MEDIANE

Media in Europe for Diversity Inclusiveness

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EUROPEAN ENCOUNTER
*TESTING A MONITORING BOX ON
MEDIA DIVERSITY INCLUSIVENESS*

REPORT

FUNDAÇÃO CALOUSTE GULBENKIAN
Lisbon – Portugal
www.coe.int/mediane/lisboa

acidi · Alto Comissariado para a Imigração e Diálogo Intercultural, I.P.

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CALOUSTE GULBENKIAN FOUNDATION

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MEDIANE PRESENTATION

Reynald BLION, Media & Diversity and MEDIANE Programme Manager, CoE
Diane KEMP, MEDIANE Encounters' Consultant, BCU / School of Media
www.coe.int/mediane

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 an 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 their abilities to include diversity in their 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.

THE SOAPBOXES – QUICK HITS ON MEDIA DIVERSITY INCLUSIVENESS

The four Soap Boxes can be watched online at: www.coe.int/mediane/lisboa

The soapboxes comprised a series of short interviews, intending to give participants a 'quick hit' on the subject of media diversity inclusiveness. Eight people have been asked to talk about case studies, strategies, pieces of work with which they were associated, which dealt with the subject in their context. The eight contributors were interviewed by **Reynald BLION**, Media & Diversity Manager, Council of Europe; two at a time, and the sessions were interspersed throughout the three days of the encounter.

The 'soapbox' reference is a British one; anyone wanting to make him/herself heard could stand on an upturned box on a street corner and start talking. This has led to the phrase 'getting on one's soapbox' meaning to talk on a theme.

Have been part of the Lisbon Soap Boxes:

Bárbara REIS, Director, **Público,** Portugal - www.publico.pt

PÚBLICO was founded on March 5, 1990. It is a quality paper and is known as a publication of the French school including a lot of extensive articles. The first editor-in-chief of Público was Vicente Jorge Silva. Nowadays, the editor-in-chief is Bárbara Reis. Público is online since 1995 and it was the second Portuguese mainstream newspaper to have an online edition. Today, Público online is the leading Portuguese news website with more than 12 million visitors, 55 million pages visited with 3 million unique visits per

month). First, **BARBARA REIS** joined weekly Expresso because she wanted to be a photographer but ended up catching the writing bug. She was 17 years old. Público was born two years later and she was invited to join the team, working at the World desk. One day she was asked whether she wanted to become Público's correspondent in New York. Barbara went there for five years. She spent so many hours in the UN Security Council corridors that ended up in Dili, East Timor, with a UN passport. It made absolute sense: working with Sérgio Vieira de Mello and witnessing the birth of a nation. So she went for six months to train journalists but spent two years as spokeswomen of the mission. She returned to Público in 2002. First as Arts editor, now as editor-in-chief.

Mukti Jain CAMPION Executive producer, *Culture Wise Productions* / *BBC Radio & TV* Producer, UK - www.culturewise.org - **CULTURE WISE PRODUCTIONS** has been making documentaries for BBC Radio since 1995, across different genres including arts, history and current affairs. Our speciality is original, intelligently researched and well-crafted features that reflect the rich cultural diversity of Britain and its many historical and contemporary links around the globe. Our programmes consistently receive excellent press coverage and audience feedback. **MUKTI JAIN CAMPION** is founder of the independent production company Culture Wise. She trained as a film maker at the BBC and has been producing television and radio documentaries for over 30 years. She has a particular interest in how the media can bridge different social and cultural divides and in 2004 was awarded the Guardian Research Fellowship at Oxford University for a ground-breaking study «Look Who's Talking: Cultural Diversity, Public Service Broadcasting and the National Conversation" which can be found online at www.nuffield.ox.ac.uk/guardian. She has lectured widely on the topic in the UK and internationally.

