

MEDIANE

Media in Europe for Diversity Inclusiveness

February 2014

**MEDIANE BOX
On Media Diversity
Inclusiveness**

***MEDIA MANAGERS
SELF-MONITORING
INDICATORS***

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EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

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The self-monitoring tool for media managers is organized under five main themes:

- 1. Recruitment**
- 2. Leadership**
- 3. Workplace environment**
- 4. Policies / Codes of practice**
- 5. Strategies for media development**

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

DEMOGRAPHICS (Optional)

This would enable to filter survey results based on different professional subcategories within an organization's management team.

SECTOR

Public national media

Commercial national media

Community media

Other _____

SIZE AND REACH / AUDIENCE OF ORGANIZATION:

POSITION

Managing editor

News editor

Human resources manager

Human resources diversity manager

1. Is there a benchmark for determining ethnic/race/gender inclusiveness in your organization?

YES

NO

2. Are there a diverse range of ethnicities represented at different levels of the company?

MANAGERIAL LEVEL: YES / NO

BOARD MEMBERS: YES / NO

EDITORS: YES / NO

JOURNALISTS: YES / NO

3. What are your organization's criteria when hiring?

List the **three most important** elements from the list provided when considering new employees.

Education background

Previous work experience

Ethnicity

Gender

Religious beliefs

Technical Expertise

Long-term vision

Age

Practical Skills

Team Skills (Cooperation)

4. Are new journalists recruited from within the organization (internally) rather than advertised and recruited externally (outside the current members?)

YES

NO

SOMETIMES

5. Is the organization taking advantage of all available platforms for advertising job openings?

YES

NO

SOMETIMES

6. Does the organization typically target a particular audience or community when soliciting job applicants?

YES

NO

SOMETIMES

7. Are there policies in place to reduce selection bias during the application/interview process (for example, removing names from CVs)?

YES

NO

8. Does your organization value/prioritize diversity inclusiveness in recruitment policies?

YES

NO

9. Are employees able to access records of gender/age within organizational hiring/recruitment practices?

GENDER: YES / NO

AGE: YES / NO

10. Are employees able to access records of ethnicity/race within organizational hiring/recruitment practices?

ETHNICITY: YES / NO

RACE: YES / NO

11. Do you have particular definitions of diversity that selectors can consult during recruitment and hiring processes?

YES

NO

12. Are disclosure rates available? For example, does the organization track and record the number of applicants that choose/choose not to disclose ethnicity or gender?
(skip if not relevant to your country)

YES

NO

13. Is the organization aware if a particular ethnicity is underrepresented within the journalists' applicant pool and hiring practice?

YES

NO

14. Is the organization aware if a particular gender is generally underrepresented within the journalists' applicant pool and hiring practice?

YES

NO

PROMOTION POLICIES

1. Are there clear procedures and mechanisms for journalists to provide feedback/suggestions to managers?

YES

NO

2. Are there clear procedures to report harassment or abuse (sexual harassment, for example)?

YES

NO

3a. Do those responsible for investigating such claims fairly represent the diversity of the workplace?

YES

NO

TO AN EXTENT

3b. Is this committee selected in ways that guarantee the representation of the diversity of the workplace?

YES

NO

TO AN EXTENT

4a. Is the pay gap between men and women readily disclosed?

YES

NO

4b. Does the organization undergo periodic audits to accurately and fairly track gaps in pay between different groups (men/women; different ethnic groups)?

YES

NO

5. Are gender and diversity accurately represented within the promotion committee or body responsible for assessing promotions?

YES

NO

TO AN EXTENT

6. Are there mechanisms in place to guarantee that the promotion committee(s) is/are selected to ensure that a variety of viewpoints or experiences are accurately represented within the body?

YES

NO

TO AN EXTENT

7a. Is there a mentoring system in your organization?

YES

NO

7b. If employees have mentors, are these mentors selected with consideration of the employee's gender, ethnic background, or other factors?

YES

NO

TO AN EXTENT

LEADERSHIP

1. Is there a clear hierarchical structure in the organization? (for example, can journalists freely express their opinions to editors/managers)?

YES

NO

TO AN EXTENT

2. Are employees or the public able to access information concerning diversity representation within the organisation's leadership?

YES

NO

3. Are there groups (for example, women, people with disabilities) that are underrepresented within the organization leadership?

YES

NO

IF ANSWER IS NO →

Does the organization have procedures to actively close this gap in representation?

YES

NO

4. Do programmes available for career development accurately take into account the various educational, ethnic, and occupational backgrounds of employees?

YES

NO

TO AN EXTENT

5. Are there training modules on topics such as sexual harassment or diversity that are required for managers or employees to follow as part of their work training?

YES

NO

6. Are there procedures or policies for monitoring diversity within the editorial board?

YES

NO

7. Are there opportunities for training/career development available to employees at different stages of their career?

YES

NO

8. Are there measures in place that reach out to and/or actively encourage employees across the organization to seek career development/training opportunities?

YES

NO

TO AN EXTENT

9. Can less established/junior journalists freely express opinions that are different to more established members of staff or their managers?

YES

NO

TO AN EXTENT

10. Do the people in leadership/training /editor position listen carefully to employees/not jump to conclusions?

YES

NO

TO AN EXTENT

11. Do editors / managers / team leaders treat others with respect to their cultural backgrounds / gender profile / ethnicity?

