

# MEDIANE

## *Media in Europe for Diversity Inclusiveness*



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**MEDIANE Box  
for Media Diversity  
Inclusiveness**

Reference Guide to  
Practice

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Resource	Summary	Keywords
<b>Employment</b>		
<p>(2013) <b>Advancing gender equality in decision-making in media organisations:</b> Report. European Institute for Gender Equality</p>	<p>This review document reports the first set of comparative data on number of women in decision-making positions across major media organisations in the 28 EU Member States, and it assesses whether these organisations have developed gender equality policies, monitoring mechanisms and specific initiatives to support women's career development. It finds that while women are strongly represented in various journalism training courses, and while their representation in media organisation has improved, the media sector's organisation culture remains a masculine one. Women are underrepresented in decision-making-bodies of media organisations, and mechanisms promoting gender equality are scarce in media organisations. The report suggests that such mechanisms are crucial to improving gender equality, and that professional bodies can play a vital part on promoting gender equality in the media sector. The report also develops a set of indicators that it hopes will find widespread adoption as a tool to continuously appraise the status of women (and gender equality) in the media sector in the EU. The proposed indicators are 1) The proportion of decision-making posts in media organisations in the EU; 2) The proportion of women on boards of media organisations in the EU; 3) Presence of policies or codes that aim to promote gender equality in media organisations. This document is a report on the progress made implementing the Beijing Platform for Action in the EU Member States on women and the media.</p>	EQUALITY, REPRESENTATION, REPRESENTATION/ Gender, GLASS CEILING (OR CONSTRAINED ACCESS TO THE TOP), SOCIAL RESPONSIBILITY, CAREER DEVELOPMENT, PROMOTION
<p>(2013) <b>European database of Media &amp; Diversity Practitioners,</b> Strasbourg, Council of Europe</p>	<p>This is a database of around 500 media practitioners with a professional interest in diversity and equal opportunities in the EU media sector. The database is searchable by name, country, institution, and cross-referencable keywords (Media, Diversity, Discrimination, Sport, Training, Ethics, Editorial management, Production, Advocacy, Sources for journalists). The database provides a profile and a short biography for the listed practitioners.</p>	SOURCES
<p>(2013) <b>La diversité au sein de la profession de journalistes, AJP, Bruxelles</b> (Diversity within Belgian Journalists' Community - Only in French)</p>	<p>Who is a journalist in Belgium? A 45-year old man, Belgian, whose mother tongue is French and whose parents are Belgian. But beyond this first image, how diverse the journalists' population is in Wallonia-Brussels? From what social class news' professionals are coming? Where are they living now? Are they interested in other cultures or religions? What are their political, philosophical and religious beliefs / commitments? The survey conducted by the Association of Professional Journalists (AJP), in collaboration with the Centre for Studies in the opinion of the University of Liège (CLEO) is the first one for the Belgian journalists' community. It delivers some amazing results but also questioning ones with regards to the uniformity they reveal.</p>	RECRUITMENT, STAFF SELECTION

<p><b>(2008) Promoting equal opportunities and diversity: A toolkit for the communications sector,</b> London, OFCOM</p>	<p>This resource provides a toolkit and best practice guide to help the media sector promote and put systems in place to support equality of opportunities. It is a guide specifically oriented towards practice, with a particular focus on equality in the workplace (hence within media organisations) and is thus aims to be as practical as possible. The toolkit aims to help organisations take effective action to treat people equally (regardless of their race, gender, sexual orientation, disability or age), and to help them understand their statutory obligations and liabilities in the area of equality in the recruitment and treatment of staff. It sets out the case for equal opportunity, and offers guidance on how organisations can develop their own strategy for championing equality in the work place. It pays significant attention to equality amongst employees and to the recruitment process, offering practical guidelines and links to further resources at every juncture. Ofcom has a duty to promote the importance of equal opportunities equal opportunities in radio and television broadcasters under the Communications Act 2003. Though this resource is of general interest, some aspects will be specific to the UK context.</p>	<p>ETHICS, INCLUSIVENESS, EQUALITY, RECRUITMENT, CAREER DEVELOPMENT, PROMOTION</p>
<p><b>(2005) Mukti Jain Campion, Look Who's Talking – Cultural Diversity Public Service Broadcasting and the National Conversation</b></p>	<p>This report is based on the views of around one hundred programme-makers across the broadcasting industry that have personal and professional experience of the barriers to achieving diversity in media content. The report examines the different aspects of the programme-making process, from commissioning and production to scheduling and promotion, which can affect marginalisation. It proposes that there is much value of promoting diversity in the workforce of media organisations, and notes that minorities are underrepresented in executive and program making roles. It notes that minorities in the media sector often find it hard or impossible to raise problems they face. The report proposes a set of measures designed to ensure the media is more inclusive and authentic in their representation of diverse voices. These include developing a concept of 'cultural intelligence' (truthfulness, integrity, authenticity, cultural knowledge, cultural specificity, and a variety of perspectives), ensuring greater diversity amongst those commissioning programmes, making value judgements explicit, and creating formats more conducive to diversity. The report makes a range of suggestions related to hiring and employment in the media. It also makes recommendations for holding public service broadcasters to account in promoting diversity.</p>	<p>EMOTIONAL INTELLIGENCE, EQUALITY, BIAS, REPRESENTATION, INCLUSIVENESS, RECRUITMENT, SOCIAL RESPONSIBILITY, SOURCES, POWER / DISTANCE [BETWEEN LEADERS AND EMPLOYEES], PROMOTION</p>

<b>Getting the Balance Right: Gender equality in journalism</b>	<p>It is essential that the media promote gender-equality (both in the workplace and in their representations of women). This handbook is a resource for journalists, media organisations, professional associations and journalists' unions that want to be better informed about gender issues, and gender-equality in their area of work. It provides guidelines on ways of bringing gender equality into the mainstream of professions of news work. This resource examines the role and status of women in the profession of journalism, finding that while the amount of women in the profession of journalism has increased, they remain largely underrepresented in managerial and decision making roles within media organisation. The report outlines a set of resources that can improve the standing of women within news organisations (including practical guides and useful practices, key issues relevant to advancing equality of opportunity, and existing international legal frameworks that support the goal of gender equality). The report also examines the performance of the media in their portrayal of women (e.g. prevalent portrayal of women as carers or sex objects, and the prevalence of women in soft-news stories, but their underrepresentation in hard-news stories). The portrayal of women in the media is an important matter, as media representations may shape people expectations about women's role in society, but more importantly shape women's self-perception. The handbook provides a list of resources that can help raise awareness of problematic representations in the media, as well as a host of guides aimed at producing a more balanced portrayal. It also examines the role that unions and professional bodies can play in promoting gender equality, as well as offering a set of resources and checklists that are useful to the promotion of gender equality through such professional organisations.</p>	EQUALITY, REPRESENTATION, REPRESENTATION/ Gender, BIAS/ Gender, INCLUSIVENESS/ Gender, POWER / DISTANCE [BETWEEN LEADERS AND EMPLOYEES], PROMOTION, SEXUAL HARASSMENT
<b>Neuen deutschen Medienmachern</b>	<p>Neuen deutschen Medienmachern is an independent German (and German language) association of media professionals (mainly journalists) with a diversity of cultural and linguistic backgrounds and competencies. While every fifth person living in Germany has a culturally mixed background, only one in fiftieth journalists has a mixed background. The association campaigns for greater diversity within the media sector, greater emphasis on diversity of competencies in hiring processes, and a more sensitive balanced representation of persons of mixed background in the news. Jointly with the Bertelsmann Foundation an expert database was created through which professionals and non-professionals with experience related to media, migration or minorities can share and exchange experience and advice. The database can be accessed at: <a href="https://www.vielfaltfinder.de">https://www.vielfaltfinder.de</a></p>	SOURCES, FAIR TREATMENT, EMOTIONAL INTELLIGENCE, REPRESENTATION
<b>Positive action work placement scheme - The Guardian</b>	<p>Every summer the Guardian offers up to 12 two-week placements for students or graduates from ethnic minority backgrounds, with the aim of achieving a better representation of social diversity in the media.</p>	TRAINING, REPRESENTATION, INCLUSIVENESS, MENTOR, RECRUITMENT, APPRENTICESHIP

