personnel, la formation au journalisme ou encore la production de contenus. Avec l'inclusion de la diversité comme thème directeur, le glossaire, facile à utiliser, offrira aux professionnel/les des outils de prise de décision en faveur d'une diversité médiatiquement inclusive.**

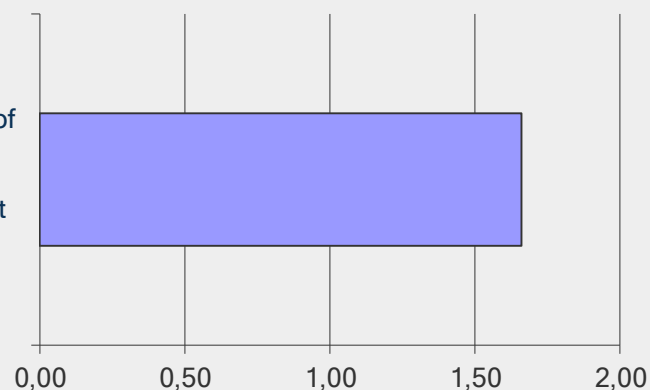
**Please indicate if you agree or disagree with the statements below / Merci d'indiquer si vous êtes d'accord ou non avec l'affirmation suivante:**

Answer Options	Strongly agree <i>Fortement d'accord</i>	Agree <i>D'accord</i>	Neither agree nor disagree <i>Ni l'un ni l'autre</i>	Disagree <i>Pas d'accord</i>	Strongly disagree <i>Fortement pas d'accord</i>	Rating Average	Response Count
<p><b>According to my professional background and expectations, I think the proposed architecture of the Index fits my needs.</b></p> <p><i>Compte tenu de mon parcours professionnel et de mes attentes, je pense que la structure proposée de l'Index répond à mes besoins:</i></p>	55	52	11	0	1	1,66	119
<p>Please provide further comments to your answer <i>Merci de bien vouloir commenter votre réponse</i></p>							50
<b>Answered question</b>							<b>119</b>
<b>Skipped question</b>							<b>6</b>

**The A-Z Glossary will address specific issues that media professionals face in their practice and when making decisions about journalism training, personnel and content production.**

According to my professional background and expectations, I think the proposed architecture of the Index fits my needs.

Compte tenu de mon parcours professionnel et de mes attentes, je pense que la structure proposée de l'Index répond à mes besoins:



## COMMENTS / COMMENTAIRES

Could be very important to have a good glossary for appreciate all the diversity cases we can work with it. There are too many different contexts that we can find in our job, personal and community, and it is very helpful to have the adequate information for our job like inclusion journalists

I have the same comment: not the same publication, even the Glossary, for the three groups. Since they have different tasks they need different approaches to the same concept.

The panels and the index may need to take into account the processes that live in other country outside Europe that deal with migration flows,

Everything made accessible to the guide will be convenient to use, one of the most usual difficulties in decision-making is the lack of time to have several options on the table, and it is also the most common excuse for not being inclusive.

I Think that facilitates the learning and the work of journalists and school trainers.

As in the previous question, the glossary should offer options available NOT "The Answer". This might be the more difficult part to develop.

Vu les conditions de travail des journalistes (course contre la montre), cet outil, pourvu qu'il soit concret et aille droit au but, sera très utile.

Parait être une bonne approche car abordera ainsi des aspects qui n'auraient pas suscité de réflexion spontanée.

Sometimes knowing the concepts don't mean you use them in your daily routine. However, I consider important to find THE definition of a concept and share it in a strong way (like these MEDIANE meetings, in this kind of ambience) to reach people that can put them in agenda setting and make a correct use of them, to them reach (hopefully) the world.

Seems on the good track

If this glossary is in fact made user-friendly it definitely will be a very important tool and the one I will be looking forward to use most.

Need to pay attention to specific language nuances in different countries to the vocabulary of diversity as this will impact on how effectively and willingly different stakeholders make use of the resources of the Index

I have few data available to me to provide effective evaluation of this third tool

Sometimes knowing the concepts don't mean you use them in your daily routine. However, I consider important to find THE definition of a concept and share it in a strong way (like these MEDIANE meetings, in this kind of ambience) to reach people that can put them in agenda setting and make a correct use of them, to them reach (hopefully) the world.