Rosário FARMHOUSE High Commissioner on Immigration and Intercultural Dialogue, *ACIDI* (Alto Comissariado para a Imigraçao e Dialogo Intercultura) – Portugal - www.acidi.gov.pt - **ACIDI** - The High Commissioner for Immigration and Intercultural Dialogue, abbreviated form ACIDI, is a public institute endowed with administrative autonomy. ACIDI is under the responsibility of the Presidency of the Council of Ministers, under the superintendence and authority of the Prime Minister or other member of the Government integrated in the Presidency of the Council of Ministers. Its mission is to collaborate in the design, implementation and evaluation of public policies, cross-sectoral and relevant to the integration of immigrants and ethnic minorities, as well as promoting dialogue between different cultures, ethnicities and religions. High Commissioner for Immigration and Intercultural Dialogue (Portugal) **ROSÁRIO FARMHOUSE** was born in Lisbon, in 1968. She took a degree in Anthropology (expertise in Social Anthropology), in the Technical University of Lisbon (Higher Institute of Social and Political Sciences). Between 1996 and February 2008 Rosário Farmhouse worked in the JRS – Jesuit Refugee Service in Portugal, having assumed the functions of Director of this service in January 2003. Her experience in this area justified the edition of the book "Começar de Novo – passo a passo com refugiados e deslocados" (Beginning again – step by step with refugees and displaced) in June 2002. Rosário Farmhouse's work has been recognised publicly with several prizes and/or decorations: - in March 2003 she received an Official Decoration of the Order of Merit of Henry, Prince of Portugal by the President of the Portuguese Republic; - on 15th December 2005 she was elected by the magazine Visão (one of the weekly magazines most read in Portugal) one of the 10 personalities of the year 2005; - on 26th July 2006 she was decorated by the Municipality of Loures with the Medal of Merit and Devotion; - on 8th February 2008 she received the Prize Padre António Vieira (created under the celebrations of 400 years of his birth), by her role played in the building of the intercultural and inter religious dialogue. - on 23rd September 2008 she received a State Decoration of the President of Ukraine of the Order of Princess Olga. On 8th February 2008 she was appointed by the Prime Minister of Portugal, High Commissioner for Immigration and Intercultural Dialogue, role she is playing nowadays.

Muriel HANOT Director of Studies and Researches, **CSA FWB**, *High Council on Audio-visual of the Federation Wallonia Brussels*, Belgium - www.csa.be - Le **Conseil superieur de l'audiovisuel** (CSA) est chargé de la régulation de l'audiovisuel de la Fédération Wallonie-Bruxelles (Belgique). Ses missions sont principalement de contrôler le respect des obligations des éditeurs, des distributeurs de services et des opérateurs de réseaux (câblodistributeurs, Belgacom, RTBF). Le CSA est composé de deux Collèges: une instance d'avis chargée de rendre des avis sur toute question relative à l'audiovisuel et une instance décisionnelle chargée d'attribuer les autorisations d'émettre aux télévisions et radios privées établies en Fédération Wallonie-Bruxelles, de contrôler le respect des obligations des éditeurs, distributeurs de services et opérateurs de réseaux et de sanctionner les infractions à ces obligations. **Muriel Hanot** has a PhD in communication studies, a BA in journalism and a BA in history (UCL – Belgium). She's director of Research and Studies at the CSA. Earlier she has followed a research career as research fellow and postdoctoral researcher at the department of communication of the UCL (Belgium). Her favourite subjects were TV reception and uses, history of media. She has been visiting lecturer in several Belgian universities (FUSL, FUNDP, FUcAM) giving different communication courses (semiology, pragmatic, media history). She presently gives lecture at the UCL on research methods. She has written Télévision: réalité ou réalisme ? (INA/De Boeck, 2002), directed 50 ans de RTBF: L'extraordinaire jardin de la mémoire, vol. 1: Télévision (Musée de Mariemont, 2004) and published numerous articles on TV including Transposition SMA en Communauté française, in Auteurs & Médias, 2009/4 (with V. Straetmans)

Paula CORDEIRO Ombudsperson Public Radio, **RTP**, Rádio e Televisão de Portugal - www.rtp.pt - **RTP** – RTP RÁDIO E TELEVISÃO DE PORTUGAL, S.A., commonly known as RTP is Portugal's public service broadcasting organization. It operates four terrestrial television channels and three national radio channels, as well as several satellite and cable offerings. RTP is a state-owned corporation funded by television advertising revenues, government grants, and the audio-visual tax (broadcasting contribution tax), which is incorporated in electricity bills. RTP is a member of EBU, European Broadcasting Union. Active membership is for broadcasting organizations whose states fall within the European Broadcasting Area, or otherwise those who are members of the Council of Europe. **Paula Cordeiro** has been delivering international conferences about the future of radio, speaking to corporate leaders, associations, radio and media organizations who want to break-through in the constantly changing world of media. Used to consult for the biggest media groups in Portugal. Is currently the ombudsperson at public radio, RTP. Researches about what happens when radio and digital collide, exploring new consumption habits, branding of radio and how to stay relevant in social media, writing books and essays, but also publishing at Liga-te à Media and Briefing. As a University lecturer, she teaches digital media and radio. Also coordinates the Radio Hub, a project for training, research and radio production.