Content		
(2015) <b>Étude de l'image et de la représentation des jeunes dans la presse quotidienne belge francophone</b>	The media contribute to public opinion representation of youth. A representation that is not always positive, as pointed by various studies on television. A number of findings have already been released by the Belgian CSA (Belgian audio-visual regulator) barometer on image of youth and children in TV CSA and the AJP diversity and equality study carried out in 2011. The results are introduced in two publications one on image and representation of young people in the French-speaking Belgian daily newspaper and a guide good practice for young people and journalists.	AGEISM, EQUALITY, EQUALITY/ Age, INCLUSIVENESS, INCLUSIVENESS/ Age, BIAS, BIAS/ Age, REPRESENTATION, REPRESENTATION/ Age
(2015) <b>La presse quotidienne et les jeunes - Un guide de "bonnes pratiques" à l'usage des jeunes et des journalistes</b>	Between what young people say about newspapers and what print press says young people, there is a huge spectrum of initiatives in terms of creativity, collaboration and mutual understanding. This "Guide to Good Practice" aims at putting some highlights on these possible initiatives. It relies on a benchmarking of existing journalistic practices in Belgium and abroad in the representation and participation of youth in print press. Beyond this necessary but incomplete inventory, AJP wanted to relay some feedbacks from newspapers' managers and editors. As a first step for building a better image and for delivering other perspectives on youth within the media, in particular daily newspapers, this guide proposes to deconstruct most common stereotypes on young people.	INCLUSIVENESS, TRAINING, SOCIAL RESPONSIBILITY, FAIR TREATMENT, AGEISM, EQUALITY, EQUALITY/ Age, INCLUSIVENESS, INCLUSIVENESS/ Age, BIAS, BIAS/ Age, REPRESENTATION, REPRESENTATION/ Age
(2014) Frenyo A., Blion R., <b>Media Diversity Inclusiveness - Main Learnings of European Media Exchanges</b> , Strasbourg, Council of Europe	Main learnings from the European Exchanges of Media Practices (EEMPs) for a media production of inclusive content. Proposals and suggestions of participants to EEMPs of the joint EU / CoE Mediane - Media in Europe for Diversity Inclusiveness - programme	INCLUSIVENESS, REPRESENTATION, SOURCES, FAIR TREATMENT
(2014) <b>Inclusive Media Reports - 46 Examples of the Media European Exchanges</b> , Strasbourg, Council of Europe	46 examples of online, print press, radio or TV media reports using an inclusive approach of media production and produced during the European exchanges of media practices of the joint EU / CoE Mediane - Media in Europe for Diversity Inclusiveness - programme	INCLUSIVENESS, REPRESENTATION, SOURCES, FAIR TREATMENT
(2014) Kemp D., Blion R. - <b>Media Diversity Inclusiveness - What is it about?</b> Strasbourg, Council of Europe	Media Diversity Inclusiveness Approach - Definitions and comments of participants to the European and thematic encounters of the joint EU / CoE Mediane - Media in Europe for Diversity Inclusiveness - programme	INCLUSIVENESS, TRAINING, REPRESENTATION, SOCIAL RESPONSIBILITY, SOURCES, FAIR TREATMENT
(2014) <b>Media Diversity Inclusiveness - Journalism Training Tools &amp; Resources</b> , Strasbourg, Council of Europe	Tools and resources for an inclusive journalism training - Proposals and suggestions of participants to the "Journalism and Media Training & Literacy" thematic encounters of the joint EU / CoE Mediane - Media in Europe for Diversity Inclusiveness - programme	INCLUSIVENESS, REPRESENTATION, TRAINING

<p>(2013) <b>Gender Issues / Equality in the Media - A Guide for Journalists</b>, Strasbourg, Council of Europe</p>	<p>This is a practice resource for media professionals. The media are a mirror of society. They portray social reality. Journalists have a responsibility as citizens to ensure that this portrayal is as egalitarian and fair as possible. This resource contains a set of guide sheets that aim to help media professionals to address this challenge. The guide-sheets provide information on the place of women in the media, on social hierarchies, on body standardisation, on successful women in key decision making roles, and on producing information about male/female inequalities. This resource also contains a useful index of other resources, including databases of female experts, training resources, example studies and more.</p>	TRAINING, REPRESENTATION, REPRESENTATION/ Gender, BIAS, BIAS/ Gender, INCLUSIVENESS, INCLUSIVENESS/ Gender, EQUALITY/ Class, REPRESENTATION/ Class
<p>(2013) <b>MARS Training Activity Kit</b>, Strasbourg, Council of Europe</p>	<p>A collection of training resources includes about twenty activities that can be used in a journalism training and media literacy context. They are derived from the work done by media professionals and journalism and media trainers and educators under MARS - the Media, Diversity and Racism in Sport - programme of the Council of Europe. Training activities are designed to either: 1) raise awareness by awakening participants to a positive, inclusive approach to diversity and to stimulate their interest (This gaining of awareness is often considered a necessary first step in the delivery of training and in bringing about changes of practice or attitudes); 2) analyse media objects by decoding, comparing, observing, watching and evaluating to understand them and determine one's own standpoint; 3) propose practical, and creative exercises related to production, which focus on learning by doing. Training units focus on stereotypes and representations, language use, the profession of journalism, pictures, sports, gender, and games and humour. Each activity is described in detail, and provides ample information for implementation.</p>	TRAINING, REPRESENTATION, BIAS, INCLUSIVENESS, EQUALITY
<p>(2013) <b>Representation of Homosexuality in the Audio-visual Media</b>, CSA, Federation of Wallonia-Brussels</p>	<p>A barometer report on the representation of LGBT in the media in French-speaking Belgian media. The report starts with the recognition of the role of the media in informing the public about different identities, lifestyles and sexualities. While interpersonal relations play a key role in battling homophobia, the role of the media might hinder or enhance a better understanding of diversity when it comes to sexual orientation and LGBT issues. In light of the recognition of media's role, the report provides a systematic study of the different representations of homosexuality across a range of media in Wallonia and Brussels.</p>	INCLUSIVENESS, INCLUSIVENESS/ Sexual orientation, REPRESENTATION, REPRESENTATION/ Sexual orientation, Sexual orientation, LGBT, EQUALITY, EQUALITY/ Sexual orientation
<p>(2013) <b>Young people and Media: a Good Practice Guide and Barometer</b>, CSA, Federation of Wallonia-Brussels</p>	<p>A barometer report and a guide of good practice developed by the Federation of Wallonia and Brussels on the representation of children and young people in the media. Children and young people are underrepresented on television and when they appear they rarely take centre stage and rather stay in the background of television representations. The Guide of Good Practice suggests that the media provide an invaluable tool for young people to develop a sense of fairness and to advance their participation in the society. The Guide offers specific advice of how to enhance youth's presence and participation in a mediated world. In French.</p>	AGEISM, EQUALITY, EQUALITY/ Age, INCLUSIVENESS, INCLUSIVENESS/ Age, BIAS, BIAS/ Age, REPRESENTATION, REPRESENTATION/ Age