A Glossary is something needed, the "red line" of diversity is there, I don't see something to add.

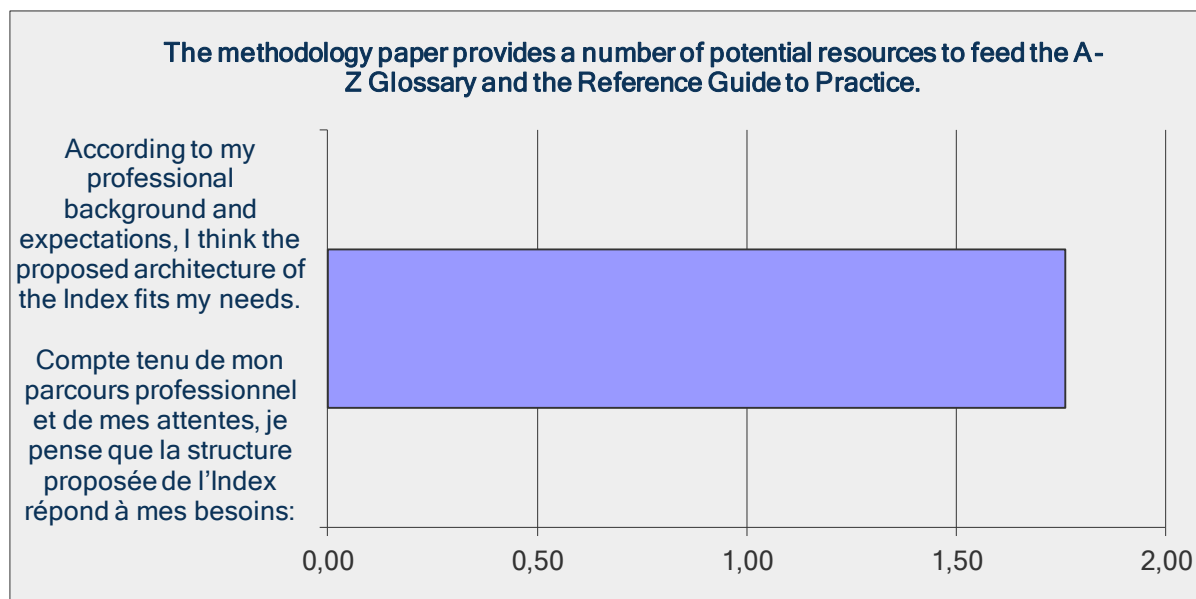
Again, I think this will work, but it is hard to be certain
Is the name "Glossary" appropriate to this goal ? It's more a F.A.Q, isn't it ?
I think this is a particularly useful tool, handy and easy to use.
It is easy to find content that suits every journalist as per their level and what content they are looking for.
It is a very useful tool to search something.
Probably yes. But again: how will one be motivated to use the tool?
This would be a useful tool to use as a reference guide when covering topics related to diversity inclusiveness during journalism training courses that my organisation offers.
This would be very useful
Thinking of an A-Z Glossary, a dictionary with synonyms that can be used for cliché-words that discriminate minorities should be compiled.
Very helpful indeed. It really fits my possible needs.
Diversity in the editorial room will greatly enhance effectiveness in dealing with issues relating to the diverse nature of Europe today.
I think a very useful way to create a common framework based on values of inclusion.
It's very useful!
As with any style guide, it is important that the glossary provides an easy, alphabetised route ('R' is for recruitment) for busy editors / editorial managers.
Besides the usefulness of the Glossary, it is highly beneficial that it also gives you the possibility to find tailor-made solutions to your specific situation or problem.
I think that a user-friendly glossary is always a good addition to any conference or guide and media diversity inclusiveness is one of the important issues of today's media.
I find it a useful approach as media professionals need to know what are the problems they face and if there are some solutions to them or not.
Le glossaire permettra d'avoir un outil rapide répondant à nos besoins spécifiques
Bien, avec la réserve émise ci-dessus selon laquelle les journalistes sont rétifs à la remise en question de leurs pratiques. Un guide non-contraignant serait accepté, mais serait-il efficace? Tout dépend de la formulation et de l'audience qu'il rencontre.

