

MEDIANE

Media in Europe for Diversity Inclusiveness



4. – 6. October 2013

Thematic Encounter
*Journalism Practice & Media
Diversity Inclusiveness*

REPORT

Thessaloniki – GREECE

in partnership with:



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Building upon the experiences and results of the 2008 – 2010 "*Speak out against discrimination!*" Campaign and the joint EU/Council of Europe 2010 – 2012 *MARS – Media against Racism in Sports* Programme, *MEDIANE – Media in Europe for Diversity Inclusiveness* offers European and Thematic encounters as a first step for sharing practices, but also the opportunity for media outlets and professionals to share professional practices directly on a one-to-one basis, through "*European Exchanges of Media Practices*" (EEMPs). One of *MEDIANE*'s main outputs will be the *MEDIANE* Index. The *MEDIANE* Index will be an instrument for the media industry to self-monitor its abilities to include diversity in its daily work and also to serve as an action-support tool in favour of inclusive, diverse and intercultural modes of media content, design and production.

MEDIANE's global objective will advocate and stimulate inclusive and intercultural approaches of design and production media content, that could be applied to any kind of media sector by:

- supporting European Exchanges of Media Practices (EEMP) in journalism training, editorial management and design/production,
- implementing media encounters linking the various actors of the European media industry,
- analysing media practices to build a Media Index on Diversity Inclusiveness; this Index will be a self-monitoring and decision-making tool regarding media content design and production.

More information on *MEDIANE* is available on its website: www.coe.int/mediane.

OBJECTIVES & PROFILES OF PARTICIPANTS

The two-and-half day encounter focused on identifying best practices among journalists' unions and journalists, as well as media trainers and managers. The encounter spotlighted on themes related to media coverage of ethnic minority, far right politics and immigrants. It examined news content as well as daily journalism practices. It also aimed to advertise the European Exchanges for Media Professionals (EEMPs) and support participants in getting involved in this activity, facilitated further exchanges among participants in the thematic encounter and provide input on the future *MEDIANE* Index.

The main objectives of the encounter were as follows:

- Improve media diversity and inclusiveness through ethical reporting and practices
- Raise awareness of diversity and inclusiveness issues in the media among media professionals, union representatives and media trainers
- Exchange best practices examples among media professionals on diversity and inclusiveness reporting in the media and the unions

Profiles of participants include mainly (*see Annex II – detailed profile of participants*):

- Journalists
- Representatives of journalists' unions
- Editors
- Journalism trainers and educators

In total, the encounter brought 24 men and 20 women together.

The introduction section included the main representatives of the organisers of the MEDIANE encounter – **Ms. Maria PLIKA**, (Treasurer, ESIEMTH - Journalists' Union of Macedonia and Thrace Daily Newspapers) and **Mr. Ricardo GUTIERREZ VELAZQUEZ**, (Secretary General, EFJ - European Federation of Journalists). They spoke about the commitment of the organisations and how, in an organisational capacity, improve diversity inclusiveness within journalists' unions and in the media. **Ms. Diane KEMP**, (CoE MEDIANE Encounter Consultant) spoke about the MEDIANE approach to diversity inclusiveness and how it differs from diversity reporting and why such an approach is adopted.

Ms. Maria PLIKA, (Treasurer, ESIEMTH - Journalists' Union of Macedonia and Thrace Daily Newspapers), explained the role of journalists in promoting diversity inclusiveness in society and how her union, through various activities, do achieve this. She said that journalists' role in forming and shaping more progressive ideas when it comes to diversity and in promoting inclusiveness constitute a foremost priority for ESIEMTH, given the political and social unrest the country is presently going through. She explained that stereotypes of minority groups in Greece is a big problem. Migrants and minority groups are often under-represented in the media. It furthers racism in society. She said that the union had been collaborating with the EFJ on numerous occasions on this issue. Through this collaboration, the union has realized the urgent need to provide information and training to media workers, and trade unions and employers' organizations in the industry, in order to promote the equal participation and visibility of vulnerable groups in the media for the sake of combating discrimination and stereotypes. She said that it is important to develop practical tools and best practices examples for journalists.