<p>(2012) <b>Getting the facts right: Reporting Ethnicity and Religion</b>, Brussels, EFJ</p>	<p>The study focuses on newsmakers' perceptions of ethnic, religious and cultural diversity in their work. It offers a range of information useful for journalists and journalism students, as well as researchers, policy makers and civil society organisations. Factual, fair and balanced reporting is at the heart of journalism, discriminatory news coverage has potentially dire consequences. Examples of disgraceful reporting about refugees and asylum seekers, about ethnic minorities and Roma people, and other groups sharply contradict these objectives. This criticism is usually focused on the news text, what a reporter says or writes, what words are used and what they mean. It is rare that journalists are asked to explain what they know, what they believe in, and how they approach the issue of diversity. This study brings journalists back to the centre of inquiry about the media's role in covering ethnicity and religion. It asks: What professional norms guide editors and journalists when reporting on ethnicity and religion? What news gathering tools are most commonly used? What are the institutional constraints in producing reports? What could have been done better? What makes excellent coverage? What type of journalistic work fuels intolerance instead of providing information that supports intercultural understanding? This report is based around two case studies, one on reporting ethnicity and one on reporting religious diversity.</p>	<p>ETHICS, REPRESENTATION, REPRESENTATION/ Ethnicity, REPRESENTATION/ Religion, BIAS, BIAS/ Ethnicity, BIAS/ Religion</p>
<p>(2012) Grizzle A. (Ed.), <b>Gender-Sensitive Indicators for Media – Framework of indicators to gauge gender sensitivity in media operations and content</b>, UNESCO Online</p>	<p>The Gender-Sensitive Indicators for Media aim to contribute to gender equality and women's empowerment in and through media. This resource focuses on gender equality in the media industry, and gender representation in media content, as well as providing a set of case studies from around the world. Media have the potential to propagate and perpetuate or to ameliorate gender inequalities and stereotypes that exist in society. That is why it is important to address gender equality both in media institutions and in media content. This resource is aimed at advocacy groups, media associations, journalists' unions, self-regulating bodies, civil society organisations, government ministries, as well as academic institutions and journalism training programmes. The indicators provided are non-prescriptive, allowing them to be used in whole or in part.</p>	<p>EMOTIONAL INTELLIGENCE, TRAINING, RECRUITMENT, REPRESENTATION, REPRESENTATION/ Gender, BIAS, BIAS/ Gender, INCLUSIVENESS, INCLUSIVENESS/ Gender</p>
<p>(2012) <b>Portrayal of Lesbian, Gay, Bisexual People on the BBC</b></p>	<p>This report examines how the BBC's audiences perceive its portrayal of lesbian, gay, bisexual people. The research asked what audiences thought about the amount of portrayal of LGB people across all BBC media platforms; how audiences evaluate the portrayal of LGB people; the role of context in making sense of the portrayal of LGB people; how audiences feel about humour, language and tone in the portrayal of LGB people; questions about authenticity and stereotyping; the balance of incidental and overt as well as landmark portrayal of LGB people; how audiences feel about talent (presenters, performers, journalists etc.) when it comes to the portrayal of LGB people; and how audiences perceive the BBC's portrayal of LGB people and what improvements they would like to see. It finds that 1) LGB people want to see more and greater diversity within, LGB portrayal. 2) The portrayal of LGB people is not always noticed by audiences. 3) Context is critical to how all audiences perceive the portrayal of LGB people. 4) The clear majority of the UK population are either comfortable with, or do not feel strongly either way about, the portrayal LGB people. 5) Intimacy, both emotional and physical, is the primary concern for people who are</p>	<p>INCLUSIVENESS, INCLUSIVENESS/ Sexual orientation, REPRESENTATION, REPRESENTATION/ Sexual orientation, Sexual orientation, LGBT, EQUALITY, EQUALITY/ Sexual orientation</p>

	uncomfortable with the portrayal of LGB people. Overall it finds that the BBC fares relatively well.	
(2012) <b>Serving All Ages: The Views from Audience and Experts;</b> (emphasis on Conclusions – recommended actions)	This report provides evidence of both audience and industry expert perceptions of age portrayal and representation in the media. The study with 180 participants is based on deliberative workshops, focus groups, interviews and a survey. It finds that audiences feel that media should accurately reflect the diversity (including age related) within society. Some were concerned of the portrayal of young, and to a lesser extent old people. Young people were concerned about negative portrayal in the media, while old people were more concerned with the amount of coverage received. In general age related concerns are more prominent when it comes to radio (where age is not immediately obvious). The report makes a range of suggestions and offers advice: Audience participants recommended that high quality content is key, and that media should ensure a more balanced portrayal of different age groups (portrayals of the old should be more realistic, of the young more balanced); more representation of middle or old aged women would also be welcomed by audiences. Audiences also recommended that the balance between accuracy and entertainment needs to be carefully managed. Expert participants recommended that age should be recognised as important without giving it undue importance. Age related stereotypes should be addressed in imaginative ways without reverting to formulaic approaches. That media should more accurately reflect the age distribution in society, and should track and review the portrayal of age.	AGEISM, EQUALITY, EQUALITY/ Age, INCLUSIVENESS, INCLUSIVENESS/ Age, BIAS, BIAS/ Age, REPRESENTATION, REPRESENTATION/ Age
(2012) Triandafyllidou A., et. al., <b>MEDIVA Diversity Indicators: For Assessing the Media Capacity to Reflect Diversity and Promote Migrant Integration: A Toolkit</b>	The MEDIVA project aims to monitor and evaluate a media outlet's capacity to reflect migration related diversity and promote migrant integration. Monitoring can be through self-evaluation or through monitoring performed by the state, by a media ombudsman or by a media professional association. MEDIVA has developed a set of qualitative and quantitative Media Assessment Indicators organised into four thematic streams: 1) Media content (what and how is presented in the news); 2) Media news making/programme production practices (news filters for instance); 3) Media recruitment/employment practices (provisions for recruiting minority/migrant staff, careers of this staff, existence of glass ceiling); 4) Media training practices (on migrant reporting, diversity management). The project also provides a database which includes more than 250 studies and documents published in eight EU languages relevant to the theme of media and diversity. Indicators are designed to be simple to use, applicable across national contexts, different kinds of media. A set of pilot studies were conducted to trial the indicators, and are provided making useful examples of applying the indicators, and setting out methodological procedures. The MEDIVA project has also published reports and organises events.	REPRESENTATION, REPRESENTATION/ Migration, BIAS, BIAS/ National origin
(2012) <b>24 hours in a newsroom</b> , Paris, CFI / ESJ	24 hours in the life of a newsroom is a free tool, building on internationally shared standards, to help train journalists all over the world. It provides four series of practical index card to give users a precise idea of how a day in a TV, radio or a web newsroom looks. These cards are available for free on the website in many languages. It provides a useful tool that offers both practical insights and raises ethical considerations. It is not a guide	TRAINING, INCLUSIVENESS, SOURCES, APPRENTICESHIP

	specifically aimed at the challenge of managing equality and diversity in the media sectors.	
(2011) <b>Diversity Reporting Handbook</b> , Skopje, School of Journalism and Public Relations	How can the media better reflect diversity in their programming and the editors' offices? How should different societal groups be represented? These are some of the issues covered in this resource which is primarily aimed at journalists, students, educators and activists, as well as the media managers. The resource provides a general framework of rules that are accepted in professional journalism's practice. The Handbook consists of several parts that offer recommendations for reporting on: ethnic and religious differences, gender issues, sexual minorities, persons with special needs, elderly, refugees and displaced persons, and different races. It also provides basic recommendations for the media to promote diversity in society, but also for the establishment and maintenance of the concept of diversity in the editor's offices.	REPRESENTATION, BIAS, INCLUSIVENESS, ETHICS, DISCRIMINATION, EQUALITY, TRAINING
(2011) <b>Gènere I mitjas de comunicació. Eines per visibilitzar los aportacions de les dones</b> - Catalan Audiovisual Council; Catalan Institute of Women; Catalan Journalist Association - Catalonia (Spain)	Toolkits aimed to increase and improve women's representation and participation in the media. Divided into three parts: 1/ Portrait of gender (invisible women, silenced women, gender roles and stereotypes, public sphere, language and image); 2/ The gender issues (politics, violence against women, health, immigrant women) and 3/ Practical tools and recommendations. It includes examples of good and bad practices. In Catalan.	EQUALITY, EQUALITY/ Gender, REPRESENTATION, REPRESENTATION/ Gender, INCLUSIVENESS, INCLUSIVENESS/ Gender, BIAS, BIAS/ Gender
(2011) <b>Who makes the news</b> (esp. Learning resource kit)	This is a resource aimed to address gender disparities in news media content. It notes that little progress has been made since the 1995 Beijing Platform for Action. The Platform called for more gender sensitivity in the media and self-regulatory mechanisms to eliminate gender-biased programming. The kit aims to provide an answer to the gender gap in news content and lack of self-regulatory mechanisms - where these do not exist - to confront gender bias. It is organised in two books that may be read independently of each other. Book 1 discusses conceptual issues pertaining to gender, media and professional ethics. It introduces the question of gender in the context of journalism and reviews existing studies on gender equality in the media sector, as well as existing codes on gender equality. It also includes three case studies on (on Canada, Tanzania and civil society), as well as providing a comprehensive bibliography and resource list. Book 2 presents gender-ethical reporting guidelines on several thematic areas including: Climate change, disaster reporting, economic news, health, women's human rights, peace and security politics and government, and violence against women. It includes examples from the three case studies examined in book 1.	ETHICS, REPRESENTATION, REPRESENTATION/ Gender, REPRESENTATION/ Class, BIAS, BIAS/ Gender, BIAS/ Class, INCLUSIVENESS, INCLUSIVENESS/ Gender, INCLUSIVENESS/ Class
(2010) <b>The Guardian Journalist Blogging and Commenting Guidelines</b>	The Guardian's own guide to journalists on how to develop best practice when engaging with social media, especially in making professional contribution on online fora.	EQUALITY, REPRESENTATION, INCLUSIVENESS, ETHICS