Question: Is the glossary supposed to be in multiple languages? This would be important for its practical effectiveness.
The glossary may help all of us to clarify concepts
Linked to my answer above, the structure can surely help to find rapidly what we are looking for.
Such manual will be very nice and easy to be understood.
C'est difficile de répondre sans avoir cet outil.
This is a waste of time / c'est une vraie perte de temps
The best part of the Diversity Index especially for everyone who is under time pressure and doesn't want to read long texts! I hope the wide variety of resources will be kind of guarantee for the credibility of the Index and could give a lot of answers and directions to different questions and prepositions.
useful tool
If the Index is translated it will be important to have locally accurate translations of the keywords, taking into account the specificity of the language / cultural environment.
It is always useful to have a quick reference tool. In today's media a tool for enhancing inclusiveness would be a great help.
Content production will strengthen work in the editorial office as well as in training programmes designed for further training of media practitioners
i can't even open this page so i can't judge it.
And content production. With an emphasis on the integration of diversity as a guiding theme, the user-friendly glossary will provide specific and applicable tools for media professionals to make decisions that promote media diversity inclusiveness.
I do not have it clear the utility of the glossary so I reserve my opinion on this one until I find more information
The only thing I would be happy about is that this glossary be physically present in most major media offices, so as to enhance best practices!

**Question 5 - The methodology paper provides a number of potential resources to feed the A-Z Glossary and the Reference Guide to Practice / La note méthodologique présente un certain nombre de références potentielles pour le Glossaire alphabétique et le Guide Pratique.**

**Please indicate if you agree or disagree with the statements below / Merci d'indiquer si vous êtes d'accord ou non avec l'affirmation suivante:**

Answer Options	Strongly agree <i>Fortement d'accord</i>	Agree <i>D'accord</i>	Neither agree nor disagree <i>Ni l'un ni l'autre</i>	Disagree <i>Pas d'accord</i>	Strongly disagree <i>Fortement pas d'accord</i>	Rating Average	Response Count
<p><b>According to my professional background and expectations, I think the proposed architecture of the Index fits my needs.</b></p> <p><i>Compte tenu de mon parcours professionnel et de mes attentes, je pense que la structure proposée de l'Index répond à mes besoins:</i></p>	46	58	13	1	1	1,76	119
<p><b>Please comment your answer and suggest any other potential resources that you may know about (please provide the web links)</b></p> <p><i>Merci de bien vouloir commenter votre réponse et de suggérer, si vous le souhaitez, d'autres références potentielles (merci d'indiquer les liens internet)</i></p>							44
<b>Answered question</b>							<b>119</b>
<b>Skipped question</b>							<b>6</b>



## COMMENTS / COMMENTAIRES

Yes, but much more work has to be done to elaborate a genuine and original tool.

I agree and I think is vital to create this index.

I agree, especially has I found very interesting all about the audience. It is a common flaw of journalists who are dedicated to diversity programs think of captive audiences, audiences do not realize that they would be interested in our content if they were affordable.

Yes I think that they are, of course, more representative in the actuality problems.

Yes, this is a quite extensive reference list.

Cet effort de rassembler l'info en un seul point est très pratique, d'autant que la liste comprend pas mal de références on line. Donc, plus d'excuses pour ne pas se pencher sur la question !

The resources are very numerous, and while is good , i would suggest splitting them in 2 parts - the most comprehensive ones and easiest to apply and understand -additional ones, for deepening the topic We live in a time where lack of time and short span attention is not in favor to dig deep.

Oui, importance des références pour s'orienter et éventuellement poursuivre d'autres pistes.