Mr. Ricardo GUTIERREZ - VELAZQUEZ, (Secretary General, EFJ - European Federation of Journalists), said that diversity and pluralism is and has always been a must in journalism. The EFJ has been playing an active role in promoting it among journalists and their unions through projects, development of best practices and training for journalists. He emphasised the decent working conditions of journalists as one of the key factor that ensure the quality (including diversity inclusiveness) of journalism. He said that journalists' unions have an important role to play. He said that women and minority are not always being treated equally within journalists' unions. The unions need to do more to address this inequality. He also highlighted that publishers and broadcasters have the responsibility to ensure content in the news reflects the diversity in society. They need to be on board regarding this issue. Individual journalists should develop good practices.

Ms. Diane KEMP, (CoE MEDIANE Encounter Consultant) started by asking participants if it is a bad idea to have a diversity reporter and whether reporting diversity is a bad thing. She then explained what diversity inclusiveness means in media reporting and how it differs from diversity reporting. She explained that diversity inclusiveness means talking with a diverse group of people and treat them equally in any news report. It is not about focusing on a particular minority group. If journalists only focus on a particular group of people or singling out minorities for special treatment, it will risk marginalizing the minority group. It is dangerous because it furthers stereotypes in society. The ethical practice should be to acknowledge them as part of the norm.

The soapboxes comprised a series of short interviews, intending to give participants a 'quick hit' on the subject of media diversity inclusiveness. Six people were asked to talk about case studies, best practices examples, research and policies developed in order to create an ethical environment where journalists, unions and media trainers can do their parts to uphold the principle of diversity inclusiveness in their daily practices. Two people were interviewed at a time by an interviewer.

SOAP BOX I

Ms Martine SIMONIS, (Secretary General, AJPB – Association des Journalistes professionnel/les de Belgique) introduced a number of initiatives launched by the AJPB to improve media diversity and inclusiveness. These include studies on media representations of women, youth, and minority groups in Belgium (French-speaking part). The union also developed initiatives and joint research projects with organisations such as the Conseil Supérieur de l'Audiovisuel to look at the issue of gender equality in the audio-visual sector and media ethics. She also explained how the unions' approach newsroom managers and develop initiative to improve diversity inclusiveness within the newsroom.



Best practices examples:

Links to the diversity studies: <http://www.ajp.be/diversite/>

Best practices in the audio-visual sector: <http://www.ajp.be/diversite/bonnespratiques.php>

Mr. Dimitris DRAGOGIAS (Vice-President, POESY, Greece) shared his experience and practices in his news organisation with participants. He said that discrimination is not a problem in his workplace. He highlighted the situation in Greece where coverage of extreme political party 'Golden Dawn' presents an ethical dilemma for journalists.

SOAP BOX II

Mr. Simon KAMM (Freelance journalist and former journalist at LUSA, Portuguese News Agency, www.lusa.pt) shared his experience in reporting issues related to diversity and inclusiveness and how his interest on these issues has influence upon his colleagues. He told participants and fellow journalists that being persistent is the only way to convince the editor to publish stories related to diversity and inclusiveness issues. He also told the audience that explaining to the editor the economic aspect of how media diversity and inclusiveness can help the news organise diversify audiences and revenues is also important.

Ms. Marie-Christine LIPANI, Deontology and Ethics Lecturer, IJBA, France, highlighted the challenges facing journalism schools when it comes to ethics. Journalism schools are under pressure to introduce

more practical courses for journalism students. It created a vicious circle that journalism students do not see the values in ethics and prefer practical courses. She said that it is the responsibility of both media organisations and school to create a course that emphasises both the practical aspects as well as the ethical aspect in journalism training. In her university, the course on ethics is not compulsory and the course on training is not regulated. The precarious conditions in the profession have made it difficult for journalists to respect ethical practices and diversity inclusiveness. Because they tend to produce content that is demanded by their editors to have an appeal to the mass audience. She suggested that ethics should be embedded in all journalism courses at the university.