NEVER

RARELY

SOMETIMES

OFTEN

ALWAYS

12. Do leaders/editors welcome different staff perspectives and experiences?

NEVER

RARELY

SOMETIMES

OFTEN

ALWAYS

13. Are managers / editors encouraged to welcome experiences and perspectives that surpass their core area of expertise / knowledge?

NEVER

RARELY

SOMETIMES

OFTEN

ALWAYS

14a. Do managers/editors foster intercultural teamwork and collaboration?

NEVER

RARELY

SOMETIMES

OFTEN

ALWAYS

14b. Do managers/editors foster inter-generational teamwork and collaboration?

NEVER

RARELY

SOMETIMES

OFTEN

ALWAYS

1. What are the current characteristics of the workplace culture?

Order them from most to least important using numbers with 1 being the most important:

Social Responsibility

Audience Focus

Innovation

Long-term vision

Risk Tolerance

Fair Treatment

Diversity

Inclusion

Ethical Practice

Breadth of Perspective

Intercultural Sensitivity

Peer competition

Hierarchy

Focus on Competitors

Ethical codes' awareness

2. Are journalists required to have the approval of their editor before submitting their work for publication/broadcast in any public domain (including online)?

NEVER

RARELY

SOMETIMES

OFTEN

ALWAYS

3. Are a diverse range of voices considered a valuable asset in the newsroom?

YES

NO

TO AN EXTENT

(This can be cross-checked against a diversity inclusiveness index which discerns if there is a diverse range of voices included at levels of management where these checks are carried out)

4. Is freedom of speech valued in the newsroom?

YES

NO

TO AN EXTENT

5. Are cultural/religious symbols visible in the workplace

YES

NO

6. Are individuals allowed to display cultural religious symbols in the workplace

YES

NO

7. Are individuals comfortable discussing issues of religious tolerance in the workplace without fear of discrimination?

Rate on a scale of 1 – 5 (5 = not comfortable at all; 1 = very comfortable) =

8. Are individuals comfortable discussing gender issues/sexual orientation in the work place without fear of discrimination?

Rate on scale of 1-5 (5 = not comfortable at all; 1 = very comfortable) =

9. *Is the workplace environment a welcoming and inclusive place for employees at all levels of the company? In your own words discuss some of the strengths and some of the weaknesses of the current workplace environment. How could it be improved? (max 500 words.)*

POLICIES/CODES OF PRACTICE

- 1. Are there policies in place for the mentoring and promotion of all staff members?***

YES

NO

- 2. Does the organization have accessible and clearly defined policies regarding diversity that are also available to the public?***

YES

NO

- 3. Are there policies for accurately tracking and reporting demographic information about the constitution of the workforce in your organization? (for example, gender, ethnicity, ability)***

YES

NO

- 4. Are there policies or mechanisms that ensure that employee feedback is appropriately and fairly reflected in organization policy change?***

YES

NO

5. Are training and career development courses tracked equally across all employees and levels of the organization?

YES

NO

6. Is there currently a set of policies (i.e. in a organization handbook) that outlines the organization's policies on diversity and inclusion?

YES

NO

7. Rate how important transparent business practices are to your organization (5 = not valued; 1 highly valued) =

8. Does the organization tolerate individual differences? For example, differences in sexual orientation, religious faith, political opinions, etc.?

YES

NO

TO AN EXTENT

9. Is the workplace environment one of cooperation?

YES

NO

TO AN EXTENT

10. Do co-workers work together to meet organization goals?

YES

NO

TO AN EXTENT

11. Does the workplace value a diverse range of perspectives in achieving goals? (i.e. different cultural backgrounds)

YES

NO

TO AN EXTENT

12. Does your organization hold meetings to think about new ways in which the organization can contribute to the community in which it operates?

YES

NO

STRATEGIES FOR MEDIA DEVELOPMENT

1. Is diversity taken into account to the strategic vision and plans for organizational development?

YES

NO

TO AN EXTENT

2. Does your organization cater to a global or a local audience?

LOCAL = 1

GLOBAL = 2

3. To what extent does your organization envision to diversify its workforce in the next 5 years (for example, in terms of gender; ethnicity; class background; disability; religion)

Rate on scale of 1 – 5 (1 = a lot; 5 = not at all) =

4. *Is contributing to communities in which the organization operates valued in your organization's media practice? (e.g. community engagement projects such as visiting schools or making apprenticeships available to local youth)*

NEVER

RARELY

SOMETIMES

OFTEN

ALWAYS

5. *Would it be beneficial for the quality of your organization's media output to include more individuals from a diverse range of economic backgrounds (either as professionals or as sources?) Rate on scale of 1 – 5 (5 = not important at all; 1 = extremely important) =*

6. *What are the top priorities in your media strategy development? (choose the 3 most important)*

Operational efficiency

Innovation

Customer satisfaction

Low cost

Quality

Equality and diversity in the organization

Ethical reporting

Accuracy

Transparency

7. *When developing a project/assignment are editors/journalists encouraged to take a long-term view on the implications of their output?*

YES

NO

TO AN EXTENT

8. *Would you consider the introduction of an apprenticeship programme in the organization for local / underprivileged youth?*

YES

NO

PERHAPS

9. *What sort of changes regarding diversity and inclusiveness do you see as being achievable in the short term/long term? (NOTE: an open-ended question would be good at the end of this section so managers can express their thoughts regarding future actions)*

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?