My suggestions are MIPEX - The Migrant Integration Policy Index (<http://www.mipex.eu/>) and the @Diversity - an European Idea Competition (<https://www.at-diversity.eu/>)

I found a few resources that are new to me.

no further comments

I recommend the inclusion of a greater number of texts in different European languages: For the Roma discrimination in the media, I suggest this Italian text: [http://naga.it/tl\\_files/naga/comunicati/INVITI/2013\\_SeDicoRom\\_LO\\_.pdf](http://naga.it/tl_files/naga/comunicati/INVITI/2013_SeDicoRom_LO_.pdf) Here the English abstract: [http://media.wix.com/ugd/3f6620\\_a459852c66547f521a73acb652792b71.pdf](http://media.wix.com/ugd/3f6620_a459852c66547f521a73acb652792b71.pdf)

MIPEX - Migrant Integration Policy Index - <http://www.mipex.eu/> @Diversity - European Idea Competition - <https://www.at-diversity.eu/>

I can't tell if the list is complete or not, but I would add a list of media that are representative of diversity. For examples: cafebabel.com (European magazine), EuradioNantes (interns from all over Europe), lesnouvellesnews.fr (a media were the experts are 50% men, 50% women), Slate Afrique, etc.

I have nothing specific to add to this, except to say that online resources come and go, and pages stop working and so on....this needs very careful checking



I think that the potential resources introduced in the methodology paper are more focused in journalism trainers and media managers than in journalists/media content makers. As a contents producer I would like to read articles considered as examples of diversity and inclusiveness, but also the opposite: articles far from the diversity to understand and learn what is wrong in these papers.
Is Glossary an appropriate name for this goal ? It's more a F.A.Q ; isn't it ?
I think that the potential resources are very good and very representative. Maybe more could be added on a closer analysis.
Maybe it could only include more international comparative researches on media and diversity.
Your selection seems large and relevant. But I am not so deep in this issue that I would be in any position to evaluate the scope and depth of the resources.
They cover a broad range of topics around the issue of diversity inclusiveness including gender and disability issues amongst others.
This would be useful.
<a href="http://www.theguardian.com/media-diversity">http://www.theguardian.com/media-diversity</a>
Yes they are representative of available and relevant references on Media & Diversity.
There should be more room for the inclusion of more aspects touching on diversity and inclusiveness.
I don't think the methodology papers are useful - but i will try to use these. I promised.
To be honest, I didn't realise just how many references we already had on which to draw.
I am eager to read the methodology!
As mentioned before, I strongly agree with the proposed approach.
Aucune objection quant aux références incluses. Je suggèrerais volontiers des ouvrages très instructifs sur le journalisme étudié sous l'angle des sciences sociales, mais ce ne sont que des références biblio, et non des liens internet. Par exemple: - Jost, F, 2004, Introduction à l'analyse de la télévision, Paris, Ellipses - Ruellan, D, 1993, Le professionnalisme du flou. Identité et savoir-faire des journalistes français, Presses universitaires de Grenoble
I think that resources should come from a wider range of countries, also in different languages than French and English

