



**TELL US ABOUT DIVERSITY!**  
**A PRACTICAL APPROACH**  
**TO INTERCULTURAL MEDIA CONTENT**

**SPEAK OUT**  
**AGAINST**  
**DISCRIMINATION**

**Council of Europe**  
**campaign**



## WHY?

**To be heard...** *"The greatest discrimination is to be found in people's ideas and opinions. When I'm being interviewed, often the journalists only look at my eyes and not at who I really am! They don't always ask the usual kind of questions. Some even reject me out of hand, just because I'm blind, because I have a disability. I don't want to waste any more energy to be treated on equal terms. I'm a normal person, like others, and all I'm asking is to have the same opportunities, the same rights."* Excerpt from an interview with Özgür ALTINOK, musician, music teacher, Istanbul, Turkey. Radio report "A musician in Istanbul", Paola GUARNERI, RAI (Italy) & Kivanc NALCA, TRT (Turkey)

### Some facts...

Worldwide, **less than a quarter of the people in the news are women**, although women account for over 53% of the world population, and only one eighth of news stories focus on women (*Global Media Monitoring Project 2010*)!

**Homosexuals, bisexuals and transsexuals** represent roughly **6%** of the population of the United Kingdom but account for less than **1%** of the population seen **on television** in that country (*Cultural Diversity Network Progress 2009-2010 Report*).

**Manual workers**, who account for less than **a fifth of the population** in France, are present in less than **2% of news stories** (CSA, Macé, 2008).

In Belgium, around **one tenth of people** who speak in **television news programmes** are seen as **non-white** (CSA, Bodson, 2009).

### Journalism, a factor for democracy and social cohesion

Journalism consists in checking facts and producing and disseminating information for public opinion. It is part of public and democratic debate.

Through the sources drawn on, the subjects chosen and the way they are treated, the media and journalists influence the agenda (*what to think about*) and public perception (*how to think*) of contemporary issues.

Access for all people, in their diversity, to the production of high-quality information is a real democratic issue.

Truly inclusive information, where all contribute as witnesses, players, producers etc, enhances intercultural dialogue, makes possible to live together and hence to strengthen social cohesion.

### Diverse Media but a production to diversify

Media production contributes to the construction of a shared world of imagination with which all men and women should be able to identify.

Media development is currently based on a proliferation of media supports.

Media consumption is increasingly individualised and therefore decreasingly shared or common.

The exclusion of various population groups, the proliferation of media supports and the fragmentation of media consumption necessitate a move towards truly inclusive, non-discriminatory and intercultural media production.

The inclusion of diversity in media production contributes to intercultural dialogue and social cohesion by opening it up to the greatest possible number of people, and to new audiences, thus facilitating shared debate and experience.

## HOW?

Here, the Council of Europe suggests an innovatory approach (\*) based on the idea of mixing journalists' professional practices during practical production exercises, with the following aims:

**To innovate** – The inclusion of diversity is a major social cohesion issue. The media can play an active part in this non-discrimination process. To achieve that aim it is necessary to remove barriers in attitudes and confront different professional practices by conducting practical co-production and co-distribution exercises at local, national or European level.

**To diversify** – The Media Cross-Production approach, also known as Media by pair, seeks to explore possible opportunities for achieving greater diversity of subject-matter, sources and methods of treatment. The aim is the emergence of truly inclusive, non-discriminatory and intercultural media production.

**To cross** – To promote openness to other practices, the Media Cross-Production approach involves mixing media forms (TV, radio, Internet, print press), media categories (general / ethnic & diversity, public / private / voluntary sector), geographical and ethnic origins, media genres etc. It encourages journalists from different backgrounds to work, produce and distribute together in teams of two or even three.

**To co-produce / To co-disseminate** – A Media Cross-Production exercise requires a minimum of three days. The aim is to co-produce, with limited time and resources, a report intended for subsequent media distribution. Setting dissemination as an aim, in other words making it a result-oriented exercise, means that the approach is not only confined to an experimental and learning process.

**To include** – Working by pair is interactive by definition. It is intercultural when professionals from mainstream and ethnic & diversity media work together or when those professionals are of different nationalities. To be truly inclusive, media production work must address diversity and non-discrimination in a cross-cutting manner and include them in the subjects treated, the sources used or the way subjects are treated.