<p><b>(2010) Toolbox : Journalism Training, Discrimination &amp; Diversity - Strasbourg -</b> Council of Europe</p>	<p>This toolbox is aimed at journalism trainers and training institutions that want to include an anti-discrimination or diversity' dimension into their teaching. Its aim is to promote a culture of tolerance and mutual understanding and preventing reporting harmful stereotypes, bearing in mind the media's contribution to informing the public and forming opinion. It is desirable to allow all groups in a society to be part of media production and thus to participate to the public and democratic debate. The toolkit contains practical and user-friendly exercises that are easily adaptable and transferable to different contexts. All examples included in the toolkit are in use at journalism training programs and schools. The examples show a selection of how human rights awareness or diversity reporting are mainstreamed in the normal range of journalism classes which students expect to be taking. For example, anti-discrimination exercises are placed into teaching the use of microphone, or include diversity as the backdrop to running a practical Newsday etc. The exercises proposed in this toolkit vary in duration from hours to several weeks. Each exercise is presented in the same way, with a title, aims, key questions, teaching methods and techniques, background and contextual information, a descriptive outline, contact details for the originator of the exercise, and a list of links to relevant literature and documents.</p>	<p>TRAINING, STEREOTYPES (CLICHÉS), FAIR TREATMENT, BIAS, REPRESENTATION, TOLERANCE</p>
<p><b>(2009) Media4Diversity - Taking the Pulse of Diversity in the Media: A Study on Media and Diversity in EU Member States and 3 EEA countries,</b> Brussels, European Commission, DG Employment, Social Affairs and Equal Opportunities</p>	<p>The study aims to provide inspiration in how the media sector, civil society organisations and policy makers can help strengthen the very fabric of our diverse societies, despite the major challenges that both society and the media sector itself currently face. The study highlights 30 case studies because they have succeeded in combining innovation and originality in addressing diversity issues in an increasing competitive and commercial European media space. It makes four key recommendations to media, civil society organisations and policymakers: 1) See the opportunity - A more balanced and faithful representation of Europe's diversity will reap a dividend of greater social cohesion and security, public trust in the media, and new avenues for income through journalism and production that has greater resonance with its audience. 2) Step up the dialogue - Encourage and participate in balanced, inclusive national and European dialogues, platforms for reflection, debate, cooperation and partnerships between policymakers, civil society organizations and media organizations on the role of media in promoting diversity and combating discrimination in order to identify emerging opportunities and exchange best practices. 3) Be comprehensive - Ensure that all grounds of discrimination in the media arena – national, racial or ethnic origin, also specifically related to Roma, religion or belief, disability, sexual orientation and gender identity, youth and old age, as well as the issue of gender dimension and multiple discrimination – are equally acknowledged and included in media initiatives to counter discrimination and promote diversity. 4) Take aim... and Measure - When designing any media initiative in order to promote diversity and challenge discrimination in an organisation or across organisations, establish and communicate clear and quantifiable goals and ensure that progress is monitored continuously and fully evaluated once an initiative has run its course.</p>	<p>DISCRIMINATION, FAIR TREATMENT, BIAS, REPRESENTATION, INCLUSIVENESS, SOCIAL RESPONSIBILITY</p>

<p><b>(2008) A Diversity Toolkit for factual programmes in public service television,</b> Vienna, EBU / FRA</p>	<p>This Diversity Toolkit brings together the collective knowledge of a number of European public service broadcasting professionals working specifically with and for cultural and ethnic minorities. This group has been meeting regularly under the auspices of the European Broadcasting Union's Intercultural and Diversity Group. The core of the Toolkit is a DVD with sample news clips from a dozen broadcasters across Europe illustrating the difficulties encountered when reporting on minorities. Each news clip is accompanied by background information and some questions and comments about the issues raised. The Toolkit also contains a wealth of background information on how to promote the principles of cultural diversity in broadcast organisations and TV programmes. It contains sections with examples of good practice, checklists, and links to relevant websites, case studies, and recommendations related to news and information programmes, recruitment and training, progress evaluation and general management policies.</p>	TRAINING, FEEDBACK MECHANISM, INCLUSIVENESS, REPRESENTATION, SOURCES, SOCIAL RESPONSIBILITY
<p><b>(2006) Friedrich K., Intercultural Media Training in Europe,</b> München, Kopaed Verlag / Bildungszentrum Bürger Median</p>	<p>This is a media training resource and guide that aims to combat racism and other forms of discrimination in Europe. It aims to support open access to non-commercial community media and to raise awareness among minority and majority groups concerning cultural and social diversity. This handbook presents a detailed description of the learning content of the InterMedia modules. The modules published in this handbook are based on model training courses lasting four days. Module 1: Models for intercultural organisation and communication in community media; Module 2: Radio programming in areas of multilingual, intercultural practice; 3) Journalism against racism / international networking and internet applications. The texts also provide links to supplementary material such as presentations, hand-outs, and method cards published on the attached CD-ROM and the project website. The Bildungszentrum BürgerMedien has developed a certificate to be awarded on successful completion in an InterMedia training course.</p>	ETHICS, REPRESENTATION, REPRESENTATION/ Ethnicity, REPRESENTATION/ Race / Colour, BIAS, BIAS/ Ethnicity, BIAS/ Race / Colour, INCLUSIVENESS, INCLUSIVENESS/ Ethnicity, INCLUSIVENESS/ Race / Colour, DISCRIMINATION, EQUALITY, TRAINING
<p><b>(2005) Manual d'apropement als mitjans -</b> Catalonia Committee for Diversity in Audio-visual Media (Mesa per a la Diversitat en l'Audiovisual) - Catalonia (Spain), 2005</p>	<p>Orientation for individuals and groups of immigrants to become the principal actors and managers of the information and news they generate. It intends to help them project the image they want to convey and consolidate their presence in Catalan society. The manual is available in Catalan, Spanish, English, French, Chinese, Arabic, Urdu, Romanian and Tamazight.</p>	TRAINING, SOURCES, REPRESENTATION, REPRESENTATION/ Ethnicity
<p><b>Expert Databases</b></p>	<p>These databases contain information about female (and sometimes members of ethnic and sexual minorities) experts relevant to journalism and the media sector more broadly. Some of them contain job listings; entries of women experts more broadly defined (academics and professional experts in other fields).</p>	
<p><b>Experten Databank</b></p>	<p><b>Expert databank</b>, Belgium; A Flemish government project. This database exclusively contains experts from minority groups (women, LGBT people, people with disabilities, migrants and ethnic minorities). Journalists and programme makers can consult the database as a tool to find experts in all kind of fields, from soil science to heart transplantation.</p>	SOURCES, INCLUSIVENESS, INCLUSIVENESS/ Gender, INCLUSIVENESS/ Ethnicity, INCLUSIVENESS/ Disability,