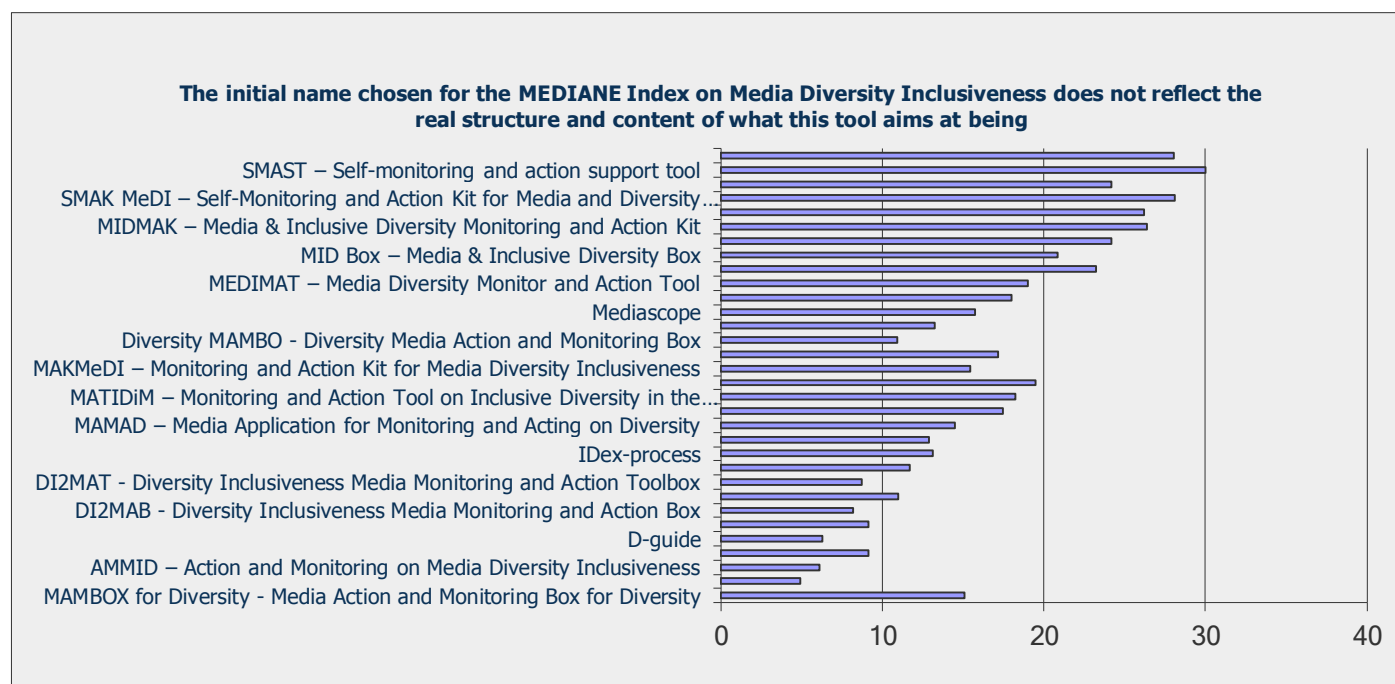
<p>I'm not deeply enough into the topic area to tell.</p>
<p>Anyone can consult the Reference Guide and existing practices</p>
<p>We all need to simplify and rationalise our researches. This is a useful help.</p>
<p>Already check the methodology paper, who is very well constructed, but i still think that A-Z glossary will be better. Probably basic guide how to check how the Mediane project will be useful, will be even better for the new potential journalists/trainers/media managers to enter into the program.</p>
<p>Il me semble que cette liste est représentative notamment par la diversité des thèmes et des origines géographiques des auteurs proposés.</p>
<p>This is a waste of time / c'est une vraie perte de temps</p>
<p>Strongly agree! Congratulations to the Index team for gathering such bright and comprehensive material. I'm just starting to study some of the reports and tools...</p>
<p>UNESCO Freedom of Expression Toolkit (for Students) <a href="http://unesdoc.unesco.org/images/0021/002186/218618e.pdf">http://unesdoc.unesco.org/images/0021/002186/218618e.pdf</a> - InterMedia Intercultural Media Training in Europe <a href="http://www.freie-radios.at/docs/1196869850_intermedia-handbook-EN-monitor.pdf">http://www.freie-radios.at/docs/1196869850_intermedia-handbook-EN-monitor.pdf</a></p>
<p>Not clear at all. you can't tell what are the aims, what we want to do in future with this program, which are the purposes and so on.</p>
<p>According to my professional background and expectations, I think that the potential resources introduced in the methodology paper are very well representative of available and relevant references on media &amp; diversity.</p>
<p>I do not have enough knowledge of the sources as to form an opinion,</p>

**Question 6 - The initial name chosen for the MEDIANE Index on Media Diversity Inclusiveness does not reflect the real structure and content of what this tool aims at being: a self-monitoring and action tool in daily media work and production. Suggestions of other potential names have already been made / Le nom initialement choisi pour l'Index MEDIANE pour une Diversité Médiatiquement Inclusive ne reflètent pas réellement la structure et le contenu que cet outil entend être; à savoir un outil d'autodiagnostic et d'aide à l'action visant à inclure la diversité dans le travail quotidien des media et leurs productions. Quelques suggestions de nouvelles dénominations ont déjà été faites. Based on this list of suggested names, could you please select 5 and order them from 1 (most preferred) to 5 (less preferred) / A partir de la liste des premières suggestions de noms, pouvez-vous en sélectionner 5 en les classant de 1 (le plus favori) à 5 (le moins favori)?**