SOAP BOX III - SPOTLIGHT ON JOURNALISM AND MEDIA PRACTICES

Leon MANN, (Film-Maker & Freelancer, Member of BCOMS, Black Collective of Media in Sport, United Kingdom) shared his experience as a 'minority' journalist starting up from an assistant at the BBC to a successful journalist using his experience and contact with athletes. He said that there was not much diversity when he started to work at the BBC. He told the audience his inspiration as a sport journalist using his own ethnic background as his advantage to approach athletes with the same ethnic background. He formed the Black Collective of Media in Sport (BCOMS) group, an organisation campaigning for Africans and Caribbeans in the UK sports media. It provides journalists with similar ethnic background networking opportunity to raise awareness of sportsman and women from ethnic minority backgrounds in sport media. It also provides a serious platform for black sport journalists to convince editors and media organisations. The BCOMS has 20% of its members as women.



Beatriz GOMEZ DIAZ (Journalist, FSC – CCOO, Spain) talked about her union's initiative to tackle the issue of diversity under the difficulty of job cuts. The challenge in Spain is to change people's mentality towards diversity, especially when it comes to gender equality. Women are being stereotyped. Although there are a lot of women on TV, one can rarely find fat women on the screen. There is an equality plan in place in Spain to monitor the number of women appearing on TV. However, media and media professionals are not aware of this. The issue is not being tackled in the newsroom.



Yannis Kotsifos
@Yanniskotsifos
Working group debating about ethics when reporting far right politics #mediane_gr

Based on the examples of ethical questioning journalists are facing when covering far-rights, participants were divided into two working groups to find out ways to counter the challenge. Participants were asked to find way to strengthen diversity inclusiveness in journalists' daily work such as developing innovative ways of covering such issues. The working groups also discussed the impact working conditions, newsroom recruitment policies and working relations have on media diversity inclusiveness.

Ms. Kristina Hristova from Bulgaria **and Mr. Yannis Sidiropoulos** from Greece, presented the

challenges they face in applying diversity inclusiveness in their media work, especially in using the correct terminology and neutral tone in media reporting. **Ms. Hristova** stated that the Bulgarian media have adopted an overall stance of not granting coverage to nationalist and extremist political groups in an effort to deflect their impact upon public opinion.

Mr. Sidiropoulos, who is a journalist working in one of Greece's most multi-cultural and thus most diverse regions- gave an overview of the coverage given to the far-right groups, stating that prior to the recent arrests of the leaders of the extremist party Golden Dawn, the national media provided them with a mass audience (an audience sorely afflicted by joblessness and poverty) by presenting a positive and nonchalant coverage of Golden Dawn's demagogic rhetoric (i.e. food giveaways for Greeks only).

The example shows that journalists are faced with a dilemma: to report or not to report when it comes to extreme political parties/opinions. Participants shared examples of best practices to solve this dilemma. These examples include: training for journalists covering extreme political parties regarding political knowledge, language, and sensitivity in reporting. Journalists need to be cautious when they report about extreme political parties and be aware of the need to provide accurate, diverse and inclusive reporting. **Ms. Anne-Claire Orban de Xivry**, international Project Manager, Media Animation, pointed out that training is needed to fine-tune coverage so as to reflect a balance.

Participants also discussed the abuse of social media for spreading extremist views. Journalists need to be cautious about the use of social media. If journalists take a sensational approach towards far right parties, it can make their extremist view become mainstream. However, the lack of editorial independence could present the challenge for journalists to take an inclusive approach because commercial media often prefer sensational stories that help increase the sale of their papers.

It was argued that media can gain more audience by being inclusive because diversity inclusiveness in the media can help reach a broader audience from different background.

Participants were divided into two working groups. They shared their own experiences and stories. In particular, they discussed ways to improve their capacities (at individual level, in trade unions, in journalism training and in the newsrooms) in order to uphold journalism standards and implement truly inclusive approach in their daily media work, in particular in the way they design and produce media content.