		INCLUSIVENESS/ Sexual orientation
<b>HerSay.co.uk</b>	<b>HerSay.co.uk</b> , UK – Media resource centre for female experts allows program makers to more easily locate female experts. Currently male experts outnumber female experts in the news; this resource aims to bring more voices of female experts into the media. The database is geared specifically towards the needs of media organisations; HerSay.co.uk	SOURCES, INCLUSIVENESS, INCLUSIVENESS/ Gender
<b>MELTINGBOOK</b>	New MeltingBook is on line! An innovative and inclusive address book for journalists. "Find who you're looking for!" Launched by Nadia Henni-Moulai, a French journalist and Mediane member, MeltingBook is a start-up dedicated to mainstream media. MeltingBook provides an address book to journalists in a rush. The best way for them to save time and improve their work. As a very efficient tool, MeltingBook highlights qualified experts who are available to be interviewed by journalists. After a tough selection, the experts are registered on the website. They agree for being joined by media immediately. MeltingBook also offers a range of profiles that are more representative of today French population with people from different minorities and backgrounds.	SOURCES, INCLUSIVENESS, INCLUSIVENESS/ Gender, INCLUSIVENESS/ Ethnicity, INCLUSIVENESS/ Disability, INCLUSIVENESS/ Sexual orientation
<b>NUJ Guidelines on Race Reporting</b>	These guidelines on reporting race related matters were ratified by the National Union of Journalists (UK and Ireland). The guidelines state that the development of racist attitudes and the growth of fascist parties pose a threat to democracy. For journalism to provide the right measure of responsibility specific guidelines are offered on 1) Race Reporting, 2) Reporting racist organisations, 3) Reporting on travellers (nomadic or migrant peoples).	ETHICS, REPRESENTATION, REPRESENTATION/ Ethnicity, REPRESENTATION/ Race / Colour, BIAS, BIAS/ Ethnicity, BIAS/ Race / Colour, INCLUSIVENESS, INCLUSIVENESS/ Ethnicity, INCLUSIVENESS/ Race / Colour
<b>Panorama of Good Practices in Diversity and Equality, CSA, Federation of Wallonia-Brussels</b>	The aim of the Plan for diversity and equality in audio-visual media launched in March 2010 was, through dialogue and emulation, to enhance the diversity and equality in the ways our society is represented on television in the Wallonia-Brussels Federation. In addition to the regular quantitative analysis of the state of diversity and equality on French-speaking audio-visual channels in Belgium, it provided for the publication of a Panorama, a qualitative brochure designed to give examples of existing good practices, encourage the sharing of these practices and put new ones in place.	INCLUSIVENESS, TRAINING, SOCIAL RESPONSIBILITY, FAIR TREATMENT
<b>Rainbow diversity sourcebook</b>	<b>Rainbow diversity sourcebook</b> , USA; The Society of Professional Journalists' Rainbow Sourcebook is a database with sources on different issues that go beyond the narrow demographic band usually found in the news.	SOURCES, INCLUSIVENESS, INCLUSIVENESS/ Gender, INCLUSIVENESS/ Ethnicity, INCLUSIVENESS/ Disability, INCLUSIVENESS/ Sexual orientation

<b>Representation of people with disabilities in Irish Broadcast Media: A Review of Other Jurisdictions</b>	This is a report on how people with disabilities are represented and portrayed in Irish broadcasting. The research suggests that the great majority of the Irish public are prepared to view and listen to television and radio programming in which people with disabilities take part. However, the level of acceptance will depend both on the context and the type of disability featured. In most countries the measures to improve the representation of people with disabilities in broadcasting are relatively new. The report comes in three parts: A review of legislation, policy and practice in other jurisdictions. A survey of Irish people's attitudes to the representation of people with disabilities in Ireland. A content and discourse analysis of Irish broadcasting.	REPRESENTATION, REPRESENTATION/ Disability, BIAS, BIAS/ Disability, INCLUSIVENESS, INCLUSIVENESS/ Disability, DISABILITY, EQUALITY/ Disability, FEEDBACK MECHANISM
<b>Shesource</b>	<b>Shesource</b> , USA; SheSource is an online braintrust of female experts on diverse topics designed to serve journalists, producers and bookers who need female guests and sources. SheSource includes spokeswomen from a variety of backgrounds, representing demographic and ethnic diversity as well as expertise in areas, ranging from security, the economy, and politics to law, peacekeeping, humanitarian crisis, and more. SheSource is a programme of the Women's Media Centre and was co-founded by The Women's Funding Network, The White House Project and Fenton Communications to foster a more representative public discourse by increasing the number of women whose opinions are reflected in the news media.	SOURCES, INCLUSIVENESS, INCLUSIVENESS/ Gender
<b>Vox Femina</b>	<b>Vox Femina</b> , France; Vox Femina is a tool to find new experts, to bring new perspectives to a story and to make women more visible.	SOURCES, INCLUSIVENESS, INCLUSIVENESS/ Gender
<b>Women Peace Experts</b>	<b>Women peace experts</b> , Worldwide; The database hosted by the institute of inclusive security contains more than 2,000 women leaders from 40+ conflict regions, and is searchable at: <a href="http://www.huntalternatives.org/pages/78_directory_of_women_experts.cfm">www.huntalternatives.org/pages/78_directory_of_women_experts.cfm</a> or at <a href="http://www.inclusivesecurity.org/search-bios/">www.inclusivesecurity.org/search-bios/</a>	SOURCES, INCLUSIVENESS, INCLUSIVENESS/ Gender
<b>Codes of Practice</b>		
(2014) <b>Media Diversity Inclusiveness - Guidelines for Journalism Practice</b> , Strasbourg, Council of Europe	Guidelines for an inclusive practice of journalism - Proposals and suggestions of participants to the "Journalism Practice" thematic encounters of the joint EU / CoE Mediane - Media in Europe for Diversity Inclusiveness - programme	INCLUSIVENESS, EQUALITY, REPRESENTATION, PUBLIC OPINION, BIAS, SOURCES, FAIR TREATMENT, SOCIAL RESPONSIBILITY
(2014) <b>Media Diversity Inclusiveness - Guidelines for Journalism Training</b> , Strasbourg, Council of Europe	Guidelines for an inclusive journalism training - Proposals and suggestions of participants to the "Journalism and Media Training & Literacy" thematic encounters of the joint EU / CoE Mediane - Media in Europe for Diversity Inclusiveness - programme	TRAINING, INCLUSIVENESS, EQUALITY, REPRESENTATION, PUBLIC OPINION, BIAS, SOURCES, FAIR TREATMENT
(2014) <b>Media Diversity Inclusiveness - Guidelines for Media Production</b> , Strasbourg, Council of Europe	Guidelines for an inclusive media production - Proposals and suggestions of participants to the "Production" thematic encounters of the joint EU / CoE Mediane - Media in Europe for Diversity Inclusiveness - programme	ETHICS, INCLUSIVENESS, EQUALITY, REPRESENTATION, PUBLIC OPINION, BIAS, SOURCES, FAIR TREATMENT