Answer Options	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	Rating Average	Response Count		
AMBOX	11	8	13	7	7	32	4	5	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	4,91	90
AMMID	8	8	5	6	8	17	28	4	2	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	2	0	6,13	90
DIAM Box	1	2	2	1	0	9	9	8	10	22	22	1	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	9,14	90
D-guide	5	8	9	11	11	4	13	21	2	1	0	0	0	0	1	1	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0	6,27	90	
DIMAT	1	5	3	2	2	4	9	7	9	11	20	15	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	9,13	90	
DI2MAB	3	2	0	4	9	7	12	22	23	1	1	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1	1	8,20	89	
DIMMAB	0	2	2	0	0	0	0	10	8	11	13	24	16	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	10,99	89		
DI2MAT	2	1	2	2	7	7	8	9	22	23	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	1	0	8,76	89		
DIMMAT	1	0	3	0	1	1	0	0	10	8	12	12	23	14	2	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	11,71	89	
IDex-Process	1	0	1	0	4	0	1	0	0	0	9	13	12	17	20	8	2	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	13,14	90	
KIDAMM	3	1	4	2	2	2	0	1	0	1	0	10	11	10	18	17	6	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	12,87	90		



<b>SMAK</b>	1	0	1	1	2	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	3	54	17	6	0	0	26,22	90
<b>SMAK MeDI</b>	0	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	3	56	19	6	0	0	28,09	90
<b>SMART</b>	3	6	1	6	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0	0	3	57	7	1	24,19	90	
<b>SMAST</b>	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	1	1	0	0	0	4	69	11	30,04	90
<b>SQAT</b>	2	1	2	1	2	3	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	4	71	28,08	90
<b>Answered question</b>																												<b>90</b>						
<b>Skipped question</b>																												<b>35</b>						





**Question 7 - Please suggest, if you want, any other possible names***Merci de suggérer, si vous le souhaitez, d'autres noms possibles :*

Answer Options	Response Count
<i>Answered question</i>	26
<i>Skipped question</i>	99

**SUGGESTED NAMES / NOMS SUGGERES**

MIDA-Media inclusiveness, Diversity and Action MADI -Media Action Diversity and inclusiveness..

The guiding principle is that the name should appear the same /be understood in the main languages. Problems from translating in different languages should be limited to the extent possible. No need to explain everything in the name. I Would suggest Media Diversity Guide

Media Diversity Inclusive Yes

INCLUTEST - after all, i see this index as a test to see how much you are on track with your inclusivity task :) And is written the same in English and French and it is easy to remember

Be more direct if possible (or fun, like the MAMBO) - journalists need to understand what it is at a glance

Where is DIVERSITY PROGRESS INDEX?

I think it's important that the name doesn't sound too bureaucratic or complicated and emphasises the self-driven focus of your toolkit, How about: DIVA: The DIY toolkit for monitoring media diversity

My first choice is still MIDI.

Most preferred - Media Diversity Monitor (1) Mid Box (2) MIDAT (3) D-guide (4) Mediascope (5)