### **(\*) Crossing journalists' perspectives, an original idea launched at the Council of Europe...**

First tested at the *European Media Encounters "Media, Migration & Diversity"* held at the Council of Europe (Palais de l'Europe, Strasbourg, France) in June 2006, the *Media Cross-Production* approach is based on an original idea developed by Reynald Blion, former programme director at the Panos Paris Institute, who has since become *Media & Diversity Manager* for the Council of Europe's *Speak out against discrimination* Campaign. As part of this Campaign and in partnership with the joint Council of Europe / European Union *Intercultural Cities* programme, this approach was reproduced in Seville (Spain, April 2009), Bari (Italy, December 2009), Yuzhny / Odessa (Ukraine, May 2010), then Istanbul (Turkey, November 2010). For further information on the methodology, programme and participants of these encounters, see the pages "*Producing and disseminating information*" on the site Intercultural Dialogue, Discrimination & Media / *Speak out against discrimination* Campaign, [www.coe.int/antidiscrimination](http://www.coe.int/antidiscrimination).

## European Journalists for Diversity – A network to continue crossing practices

Cross-perspectives continue on the Web since the building of the European Journalists for Diversity network. Led by Sunny Hundal, chief editor of the on-line magazine *Asians in Media* and columnist for the UK daily newspaper *The Guardian*, this network enables member journalists to exchange information, articles or comments on issues relating to media treatment of diversity and non-discrimination. This network is destined to grow; media professionals wishing to join it can apply directly to do so on the European Journalists for Diversity Facebook page.

### Journalists who have written about diversity

Some examples of reports from among over 40 co-productions which can be watched, listened to or read on the DVD *Ecrire la Diversité! / Tell us About Diversity!*

«*There is no discrimination, just misunderstanding?*», Aurélia BLANC, *Respect Magazine* (France) & Aris NALCI, AGOS (Turkey)

«*Des champs de fraises aux allures d'auberge espagnole*», Nando LUGINBUHL, *20 Minutes* (Switzerland) & Jutta SCHWENGSBIER, *Media Network* (Germany)

«*Un marroqui en Sevilla*», Hasan Salim PATEL, *BBC Radio Leicester* (United Kingdom) & Nicolas CASTELLANO, *Cadena SER* (Spain)

«*Bari Places*», Krischan DIETMAIER, *Arte / Bilderfest* (Germany) & Palina MAHILINA, *Orangelog.eu* (Czech Republic)

«*Breaking the taboos*», Eduardo DEL CAMPO CORTES, *El Mundo* (Spain) & Georgeta BOCSE, *Inform Media* (Romania)

«*Music is the people*», Margareta TOMO, *Magyar Szo* (Serbia), Véronique LEBLANC, *La Libre Belgique* (Belgium), Ovadia Adi HALFON, *Tel Aviv Times* (Germany)

«*Forbidden love*», Thomas SEYMAT, *Mediapart* (France), Simon KAMM, *Lusa - Agencia de Noticias* (Portugal) & Ali ABADAY, *NTV MSNBC* (Turkey)

«*Not easy to share Istanbul in a wheelchair!*», Carsten VICK, *NDR Info Radio* (Germany) & Claudio CASTELLO, *Utrop* (Norway)

### Media outlets which have contributed to writing about diversity

*Agenda interculturel* (Belgium), *AGOS* (Turkey), *Asians in Media* (United Kingdom), *BBC Radio Leicester* (United Kingdom), *Binfikir* (Belgium), *Cadena SER* (Spain), *Canal Sur TV* (Spain), *Danas* (Serbia), *De Morgen* (Belgium), *El Mundo* (Spain), *Eurosport* (Turkey), *France Télévisions* (France), *Gazetta di Reggio* (Italy), *Haber Türk – Newspaper* (Turkey), *i* (Portugal), *Il Messaggero* (Italy), *Klassekampen* (Norway), *L'Express* (Switzerland), *La Libre Belgique* (Belgium), *LUSA - Agência de Noticias de Portugal* (Portugal), *La Vanguardia* (Spain), *Magyar Szo* (Serbia), *Mediapart.fr* (France), *Minaret.it* (Italy), *MTNL* (The Netherlands), *MTV Hungarian Television Co.* (Hungary), *NDR* (Germany), *NRK* (Norway), *NTR* (The Netherlands), *NTV MSNBC* (Turkey), *Publico* (Portugal), *Radio Bienvenue Strasbourg* (France), *Radio Eur@dionantes* (France), *Radio Free Europe* (Ukraine), *Radio FRO 105,0 MHZ* (Austria), *Radio Orient* (France), *Radio Subotica* (Serbia), *RAI - Radio 1* (Italy), *Respect Magazine* (France), *RTBF* (Belgium), *RTP* (Portugal), *RTV* (Serbia), *Samanyolu TV* (Turkey), *RTN* (Switzerland), *SaphirNews.com / SalamNews* (France), *Spectrum Radio* (United Kingdom), *The Guardian* (United Kingdom), *Today's Zaman* (Turkey), *TRT* (Turkey), *TV8* (Turkey), *UBB TV Online* (Romania), *Utrop* (Norway)...