<p><b>(2014) NUJ Guidelines on LGBT Reporting, London, NUJ</b></p>	<p>NUJ Guidelines on LGBT Reporting are intended for all media workers creating and handling editorial material. The term reporting is used to cover any forms of journalism work, including writing, content creation, subediting, headline and caption writing, whether in print, digital and broadcast media. The guidelines are also applicable to journalism training and public relations. Gay, lesbian, bisexual and transgender people have the right to fair, accurate and inclusive reporting of their life stories and concerns. As with all members of society, the media should treat LGBT people with fairness, integrity and respect. Significant progress has been made in recent years, but there remain areas of concern, particularly in respect of discrepancies in the media's treatment of different sections of the LGBT community. There are also various opinions expressed regarding the use in the media of certain LGBT-related terms. The following guidelines were drawn up in consultation with representative LGBT organisations.</p>	<p>EQUALITY/ Sexual orientation, INCLUSIVENESS/ Sexual orientation, LGBT, SEXUAL ORIENTATION, BIAS/ Sexual orientation, REPRESENTATION/ Sexual orientation, FAIR TREATMENT</p>
<p><b>(2013) Guía de lenguaje inclusivo - Inmigración, racismo y xenofobia - Catalonia Committee for Diversity in Audio-visual Media (Mesa per a la Diversitat en l'Audiovisual) - Catalonia (Spain)</b></p>	<p>Objectives: To resolve any doubts that may arise in everyday practice and to promote the use of inclusive language in the media. The guide contains eight sections, with issues to avoid and aspects to promote. The Guide recommends using an accurate and precise vocabulary, and it ends with a list of terms accurate/inclusive suggested in order to remove those expressions that are considered by nature offensive, discriminatory or exclusionary. In Catalan and Spanish.</p>	<p>INCLUSIVENESS, INCLUSIVENESS/ Ethnicity, DISCRIMINATION, INCLUSIVENESS/ Race / Colour, CULTURAL AWARENESS/ SENSITIVITY, BIAS, BIAS/ Ethnicity, CULTURE</p>
<p><b>(2013) MARS Ethics and Deontology Units</b></p>	<p>This document is a practical resource for journalists and media practitioners. It explores the question why ethics is important, particularly as it regards various forms of diversity in sports journalism; and makes recommendations on how journalists can implement ethical norms in their daily journalistic practice. It also asks what journalists can do to enhance the reception of diversity in society; and recommends that journalism training should be a continuous endeavour that professionals continue engaging in.</p>	<p>SOCIAL RESPONSIBILITY, ETHICS, INCLUSIVENESS, REPRESENTATION</p>
<p><b>(2013) Superar els estereotips en els mitjans de comunicació audiovisual - Fòrum d'entitats de persones usuàries de l'audiovisual (Forum of Audio-visual Users' Organisations) - Catalonia (Spain)</b></p>	<p>Guidelines to overcome stereotypes in media in general and on specific issues such as sexual orientation, disability, age, gender and health. In Catalan.</p>	<p>STEREOTYPES (CLICHÉS), BIAS, BIAS/ Gender, BIAS/ Age, BIAS/ Ethnicity, BIAS/ Race / Colour, BIAS/ Sexual orientation, BIAS/ Disability</p>
<p><b>(2012) Empowering Society – A declaration on the core values of public service media, Geneva, EBU</b></p>	<p>This document sets out the strategic objectives and values of the EBU, and thus of all European PSBs. Amongst other things it states on the matter of diversity: "Our audiences consist of a diverse range of interest groups: differing generations, cultures, religions, majorities as well as minorities. So we strive to be diverse and pluralistic in the genres we are programming, the views we are expressing, and the people who work with us. We support and seek to give voice to a plurality of competing views – from those with</p>	<p>INCLUSIVENESS, SOCIAL RESPONSIBILITY, ETHICS, FAIR TREATMENT</p>

	different backgrounds, histories and stories. Conscious of the creative enrichment that can derive from co-existing diversities, we want to help build a more inclusive, and less fragmented society."	
(2010) <b>Catalan Audio-visual Council Guidelines</b> - Catalan Audio-visual Council - Catalonia (Spain)	CAC's media guidelines about issues related to diversity: immigration, religion, anorexia and bulimia nervosa, drugs, protection of minors on television, rural communities, violence against women, toy advertising on television. In Catalan, Spanish and English.	INCLUSIVENESS, SOCIAL RESPONSIBILITY, ETHICS, FAIR TREATMENT, REPRESENTATION, REPRESENTATION/ Migration, REPRESENTATION/ Religion, REPRESENTATION/ Gender
(2010) <b>Charte des entreprises de l'audiovisuel pour le développement de la diversité</b> , Paris, Commission Médias et Diversités (only in French)	This Charter highlights the commitment of audio-visual corporations to advancing social cohesion and recognition of diversity while fighting against the stereotypical representation of different groups in the audio-visual sector. The signatories are invited to commit to those values.	INCLUSIVENESS, SOCIAL RESPONSIBILITY, ETHICS, FAIR TREATMENT
(2010) <b>Charte des entreprises de presse écrite pour la diversité</b> , Paris, Commission Médias et Diversités (only in French)	This Charter highlights the commitment of the print media to advancing social cohesion and recognition of diversity while fighting against the stereotypical representation of different groups in the audio-visual sector. The signatories are invited to commit to those values.	INCLUSIVENESS, SOCIAL RESPONSIBILITY, ETHICS, FAIR TREATMENT
(2010) <b>Manual of Good Practices in Combating Gender Stereotypes and Promote Equal Opportunities in the Film, Television and Theatre in Europe</b> . International Federation of Actors: FIA	This Manual of Good Practice includes more than 50 examples of good practice in combating the biased stereotypes and promote gender equality in the fields of theatre, film and TV in twelve European countries: Belgium, Croatia, Denmark, Slovenia, the Spanish State Finland, France, Ireland, Italy, Norway, the UK and Sweden.	INCLUSIVENESS, REPRESENTATION/ Gender, EQUALITY/ Gender, INCLUSIVENESS/ Gender, BIAS/ Gender
(2009, Gore W., <b>Codes, Press Councils and Discrimination in Europe - Report</b> made by Alliance of Independent Press, Council in Europe	A report made by the Alliance of Independent Press Council in Europe aiming to advance Press Councils' engagement with issues of discrimination. The document recognises that most Press Councils address discrimination on an individual rather than a group level, especially as individual discrimination is easier to identify and because the Councils do not want to interfere with press freedom. The report presents specific elements of codes of practice from across the Council of Europe drawing from a survey which has been filled in by 15 Council representatives from across the Council of Europe. Based on the survey it is noted that the issues of discrimination most often addressed in codes of practice relate to gender, nationality, sexuality, disability and membership in organisations (e.g. political parties).	SOCIAL RESPONSIBILITY, ETHICS, DISCRIMINATION

(2007) <b>Micro-guide</b> , Paris, Radio France	This Micro-guide produced by Radio France, aims to address habitual mistakes and assumptions associated with the daily use of language in broadcasting. The Micro-guide is organised around four main sections, each focussing on a different element of language use in broadcasting. The different sections focus on the correct usage of words, the right pronunciation, and way to talk about pain and trauma stories, and the appropriate use of language to avoid insult of actors in the story or audiences.	INCLUSIVENESS, LANGUAGE, TRAINING, REPRESENTATION
<b>Creative Diversity Network</b> - United Kingdom	The Creative Diversity Network is a forum, paid for by its member bodies which aim to bring together organisations, which employ and/or make programmes across the UK television industry to promote, celebrate and share good practice around the diversity agenda. It seeks to engage and empower the industry to drive change, and understand the business case for wider representation and inclusion. Its website includes news on, examples, case studies, and best practices from across the industry on studying and measuring diversity, taking practical action to increase diversity and foster equal opportunity, as well as information on various voluntary and legislative frameworks. Its current members are BAFTA, BBC, Channel 4, Creative Skillset, PACT, ITN, ITV, Media Trust, S4C, Sky and Turner Broadcasting.	INCLUSIVENESS, INCLUSIVENESS/ Gender, INCLUSIVENESS/ Ethnicity, INCLUSIVENESS/ Disability, INCLUSIVENESS/ Sexual orientation, SOCIAL RESPONSIBILITY, RECRUITMENT, ETHICS, FAIR TREATMENT
<b>European Codes of Journalism Ethics</b>	This resource is a collection of codes of journalism ethics from most European countries. It comprises 50 codes from 46 countries. EthicNet provides not only access to individual codes but also an overview of the codes as indicator of contemporary thinking among mainstream journalists in the region. An inventory of the contents of the codes can be found in the Search part of this website. All codes are in English regardless of their original language.	SOCIAL RESPONSIBILITY, ETHICS
<b>The Code of Croatian Journalists</b> - Croatian Journalists' Association	The Croatian Journalists' Association (CJA) has designed the Code of Croatian Journalists decades ago. The Code is sum of basic professional principles every journalist in the country should follow. It stipulates main professional principles and protects all personal rights together with right of the public to be informed. The Code deals with journalistic principles, flow of information, basic human rights and freedom, independency of judgment and editors' responsibility. In Article 13 (Basic Human Rights and Freedom) it says: 'In their work journalists should obey, protect and promote basic human rights and freedom, especially principle of equality of all citizens. Special responsibility is expected if journalist covers, informs or comments on rights, needs, problems, demands and claims of minority groups. Information about race, colour, religious beliefs or nationality, age, sex orientation, gender expression, about any mental or physical characteristic or illness, marital situation, life style, social position, financial status or education a journalist is to present only if it is exceptionally relevant for the story context. It is not allowed to use stereotypes, pejorative words and expressions, humiliating presentation and all other ways of direct or indirect encouragement or support to discrimination. In the case of complaints about a journalist's work the CJA employs its Ethical Council and it decides on the complaints. The Croatian Journalists' Association and Association of Media Publishers have established in 2011	ETHICS, EQUALITY, STEREOTYPES (CLICHÉS), DISCRIMINATION