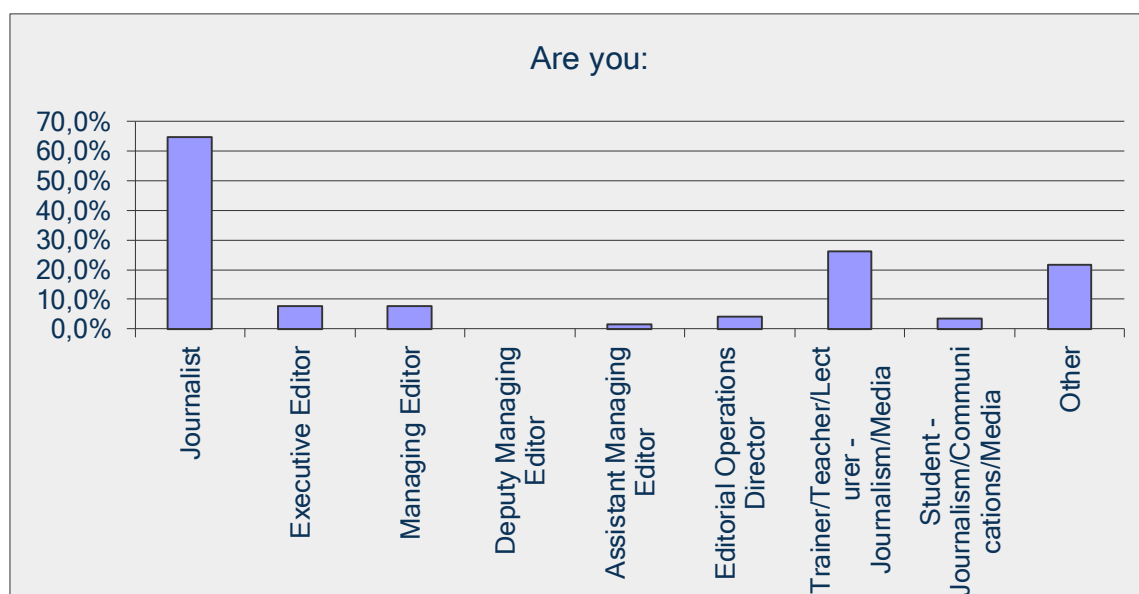
Impossible to reply to the n°6 question. Numbers appears automatically.

D-Media Guide

Frankly, I do not like any of those names: they are names for a name's sake. They are pseudo-witty, abstract, and non-transparent. I feel that a good name is descriptive and transparent: you instantly see from the name what the tool is for. And even better, the name contains elements that allure the target group to use the tool: a promise of profit to be gained from using the tool. Thus, I would favour a name in the style of 'Audience Builder Tool' or 'Audience Development Tool' that also was on your list. Indeed, you might even add the words Media and/ or Inclusion in the name: Media Audience Development Tool, or Media Audience and Inclusion Development Tool.
MIDI is a nice and representative acronym to me.
SKAT, MICMAK, MIDBOX...
Please keep it simple and not an impenetrable acronym.
DIMO - Diversity Inclusiveness Media Observer
MEclusive: Diversity in the media
Media Diversity Index Media Diversity Toolbox
MEDIANE : simple and very recognizable due to the entire campaign
This is a waste of time / c'est une vraie perte de temps
MID - Media, Inclusiveness & Diversity



Question 8 - Are you:		
Answer Options	Response Percent	Response Count
Journalist	64,7%	77
Executive Editor	7,6%	9
Managing Editor	7,6%	9
Deputy Managing Editor	0,0%	0
Assistant Managing Editor	1,7%	2
Editorial Operations Director	4,2%	5
Trainer/Teacher/Lecturer - Journalism/Media	26,1%	31
Student - Journalism/Communications/Media	3,4%	4
Other	21,8%	26
Other (please specify)		34
<b>Answered question</b>		<b>119</b>
<b>Skipped question</b>		<b>6</b>