## FOR WHAT?

*(Extracts from participants' comments following the various Media Cross-Production encounters)*

**A concrete practice of diversity** – Living – producing – together requires mutual interest and means removing barriers in attitudes and practices in order to open up. Even if it is not always easy to combine perspectives, there is real scope for adaptation. This working method makes it possible to overcome obstacles and build together. Working in pairs means practising and expressing diversity.

**A wide range of contacts** – This method means working and producing quickly to check facts, target the right people and win their trust. Work by pair satisfies some of these requirements, especially in the case of groups or communities who are reluctant to speak to journalists. Contact with the interviewees is often facilitated through work by pair, particularly when one of the partners is from the same region, country or community.

**Certainties shaken** – This approach involves self-questioning. Working in a team of two, with a foreigner, on an unusual subject elicits various kinds of response. It is difficult to work with another person, to broaden one's perspective; the other person helps to bring life to the production duo. But views and assumptions come under strong challenge when this approach is adopted. What is at stake is better acceptance of the very variable geometry of our contemporary societies.

**Opening up to others** – This type of initiative is bound to involve difficulties. Working with another person means coming face to face with another world. Ingrained habits are severely challenged. Different realities, practices and worlds come into contact. This coming together helps to question established patterns and to overcome prejudice and stereotypes, in short to open up to that which is different.

**New forms of collaboration** – New forms of collaboration emerged after the first encounters. They mainly take the form of exchanges of articles, approaches to European colleagues or calls for new expertise. Another desired form of continuity involves setting up local, national or European networks of journalists specialising in intercultural and non-discriminatory treatment of news.

### **Making the invisible visible...**

*"The six Italian journalists who, like me, worked in pair at the Bari meeting were able to penetrate deeper into a city they thought they knew. Through the eyes of our foreign colleagues who were discovering Bari in a different light, we too got to know a different side to the city. In my case – I am from Bari and have been covering the city for the RAI for several years – the work with my colleague from Romania enabled me to discover urban and social dynamics whose existence I never suspected!"* Statement by Paola GUARNIERI, RAI (Italy) at the Forum of Intercultural Cities, Bari (Italy, December 2009).

# IN THE 47 COUNCIL OF EUROPE MEMBER STATES **DISCRIMINATION IS A CRIME** YOU MAY BE THE NEXT VICTIM OR THE NEXT WITNESS, SO **SPEAK OUT AGAINST DISCRIMINATION!**

This is the main message of the Council of Europe's anti-discrimination campaign, which primarily targets media industry professionals and has three main objectives:

1. to train media professionals on how to treat news relating to discrimination and intercultural dialogue;
2. to help people with a minority background to make their voices heard by facilitating their access to media professions and productions;
3. to inform public opinion about policies that combat discrimination.

The campaign, which focuses on the role of the media in a multicultural Europe, derives its mandate from the Council of Europe's White Paper on Intercultural Dialogue "Living together as equals in dignity".

## **THE INTERCULTURAL CITIES PROGRAMME** **A JOINT ACTION BY THE COUNCIL OF EUROPE AND THE EUROPEAN UNION**



The joint Council of Europe / European Union Intercultural Cities programme offers various methodological tools to support cities in the implementation of an intercultural approach to integration. The programme offers cities guidance in the evaluation and adaptation of their policies and the commitment of their citizens to the development of an intercultural strategy and vision for the city. A practical handbook, a methodology for reviewing policies from an intercultural angle, hundreds of examples of policies and initiatives and an index for measuring progress enable cities to focus and structure their efforts.

Further information on: [www.coe.int/interculturalcities](http://www.coe.int/interculturalcities).

### **THE COUNCIL OF EUROPE**

47 MEMBER STATES. 800 MILLION EUROPEANS.

The Council of Europe is an international organisation set up on 5 May 1949 to protect human rights, democracy and the rule of law across Europe. It is based in Strasbourg, France.



COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE

**Council of Europe**

Avenue de l'Europe – F-67075 Strasbourg Cedex

Tel. +33 (0)3 88 41 20 00

[www.coe.int/antidiscrimination](http://www.coe.int/antidiscrimination)