	the Croatian Media Council (HVM), a self-regulatory body with representatives of journalists and publishers. The HVM has designed its professional ethical principles too, very much following that of the CJA.	
<b>The Ethical Journalism Initiative</b>	The Ethical Journalism Initiative website is a campaign launched by the International Federation of Journalists to rekindle old values in media worldwide. The website includes information relevant to those interested in journalism ethics, the role of journalism in society, democracy, and the promotion of justice. It contains relevant news and an index of key texts with short descriptions. Information about the activities of the Ethical Journalism initiative, as well as a book published by the initiative. The book offers an introduction to the initiative, explains the importance of ethics in Journalism, and addresses challenges in changing media environments. It also discusses some particularly challenging ethical questions in journalism practice such as reporting race, intolerance, war and the use of subterfuge. It also includes information about studies conducted by the initiative, information about campaigns being run to promote ethical journalism, and useful web links.	SOCIAL RESPONSIBILITY, ETHICS, BIAS/ Race / Colour, REPRESENTATION/ Race / Colour
<b>Corporate Media Equality Schemes</b>		
(2014) O'Siochru S., Blion R., - <b>Media Diversity Inclusiveness - Does it have an Impact?,</b> Strasbourg, Council of Europe	Impact survey of media diversity inclusiveness approach on media professionals. Methodology and results	INCLUSIVENESS, TRAINING, SOCIAL RESPONSIBILITY
(2012) <b>Making your workforce more diverse: top tips</b>	This resource on the Guardian's public service reform hub suggests that setting goals for equality and diversity is not enough. It suggests a set of practices and tips that can help organisations advance the equality and diversity agenda. These include: setting out the objectives, looking at the fairness with which rewards and incentives are distributed, introducing mentorship schemes, allow flexible working arrangements, reflect and encourage change at the top of the organisation, and leading by example.	SOCIAL RESPONSIBILITY, EQUALITY, RECRUITMENT, STAFF SELECTION, MENTOR, INCLUSIVENESS, PUBLIC OPINION
(2008) <b>Channel 4 Equality Scheme</b>	This document provides an overview of Channel 4's (UK) mission and policies on equality and diversity. The channel has specific policies covering Diversity and Equality, Disability, Religion and Belief, and Dignity at Work. The document sets out the regulatory environment, and other voluntary commitments as well as the ethos in which the channel intends to operate. It sets out its public responsibility, and describes actions taken to address equality and diversity related issues both within its workforce and within the content it produces. These actions include research undertaken, events, and content produced. Channel 4 has also published a Guide to Improve On-Screen Diversity, highlighting best practice; A Guide to Improving Off-Screen Diversity, A Directory of Disabled Contributors and ethnic minority contributors' directory which all independent production companies can use as a resource, and a report on multicultural programming which Channel 4 publishes at the end of each year in its programme review.	SOCIAL RESPONSIBILITY, STAFF SELECTION, RECRUITMENT, EQUALITY, REPRESENTATION

<b>Belgian Diversity and Equality Action Plan : an Overview, CSA, Federation of Wallonia-Brussels</b>	The Action plan for diversity and equality in the audio-visual media was launched in March 2010 by the Minister for Culture, Audio-visual Media, Health and Equal Opportunities of the Wallonia-Brussels Federation, Fadila Laanan. Funded over a period of three years, the plan entrusted the Conseil supérieur de l'audiovisuel (CSA), the regulatory authority for audio-visual media in French-speaking Belgium, with the task of implementing and co-ordinating the two lines of action on which it is based: the annual publication of a Barometer of equality and diversity and the annual publication of an Inventory of good practices in the audio-visual media of the Wallonia-Brussels Federation. A steering committee composed of representatives of institutions and associations acting on diversity issues was responsible for approving policy directions.	SOCIAL RESPONSIBILITY, EQUALITY, REPRESENTATION, SOUS-REPRESENTATION, FAIR TREATMENT
<b>France Télévisions - La Diversité</b> , France (only in French)	The portal of the diversity pages of France Télévisions provides an entry point to the corporation's vision of diversity, its missions and recommendations for advancing diversity in its production and programmes. Its mission statement recognises that there is still a lot to be done to advance diversity in the media - with a focus on television. Its mission statement also emphasises that public television needs to recognise and advance diversity, considering it as an element of editorial choice, not just as a fact.	SOCIAL RESPONSIBILITY, ETHICS, EQUALITY, REPRESENTATION, INCLUSIVENESS, PUBLIC OPINION
<b>ITV Corporate responsibility: Equality and Diversity</b>	This document sets out ITV's policy and practice on equality and diversity. It also describes the background (regulatory) to its practices, and describes some of the outcomes to the actions it has taken.	SOCIAL RESPONSIBILITY, ETHICS, EQUALITY, REPRESENTATION, INCLUSIVENESS
<b>Radio France</b> - France (only in French)	This resource sets out Radio France's policy on diversity. Radio France's commitment to diversity focuses on diversity of origins, gender equality, disability, and age related diversity. Radio France sets out the following policy objectives, among others: To continue its outreach and training of managers and employees, To ensure equal opportunity in recruitment, to improve gender equality.	SOCIAL RESPONSIBILITY, ETHICS, EQUALITY, REPRESENTATION, INCLUSIVENESS, PUBLIC OPINION
<b>Strategies for Development</b>		
(2015) <b>Étude de la diversité et de l'égalité dans la presse quotidienne belge francophone</b> (only available in French)	Diversity, equality, gender... in media content and in newsrooms: Recently, AJP examined these three issues by coordinating or leading studies in Wallonia-Brussels. But also by meeting with editors and journalism students to raise awareness on these issues for their journalistic work. This study was led for the first time in 2011. It was important, three years later, to observe the evolution of diversity inclusion in our main daily newspapers. With the support of the Equal Opportunity Directorate of the Federation of Wallonia-Brussels, AJP developed a second edition of this study with a methodological framework allowing comparing 2011 results with those of 2013-14. Like the previous edition, the study focuses on how our daily newspapers includes diversity in relation to 5 main criteria: gender, age, origin, social class and disability. In plus, AJP led a complementary analysis on how young people present and express themselves in the media and published a guide of good practices involving positive actions involving young people and the press.	INCLUSIVENESS, EQUALITY, SOCIAL RESPONSIBILITY, TRAINING, INTERSECTIONALITY, PUBLIC OPINION, RECRUITMENT, SOURCES, FAIR TREATMENT