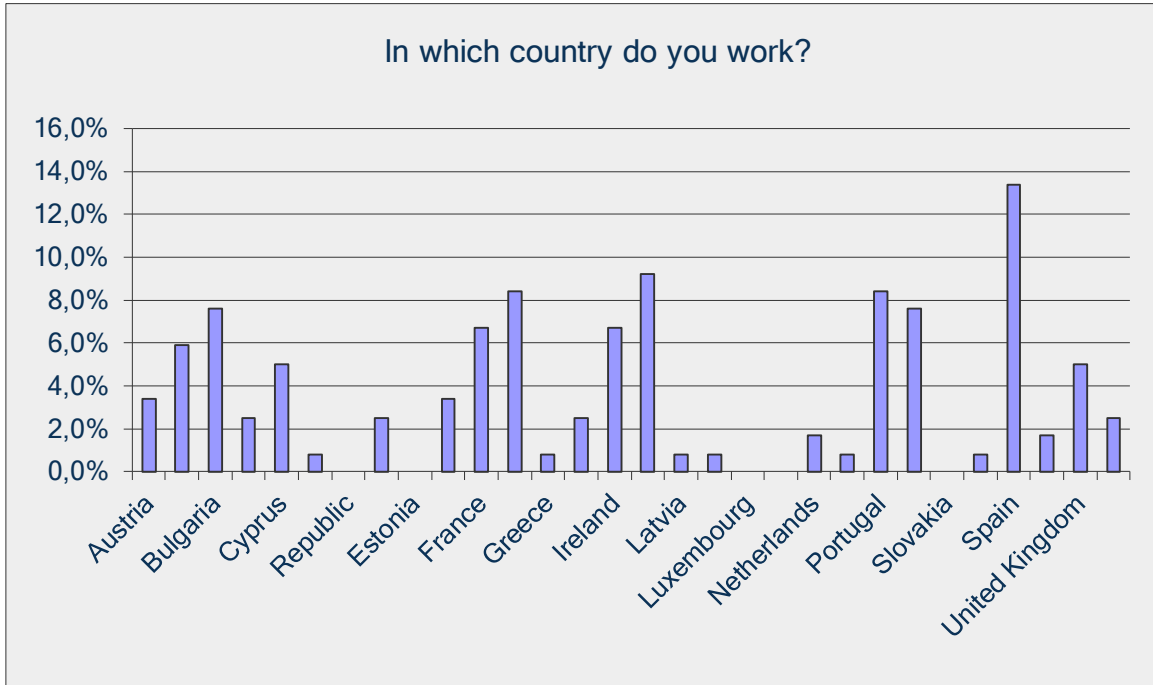
<b>OTHER PROFESSION / AUTRE PROFESSION</b>
social communicator
Researcher
Fellow Researcher in the Social Anthropology Department at Universidad Autonoma de Madrid
Assistant Professor and fellow researcher in the Social Anthropology Department, at Universidad Autonoma de Madrid
manager political debates with the independent center for art and debate The Red House, Sofia
Radio drama producer/director
regulatory authority
Also a researcher
Media Analyst for Portuguese Media Regulatory Entity
Project coordinator of a radio programme including (media management, journalism and training)
Radio Producer
manager for the political debates at the Independent center for Culture and Debate The Red house
Specialist in GBV & the Media
Independent radio documentary producer for BBC
Executive Director
Documentary Filmmaker
Media Maker and Technical Coordinator
NGO activist in media
Media Manager
Art Reviews Editorial Staff
political observer, columnist
Section lead editor
Student of another field, but volunteering in media
Union - Communication Department Manager
And a former journalist as well

president of Journalists' Association
film Maker and Film Producer
Branleur professionnel
Media Literacy researcher
GENDER RESPONSIBLE FSC CCOO
free lance
Radio Producer
Radio Station Manager
executive director



<b>Question 9 - In which country do you work?</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
<b>Austria</b>	3,4%	4
<b>Belgium</b>	5,9%	7
<b>Bulgaria</b>	7,6%	9
<b>Croatia</b>	2,5%	3
<b>Cyprus</b>	5,0%	6
<b>Czech</b>	0,8%	1
<b>Republic</b>	0,0%	0
<b>Denmark</b>	2,5%	3
<b>Estonia</b>	0,0%	0
<b>Finland</b>	3,4%	4
<b>France</b>	6,7%	8
<b>Germany</b>	8,4%	10
<b>Greece</b>	0,8%	1
<b>Hungary</b>	2,5%	3
<b>Ireland</b>	6,7%	8
<b>Italy</b>	9,2%	11
<b>Latvia</b>	0,8%	1
<b>Lithuania</b>	0,8%	1
<b>Luxembourg</b>	0,0%	0
<b>Malta</b>	0,0%	0
<b>Netherlands</b>	1,7%	2
<b>Poland</b>	0,8%	1
<b>Portugal</b>	8,4%	10
<b>Romania</b>	7,6%	9
<b>Slovakia</b>	0,0%	0
<b>Slovenia</b>	0,8%	1
<b>Spain</b>	13,4%	16
<b>Sweden</b>	1,7%	2
<b>United Kingdom</b>	5,0%	6
<b>Other</b>	2,5%	3

Other (please specify)	4
<b>Answered question</b>	<b>119</b>
<b>Skipped question</b>	<b>6</b>



OTHER COUNTRY / AUTRE PAYS
South America
Turkey
Macedonia
Switzerland

## 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?*