

MEDIANE

Media in Europe for Diversity Inclusiveness



February 2014

MEDIANE BOX On Media Diversity Inclusiveness

***JOURNALISTS
SELF-MONITORING
INDICATORS***

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The self-monitoring tool for journalists is organized under four main themes:

- 1. Planning an assignment**
- 2. Data/evidence gathering**
- 3. Write up/editing**
- 4. Engagement with audience**

The proposed themes are the result of online consultation (two online surveys with potential users) between May 2013 and January 2014 and consultation with the Mediane partners.

INDICATORS AND THEMES

Planning an assignment

1. *I consider historical context when discussing issues specific to minority groups.*

- Never
- Rarely
- Sometimes
- Often
- Always

2. *Have I ever taken the race or ethnicity of a colleague into account when discussing or seeking help on an assignment?*

- Yes
- No
- In occasions

3. *Have I ever chosen not to work with a colleague on an assignment based on (select all that apply):*

- Gender
- Race/Ethnicity
- Sexual Orientation
- Physical ability
- Class
- Age
- Religion

4. *Do I believe single employees, or those without children, are more likely or willing to commit additional time to assignments?*

- Yes
- No
- Sometimes

5. *Time constraints/deadlines have led me to exclude alternative points of view from an assignment:*

- Never
- Rarely
- Sometimes
- Often
- Always

6. *I have requested that a story be reassigned due to a perceived personal bias.*

- Never
- Rarely
- Sometimes
- Often
- Always

Data/evidence gathering

1. *When choosing people to interview, I try to select people from diverse social and economic backgrounds.*

- Never
- Rarely
- Sometimes
- Often
- Always

2. *Do I take individuals to represent, or ask individuals to speak on behalf of, their (select all that apply):*

- Gender
- Race/Ethnicity
- Sexual Orientation
- Physical ability
- Class
- Age
- Religion

3. *I consider alternative perspectives to the ones held by the majority.*

- Never
- Rarely
- Sometimes
- Often
- Always
-

4. *I regularly consult with experts or trusted sources to ensure accompanying story images are honest visual representations of the content in my story.*

- Never
- Rarely
- Sometimes

- Often
- Always

5. *I receive story content from sources gathered using resources beyond those readily and regularly available to me.*

- Never
- Rarely
- Sometimes
- Often
- Always

6. *Do I believe that an expertise in a certain subject area requires a formal education?*

- Yes
- No
- Sometimes

7. *Do I systematically ask sources how they identify socially, politically and culturally when on assignment?*

- Yes
- No

8. *My personal apprehensions about engaging with a particular group of sources or experts have limited my ability to collect necessary information while on assignment.*

- Never
- Rarely
- Sometimes
- Often
- Always

9. *Do I proactively look for sources who I have not consulted or contacted in previous stories?*

- Never
- Rarely
- Sometimes
- Often
- Always

Write-up/editing

1. *Do I mention the personal attributes of a source (such as race, gender, or religion) when it is not pertinent to the story at hand?*

- Never
- Rarely
- Sometimes
- Often
- Always

- 2. *When identifying minority groups in a story, do I use the most current and accepted terminology?***
 - Yes
 - No

- 3. *I feel confident that I am aware of the current and accepted terminology when writing about minorities.***
 - Yes
 - No
 - To some extent

- 4. *I credit all members of staff appropriately in the publication when they formally or informally contribute to the content of my stories?***
 - Yes
 - No

- 5. *I include contrasting opinions in my stories.***
 - Never
 - Rarely
 - Sometimes
 - Often
 - Always

- 6. *Time or space limits have led me to omit historical context or details pertaining to a sources' background in a story.***
 - Never
 - Rarely
 - Sometimes
 - Often
 - Always

- 7. *I rework stories following feedback from superiors/colleagues prior to submission for publication.***
 - Never
 - Rarely
 - Sometimes
 - Often
 - Always

- 8. *Prior to gathering data for a story, I research related past stories and the feedback they received from audiences.***
 - Never
 - Rarely
 - Sometimes
 - Often
 - Always

9. *I consider, and approach, stories with sensitivity towards the people I am writing about.*

- Never
- Rarely
- Sometimes
- Often
- Always

10. *When in the field, I provide my sources with a comprehensive understanding of my assignment and their role in it prior to conducting interviews.*

- Never
- Rarely
- Sometimes
- Often
- Always

Engagement with audience

1. *Do I assume that my audience is from a particular cultural or economic background?*

- Yes
- No
- Sometimes

2. *I like my stories to reflect the social, cultural and political views of the publication's audience.*

- Never
- Rarely
- Sometimes
- Often
- Always

3. *I avoid language that may be offensive or alienating to certain audience members.*

- Never
- Rarely
- Sometimes
- Often
- Always

4. *Do I survey letters to the editor, forums, comments sections and other forms of feedback from the audience before and during the write-up of my stories?*

- Yes
- No
- Sometimes
-

5. *Am I seeking feedback to my stories from the audience?*

- Yes
- No
- Sometimes

6. Do I remain as conscious of my language on social media platforms as I am in published pieces?

- Yes
- No
- Sometimes

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?