(2013) <b>MARS Online Resource Centre on Media &amp; Diversity</b> , Council of Europe – A rich resource of information on Codes of Practice, declarations, strategies for promoting and enhancing diversity in the media	The online resource centre of the Council of Europe's Media Against Racism in Sport program contains resources produced by the program and an overview over its activities. Amongst others it provides resources on campaigns to promote inclusiveness, manage diversity, and combat discrimination. It contains a comprehensive and searchable database of resources, from reports to audio interviews.	INCLUSIVENESS, EQUALITY, SOCIAL RESPONSIBILITY, TRAINING, INTERSECTIONALITY, PUBLIC OPINION, RECRUITMENT, SOURCES, FAIR TREATMENT
(2011) <b>Etude de la diversité et de l'égalité dans la presse quotidienne belge francophone, AJP, Brussels</b> (Diversity and Equality within Belgian Print Press - Only in French)	How do Francophone Belgian daily newspapers reflect society's diversity? Where are women, youth, the elderly, people of colour, workers, and people living with disability? The Association of Professional Journalists (AJP) conducted the first specific study of diversity and equality in the French-speaking Belgian print press, with the support of the government of the Federation of Wallonia-Brussels. This study is published by the AJP and co-written by Sabri Derinöz (researcher) and Martine Simonis (general secretary of AJP).	SOCIAL RESPONSIBILITY, EQUALITY, REPRESENTATION, UNDERREPRESENTATION, FAIR TREATMENT, PUBLIC OPINION
(2011), Farchy J., Ranaivoson H., <b>An international comparison of the ability of television channels to provide diverse programme: Testing the Stirling model in France, Turkey and the United Kingdom</b> , UNESCO	Based on a comparison between British, French and Turkish channels, the aim of this paper is to determine whether advertising deters diversity. Some research has found that the more advertising plays a role in the funding of the broadcasters, the less diverse their programming. It utilises Stirling's (1999) index to measure diversity in programming that takes into account four dimensions of diversity (variety, balance, disparity, distinguishability). This study shows that there is no clear link between the type of financing and the level of diversity.	INCLUSIVENESS, EQUALITY, REPRESENTATION, SOCIAL RESPONSIBILITY
(2010) <b>Media &amp; Diversity: The next steps to promote minority access to the Media</b> , Strasbourg, Council of Europe	This report offers a summary of actions taken in the final stages of the Council of Europe's 'Speak out against discrimination' campaign. It offers a summary of proceedings, meetings, and decisions taken. It reports on a review of regulatory regimes, press councils and codes of practice in the council's member states. It also proposes actions to strengthen the access of people from minority backgrounds to media professions and production.	INCLUSIVENESS, DISCRIMINATION, EQUALITY/ Ethnicity, SOCIAL RESPONSIBILITY, INCLUSIVENESS/ Ethnicity, INTERSECTIONALITY, PUBLIC OPINION
(2010) <b>Quel genre d'infos ? Rapport AJP / GMMP, Brussels</b> (Women in the News in Belgium, AJP report - Only in French)	In the French speaking community of Belgium, news hide one in two women. Only 28% of the people interviewed or seen in the French speaking community media are women. It's half not enough, Francophone Belgian media analysts say, and explain why for the first time they participated in the international investigation GMMP (Global Media Monitoring Project). The finding of this under-representation of women in the media is a starting point: to inform, educate and train, these are the ambitions of the project "Quel genre d'infos" coordinated by the Belgian Association of Professional Journalists, jointly with the International Federation of Journalists and supported by the Department of Equal Opportunities of the Government of the Federation Wallonia Brussels. (Only in French)	EQUALITY, EQUALITY/ Gender, REPRESENTATION, REPRESENTATION/ Gender, GLASS CEILING (OR CONSTRAINED ACCESS TO THE TOP), SOURCES

(2009) <b>La Représentation de la Diversité, Paris</b> , CSA, Conseil Supérieur de l'Audiovisuel, France (only in French)	A Plan of Action developed by the CSA (Conseil Supérieur de l'Audiovisuel) on the representations of diversity in broadcasting media in France. The Plan emerged out of the CSA decision to develop an Observatory recording representations of diversity in the broadcasting media and proposing positive action. As part of advancing positive action, the Observatory shares its global findings on the uneven representation of diversity on screen and engages in consultation with the media corporations in order to advance diversity inclusiveness. In addition, the Observatory reviews current legislation using it as appropriate in supporting its aim for diversity inclusiveness.	SOCIAL RESPONSIBILITY, EQUALITY, REPRESENTATION, UNDERREPRESENTATION, FAIR TREATMENT
(2007) Hargrave A.M., Alias J., Kevin D., Codinach M., <b>Cultural Diversity Practices among Broadcasting Regulators</b> , Barcelona, CAC / Broadcasting Regulators and Cultural Diversity	This report examines global regulatory initiatives and regulatory models for cultural diversity, with particular regard to their impact on the development and implementation of broadcasting policy. The report finds many differences between countries. For instance, legal frameworks that govern broadcasting may or may not include explicit reference to cultural diversity. Also, cultural diversity within broadcasting means different things to different countries – and sometimes a multiplicity of things. At the same time different regulatory bodies do not intervene in the same way and apply differing measures upon broadcasters. Official regulatory bodies are complimented in many countries where there are advocacy groups or champions of cultural diversity that sit outside the broadcasting regulator. The report also points to examples of good practice.	INCLUSIVENESS, EQUALITY, REPRESENTATION, SOCIAL RESPONSIBILITY
<b>BBC Research Informing the development of the BBC's Diversity Strategy</b>	This is a report on findings from research into the BBC's Diversity Strategy. The research examined attitudes towards equality amongst third sector organisations, licence fee payers and BBC staff. The report makes a set of recommendations for BBC's strategy: To demonstrate the benefits of 'equality' and 'diversity'; to demonstrate that equality and diversity are more than legislative requirements, and key for the BBC to deliver better services and content for all licence fee payers; to demonstrate its importance for the Corporation's representation; to introduce multiple versions of the strategy written for different audiences; to use content examples to bring the policy to life; to offer tangible examples of how the BBC's objectives will be achieved; make references to key issues relating to specific characteristics and minority audiences; amongst others.	INCLUSIVENESS, ETHICS, DISCRIMINATION, EQUALITY, SOCIAL RESPONSIBILITY, PUBLIC OPINION
<b>Creative Diversity Network 'Take action'</b>	This particular section of the Creative Diversity Network website links to case studies and useful resources for organisations wanting to take action on issues of diversity. It indexes information, for instance on successful projects, or how organisations can rethink their approach to diversity in recruitment processes.	INCLUSIVENESS, ETHICS, DISCRIMINATION, RECRUITMENT, STAFF SELECTION, EQUALITY, SOCIAL RESPONSIBILITY
<b>Label Diversité – Cahier des charges de Labellisation</b> , Paris, AFNOR, Agence Française des Normes - (only in French)	Information about the diversity label issued by AFNOR Certification. It certifies an organisation for consistently and effectively acting on the risks of discrimination, on employee development, and other diversity related factors.	INCLUSIVENESS, ETHICS, DISCRIMINATION, RECRUITMENT, STAFF SELECTION, EQUALITY, SOCIAL RESPONSIBILITY

<b>Media Diversity and Equality Barometer : Main Results, CSA, Federation of Wallonia-Brussels</b>	The Barometer of diversity and equality is founded on a sociological hypothesis that television contributes to the construction of our representations of the world, just as our representations fuel the images which television presents to us. The following results, derived from the 2013 Barometer of diversity and equality for television broadcasters in the Wallonia-Brussels Federation, convey an image in "time t" of the representation of diversity on screen. To which reality in the world does the representation of diversity on screen refer? The perspective adopted is based on analysis of five variables: gender, origin, age, socio-occupational situation and disability. These results constitute a premise for a substantive debate taking into consideration the epistemological implications of the relationship between the media representation of diversity and its societal representation.	SOCIAL RESPONSIBILITY, EQUALITY, REPRESENTATION, UNDERREPRESENTATION, FAIR TREATMENT, PUBLIC OPINION
<b>Methodology of the Media Diversity and Equality Barometer, CSA, Federation of Wallonia-Brussels</b>	The Equality and diversity barometer for the Belgian French-language audio-visual media is founded on thorough quantitative analysis of the programmes on the television channels active in the Wallonia-Brussels Federation (Belgium). This analysis is repeated year by year so as to gauge the current trends.	SOCIAL RESPONSIBILITY, EQUALITY, REPRESENTATION, FAIR TREATMENT