Two working groups have brainstormed and come up with an inventory list on diversity inclusiveness guidelines:

- Make mentoring available to young people and women at workplace
- Leaders (in unions, newsrooms or media companies) should take responsibility by participating in meetings, trainings and conferences on diversity inclusiveness issues so that these issues are less marginalised and are part of the organisations' priorities and agenda
- Young people mentoring older people, e.g. on social media
- The role of press councils and their structures. For example, press council's decision on issues related to gender, minority rights, refugee, immigrants, etc. How do press councils make the decision? Who sits in its decision-making body?
- Encourage people from different backgrounds to stand for decision-making positions (in unions, media companies, etc.)
- Raise awareness of the correct (or non-discriminatory) use of wording/terminology among journalists
- Investigate the composition of newsroom staff (to achieve a balanced representation in terms of age, gender, ethnic background, etc.)
- Train journalists to be more open-minded
- Find new ways of engaging journalists in trade unionism to strengthen solidarity and the ethics of the profession (to act as a collective entity)
- (Unions) support networks for different networks of journalists, e.g. freelancers and journalism graduates or young journalists
- Organise informal 'meetings' or social events providing a networking opportunity for journalists from different backgrounds discuss issues that matter to the profession, e.g. ethics, working conditions, best practices, etc.
- Avoid stereotypes and ethnic profiling in media report
- Take the background (e.g. gender, ethnic minority, etc.) into account when interviewing experts
- Extra trainings are needed for journalists covering specific issues such as far right politics, ethnic minority, migrants, etc.



- Journalism courses should include ethics as a compulsory element
- Journalists need to understand their audience
- Journalists' unions should support newcomers to the industry and journalism graduates
- Create special committees to respond to all journalists' needs
- Unions to develop policies and innovative ways to support media practices to sustain diversity inclusiveness

www.coe.int/t/dg4/cultureheritage/mars/mediane/EEMP_en.asp

Pamela Morinière and **Yuk Lan Wong** introduced the European Exchanges of Media Practices (EEMP) and gave participants the chance to exchange views with each other with the aim to help interested participants to find their partners and suitable topics for further exchange through the EEMPs. The EEMP is for journalists, media trainers, media owners, publishers, editors, journalism students, etc.

The exchanges' aim is to learn from each other about media practices towards what is called diversity inclusiveness or inclusive reporting – how does it apply to everyday journalism, in trade union work, in training and practice of media content production and design.

What a MEDIANE European Exchange offers - 5 days/ €500/ Flights covered/ Exchanges run until mid-December 2014/ Support in finding an exchange partner

A MEDIANE European Exchange requires:

- the joint production of one of the following outputs: journalism training tools, media reports, case studies, guidelines for recruitment, editorial management tools – or evaluating existing media products, training tools or case studies with the aim of including diversity and non-discrimination in design and production of media content,
- filling in an Exchange Evaluation Survey,
- providing a short report describing the exchange process, its learning effect and the approach they used towards diversity inclusiveness. This report should offer guidelines and/or recommendations that could contribute to a greater inclusion of diversity within daily news production and content design.

Some exchange ideas – Developing activities to be used within seminars and lectures, exchanging on training practices and collaborative researches – in relation to media diversity inclusiveness / making students exchange in relation to sport media coverage and media diversity inclusiveness/ having a look at own country's media training in relation to media diversity inclusiveness/ focussing on gender issues and stereotypes, on programmes on equality between women and men in journalism, with possible exchanges of studies and good practices – in relation to media diversity inclusiveness/ multimedia story-telling in the news in relation to media diversity inclusiveness/ exchanging ideas on issues related to diversity inclusiveness and enlarging inter-union contacts

The training was conducted by Mike Jempson. Participants were divided into 5 groups and given a role-play exercise with an aim to

- raise awareness on the importance to give a voice for those (i.e. ethnic minority, women, etc.) who are not able to speak up for themselves due to discrimination
- feel empathy about people who are facing discrimination
- release the importance of accurate and ethical reporting have on eliminating social prejudice

Feedbacks received from participants varied regarding the results of the training I. Some expressed that the exercise was interactive and made them think about the need to care about other disadvantaged groups in society and the need to make their voice heard. They also realised that the media tend to generalise and exaggerate the problem rather than report the facts.

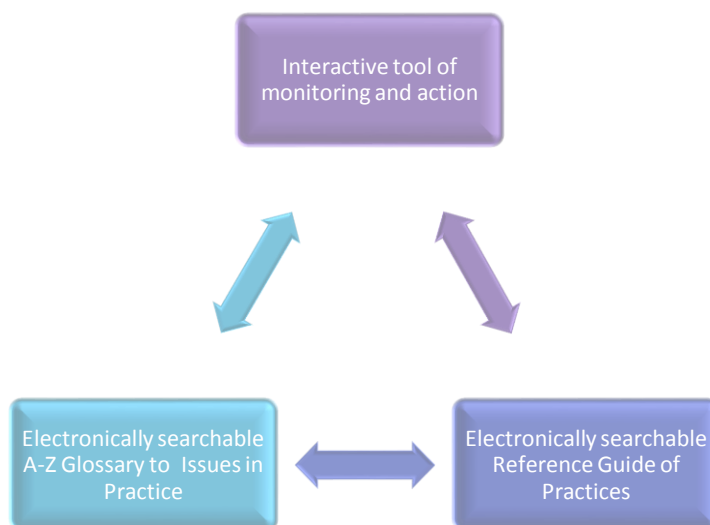
Others felt that the exercise was not so relevant to them. More explanation and discourse after the training was needed in order to participants to fully appreciate the purpose of the training.

INTRODUCTION

The Media Index on Diversity Inclusiveness (MIDI) already took a prominent position in the discussions held during the first MEDIANE European Encounter in Nicosia

The Index aims to address issues associated with the main areas of media practice and media organisations' strategies. For the purpose of this project, these are organised around four themes / interfaces: (i.) Employment, (ii.) Content development, (iii.) Ethics and (iv.) Media strategies for development

The four interfaces of professional media practice and organisational strategies will be address through the development of an Index that consists of three elements:



- **Interactive tool of media self-monitoring and action** - This tool will have three distinct and parallel platforms targeting three different groups of stakeholders: media managers; journalists and media trainers. Each platform's design aims to correspond to the interests and needs of each particular professional group of users (see next sections for details). The self-monitoring part of the proposed Index is an important dimension as it will offer the media and their professionals a very concrete and practical tool as well as it will guarantee the monitoring results to remain confidential and to be for their only use.

- **Electronically searchable Reference Guide of Practices** - A mapping of the most significant studies, reviews and codes of practice on diversity inclusiveness in the media. Approx. 20 projects, such as the Diversity Toolkit; IFJ's Ethical Journalism Initiative; the publication Reporting Ethnicity & Religion, alongside additional European and international publications such as OSCE's Guidelines on the Use of Minority Languages in the Broadcast Media are to be reviewed. The reference guide, with hyperlinks to the specific reports, will be organised around the four main thematic units: employment; content development; ethics and journalism practice and media strategies for development. This reference guide will be made of a single document for all stakeholders divided under the four themes of the Index (employment, content, codes of practice, strategies for development). The logic of single document is that diversity is driving common agenda and practice. This reference guide will include a shared selection of approx. 25-30 resources (see after, Part III) introduced through an executive summary that highlights

key points of each resource under the four themes of the Index and divided between its 3 targeted groups: trainers, journalists / media content makers and media managers.

• **Electronically searchable A-Z Glossary to the Key Practical Issues** - The Glossary will address specific issues that managers, editors and journalists face in their practice and when making decisions about personnel and content production. With an emphasis on the integration of diversity and the principle of non-discrimination as a guiding theme, the user-friendly glossary will be organised around the four main thematic units: employment; content development, ethics and journalism practice and media strategies for development.

The guide will provide specific and applicable tools for media professionals and trainers to self-monitor their practice and to make decisions that promote inclusiveness of diversity and the principle of non-discrimination. For example, under the A-Z guide on content development, practitioners will be offered sets of questions to address when they work on crime stories (e.g. how many sources did you use? How many voices of those involved have you included? Have you mentioned the perpetrator's/victim's ethnicity and is this relevant to the story?). While the Electronically searchable Reference Guide of Practice and the electronically searchable A-Z Glossary to the Key Practical Issues should provide common reference points for media managers, journalists and trainers, the Interactive tool of media self-monitoring and action will be tailored to separately correspond to the needs, interests and practice of the three main groups of intended users.

As the initial name chosen for the MEDIANE Index on Media Diversity Inclusiveness does not reflect the real structure and content of what this tool aims at being; a self-monitoring and action tool supporting the efforts made by the media and the professionals for including diversity in their daily media work and production, a consultation will be launched by the end of 2013 until February 2014. Based on the results of this online consultation, a new name will be selected by the MEDIANE team, consultants and partners.

The realisation of MEDIANE Index on media Diversity Inclusiveness is organised in four stages:

Preparatory phase (April 13 – May 13)

Establishment of rapport and initiate consultation

Online survey

Draft Methodology paper outlining the key elements of the realisation of the MEDIANE Index.

Index building phase (June 13 – Feb 14)

Finalisation of the Methodology paper

Development of indicators of intercultural practice

Development of the three key elements of MEDIANE Index

Index testing phase (Feb 14 – June 14)

Recruitment of volunteering participants

Test MEDIANE Index on Media Diversity Inclusiveness content

Analysis of data and internal report on results of the testing phase

Revisions and finalisation of the Index

Index promotion phase (June 14 – Dec 14)

Maximization of collaborations and strategies for participation and promotion

Presentations of MEDIANE Index on Media Diversity Inclusiveness in conferences, public events

Promotion event of MEDIANE Index during the last European encounter

At the end of her presentation, it was emphasised that the Index is a collective effort and its successful development and implementation depends on input and feedback from partners and the main stakeholders – i.e. journalists, media managers and media trainers.

CONCLUSIONS & RECOMMENDATIONS

The Encounter identified the following challenges that need to be address at different levels:

- Media misrepresentation or stigmatisation of certain groups of people in society, e.g. women, ethnic minority, disabled people, young people, etc.
- Segregation of different communities and different media. The voice of minority groups can only be heard through their own media / community media. There is no mainstreaming in the media on these issues.
- The language barrier between communities and journalists.
- The integration of journalists with a minority background into mainstream media and their assignments
- Politicisation of media: some media organisations run certain political agenda against certain groups of community in society, e.g. far-right politics
- Self-censorship of some media when it comes to covering far rights groups
- Lack of knowledge of minority issues and discrimination
- The tendency of sensationalising/commercialisation of the news
- Lack of newsroom diversity in terms of employment
- Lack of support from and engagement of media managers and owners to develop policies to tackle diversity and inclusiveness in the newsroom and news content
- Journalism education emphasises too much on practical skills rather than ethics
- Lack of training provided for journalists on diversity

Media organisations need to

- consider the recruitment of staff from different backgrounds and how this can also have an impact on the way local news is reported
- avoid marginalising minority groups
- include diversity in any type of content
- fact checking and languages used (the question of illegal immigrant), including diversity in any type of content

Journalists need to:

- Beware of the correct (or non-discriminatory) use of wording/terminology

- Be trained on issues related to diversity and inclusiveness, e.g. far-right politics, ethnic minorities, gender issues, etc.
- Avoid stereotypes and ethnic profiling in media report
- Take into account the background (e.g. gender, ethnic minority, etc.) when interviewing experts
- Understand the audience and represent the audience
- Journalists should bear in mind diversity and inclusiveness in everyday reporting

Journalism trainers and educators:

- Journalism courses should include ethics as a compulsory element
- Training for journalists students and trainers on diversity issues

Journalists' unions need to

- Create special committees to respond to all journalists' needs
- Look at the profession from the inside and how it reflects the population
- Develop policies and think of innovative ways to support media practices to sustain diversity inclusiveness
- Talk to media owners about the issue
- Unions to develop policies and innovative ways to support media practices to sustain diversity inclusiveness
- Journalists' unions should support newcomers to the industry and journalism graduates
- Organise informal 'meetings' or social events providing a networking opportunity for journalists from different backgrounds discuss issues matter to the profession, e.g. ethics, working conditions, best practices, etc.
- Develop detailed guidelines (including terminology) on covering specific issues, e.g. race, migrants, etc.

APPENDIX

AGENDA

Detailed Agenda available online

FRIDAY, OCTOBER 04 2013

- Morning *Participants Arrival*
- 2.00 pm **WELCOMING WORDS**
- 2.15 pm **INTRODUCTORY SESSION**
- 2.45 pm **DIVERSITY INCLUSIVENESS IN NEWS REPORTING**
Quiz & Presentation of current news reports for analysing their diversity inclusiveness
- 3.15 pm *Coffee break*
- 3.45 pm **SOAP BOX**
Spotlight on practices of journalists and of their organisations in creating the conditions (e.g. working conditions, professional rights and ethics) and finding creative ways to implement an inclusive approach of media content design and production.
- 4.15 pm **DIVERSITY INCLUSIVENESS AND ETHICAL DILEMMAS: REPORTING FAR RIGHTS POLITICS**
Based on the premise that journalists often face an ethical dilemma when they cover far right politics, the working group panel will invite participants to consider innovative ways journalists can explore and reflect diversity and inclusiveness through their work. This panel will also address other issues that impact diversity in the media, such as working conditions, newsroom recruitment policies and working relations.
- Working Group 1**
- Working Group 2**
- 5.45 pm **REPORT BACK** from the working groups
- 6.00 pm *End of the Day*
- 8.00 pm *Dinner*

SATURDAY, OCTOBER 05 2013

- 9.00 am **WELCOMING WORDS & INTRODUCTION** to the day's theme
- 9.10 am **SOAP BOX**
Spotlight on journalism and media practices in creating the conditions (e.g. working conditions, professional rights and ethics) and finding creative ways to implement an inclusive approach of media content design and production.

- 9.30 am **LEARNING BY SHARING ON DIVERSITY INCLUSIVENESS** – Participants share their own experiences and stories. What do journalists and unions of journalists need to equip themselves with (e.g. ethical codes and guidelines, media index, training, union support, etc.) in order to uphold journalism standards and implement truly inclusive approach in their daily media work, in particular in the way they design and produce media content?
(Two working groups will brainstorm and come up with an inventory list on diversity inclusiveness guidelines: what it is about, what it is not about and what is in between)
- 11.30 am **REPORT BACK** from the working groups
- 11.45 am Introduction on **EEMPS - EUROPEAN EXCHANGES OF MEDIA PRACTICES**
- 12.00 am **SPEED-DATING SESSION** for pairing media professionals who will commit to implementing a MEDIANE European exchange of journalism and media practices in relation to media diversity inclusiveness.
- 1.00 pm Speed-Dating Lunch*
- 2.15 pm **SOAP BOX**
Spotlight on journalism and media practices in creating the conditions (e.g. working conditions, professional rights and ethics) and finding creative ways to implement an inclusive approach of media content design and production.
- 2.45 pm **TRAINING I – LET’S GET OUR HANDS ON!**
Training I - Reporting with diversities as angle of coverage - This section will focus on news daily routines and examine how media professionals and editors can better include diversities in their daily media work. Do they reflect reality or stereotypes? How can the approach of diversity inclusiveness contribute to rebalancing realities and stereotypes in journalists’ daily work?
- 6.00 pm End of the Day*
- Free evening*
- 6.30 pm **Proposal for an informal exchange** on MEDIANE between CoE MEDIANE Managers and members of the EFJ MEDIANE Working Group*

SUNDAY, OCTOBER 06 2013

- 9.00 am **INTRODUCTION** to the day’s theme
- 9.10 am **SOAP BOX**
Spotlight on journalism and media practices in creating the conditions (e.g. working conditions, professional rights and ethics) and finding creative ways to implement an inclusive approach of media content design and production.
- 9.30 am **TRAINING II – WORKING CONDITIONS**
What can be done to implement truly inclusive approach in daily news reporting? Are ethical

codes, internal charters or codes of conducts, style guides, editorial guidelines, etc. sufficient for implementing this approach? What are the newsroom practices and cultures that need to be changed? What is the role of journalists' unions, of media managers?

- 11.30 am **TRAINING LEARNING**
What are the key results of the encounter? How can we move forward to create a solid foundation for inclusive approach in media content design and production?
- 12.00 am **CONCLUSIONS & NEXT STEPS**
- 12.30 am *Closing Buffet*
- Departure of participants*
- 1.30 pm **MEETING OF THE EFJ MEDIANE WORKING GROUP**
- 4.00 pm *End*

MEDIANE 1 EUROPEAN ENCOUNTER – LIST OF PARTICIPANTS

PARTICIPANTS

Ljuba	BABIC KOSIR	Union of Journalists of Slovenia	General secretary	Slovenia
Marta	BARCENILLA ESCAÑO	FSC-CCOO	Organization Responsive in Mass Media Sector	Spain
Christos	CHRISTOFIDES	Union of Cyprus Journalists	Member of Executive Committee	Cyprus
Villy	DALL	Dansk Journalistforbund	Executive Board Member	Denmark
Betty	DE VUYST CLEEREN	RTBF	Journaliste en chef	Belgium
Yurdakul	DJAFER	Basin-Sen	member	Cyprus
Belal	DOUFESH	Freelance	Freelance	Cyprus
Dimitris	DRAGOGIAS	POESY	Vice President	Greece
Zdenko	DUKA	Croatian Journalists' Association	President	Croatia
Mark	FULLER	FD Mediagroep NVJ - Dutch Association of Journalists	Social Media Manager	The Netherlands
Beatriz	GOMEZ DIAZ	FSC-CCOO	FSC - CCOO Gender Responsible	Spain
Stéphane	HOEBEKE	RTBF	Legal Councillor	Belgium / Belgique
Kristina	HRISTOVA	Association of European Journalists - Bulgaria	President	Bulgaria
Tatiana	ISTRATE	Romanian Federation of Journalists MediaSind	PR Manager	Romania
Michael	JEMPSON	The MediaWise Trust	Director	England
Simon	KAMM	Portuguese News Agency LUSA	Journalist	Portugal
Yannis	KOTSIFOS	ESIEMTH - Journalists' Union of Macedonia and Thrace Daily Newspapers	Director	Greece
Marina	LALOVIC	BABEL TV	Journalist	Italy
Marie-Christine	LIPANI	Institut de Journalisme de Bordeaux Aquitaine IJBA	Maître de conférences	France
Leon	MANN	Freelance	Film-Maker & Interviewer	United Kingdom
Yasir	MIRZA	Guardian News & Media	Head of Diversity & Inclusion	United Kingdom

Maria	PANAGIOTOPOULOS	Secretariat General of Mass Media		Greece
Chryso	PANTOPIOU	Cyprus Radiotelevision Authority	Radiotelevision Officer	Cyprus
Ana Cristina	PEREIRA	Público	reporter	Portugal
Maria	PLIKA	ESIEMTH - Journalists' Union of Macedonia and Thrace Daily Newspapers	Member of the Board	Greece
Rainer	REICHERT	Deutscher Journalistenverband DJV/ European fed. of Journalists EFJ	DJV International Affairs Committee Chairman Member of EFJ Mediane working group	Germany
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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 designing 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 ongoing 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 a one-to-one basis, through the 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 influences the agenda (what to think about) and the public's perception (how to think) of contemporary debates. This is why the CoE of Europe considers truly inclusive information - where people can participate as witnesses, players, producers etc. - which is 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?