Marino SINIBALDI Director, **RAI Radio Tre**, Italy (Recorded interview) - www.fahre.rai.it - **RAI - Radiotelevisione italiana** is Italy's national public broadcasting company. Radio3 is an Italian radio channel operated by the state-owned public-broadcasting organization RAI, specialized in culture and classical music. I'm part of the staff of Fahrenheit, a live show from 3 pm to 6 pm, from Monday to Friday. Fahrenheit is Radio3's radio show dedicated to books those broadcasts and analyses cultural and topical events with interviews to novelists, essayists and journalists. **Marino Sinibaldi** (Italian: Marino Sinibaldi) is an Italian journalist and literary critic. He hosted radio programs on the National Public Radio Tre, where he was author and conductor of Fahrenheit and assistant director of Radio Rai programs. On the 3rd of August 2009, Marino Sinibaldi was appointed director of RadioTre. He is co-founder of the journal Linea d'Ombra and he published Pulp. La Letteratura nell'era della simultaneità (Donzelli, 1997) and È difficile parlare di sé. Conversazione a più voci condotta da Marino Sinibaldi (Einaudi, 1999) translated into English (Univ. of Chicago Press, 2003).

Guenaëlle COLLET European Affairs Adviser, **EBU**, *European Broadcasting Union* - www.ebu.ch - The

EBU is the world's foremost alliance of public service media organizations, with Members in 55 countries in Europe and beyond. The EBU's mission is to defend the interests of public service media and to promote their contribution to modern society. The EBU operates EUROVISION and EURORADIO. EUROVISION is the media industry's premier distributor and producer of top quality live sport, news, entertainment, culture and music content. EURORADIO enhances public service radio through the exchange of music, professional networking and the promotion of digital and hybrid radio. A French citizen, **GUENAËLLE COLLET** moved to Brussels in 2001 to work for the MEDIA programme of the European Commission, where she monitored EU contracts with film production companies. Further on she worked as Director of AEPO-ARTIS, a Brussels-based association representing performers' collective rights management organisations in Europe. She joined the European Broadcasting Union EBU (Brussels office) in 2011. In her capacity of EU Affairs Adviser she oversees EU media policy issues, with particular attention to cultural diversity, international trade, media freedom and media pluralism, and copyright issues. She hold a Masters' degree from Sciences Po Paris, a Masters' degree in Arts at La Sorbonne University and a Postgraduate degree in Project Management in the field of cultural and creative industries at Nanterre university (France).

Afonso CAMÕES Chairman and CEO, **LUSA**, *Agência de Notícias de Portugal* - www.lusa.pt - **LUSA** –

LUSA is the only news agency in Portugal and the Portuguese state is the main shareholder. The span of news coverage includes all Portuguese-speaking countries ranging from Brazil in South America and Angola and Guinea-Bissau in Africa as well as East Timor in the Pacific and Macau in China. It also provides news from countries where there is a significant Portuguese-speaking community including France and Venezuela. Lusa works from several platforms, including audio, text and video. The news agency is the primary source of information in Portugal with a wide array of clients including media as well as private companies and public services. **AFONSO CAMÕES** - Chairman and CEO of Lusa – Agência de Notícias de Portugal S.A., elected in General Assembly on March 27, 2012. Born in Castelo Branco (Portugal) on Nov. 12, 1956. Earned an undergraduate degree in journalism from the CFPJ in Paris and a post-graduate degree from Universidade Moderna in Lisbon. Chairman and CEO of Lusa – Agência de Notícias de Portugal S.A., elected in General Assembly on March 27, 2009 for the 2009-2011 term. Non-executive member of Lusa's Board of Directors, elected in General Assembly on March 31, 2006 for the 2006-2008 term. Executive Administrator of Controlinveste Media, SGPS, with editorial responsibility for all the group's media and manager of the Jornal do Fundão Editora, Açormedia, and Empresa Diário de Notícias/Madeira from August 2005 to April 2009. Member of the Jury of King of Spain International Journalism Awards and of Journalism Award Don Quijote. Member of ISCTE - University Institute of Lisbon (ISCTE-IUL) General Council (since July 2013). Member of the General Council of the Associação Portuguesa de Radiodifusão. Vice-President of the Associação Portuguesa de Imprensa between 2005-2009. As a journalist, mainly on Politics and Economics, was a founder of the

magazine Praxis at the School of Economics in Porto (1976-1978) and obtained professional journalism accreditation at O Primeiro de Janeiro (1979) and collaborated with O Jornal and as an editor at Semanário and Expresso. Also served as an Administrator of Informarte, Informação Regional, SA, founder and director of Gazeta do Interior and consultant for Sojormedia (Lena Group). In Macau, between 1991 and 1999, served as Spokesman of the last Portuguese Government and as Director of Information and Administrator of television broadcaster Teledifusão de Macau, SA (TDM); was part of the cable TV Working Group, director of the magazine Macau, and a member of the editorial council of the magazine Administração.

Barbara MAJTECIC, Freelance journalist, Croatia - Based in Zagreb**, Barbara MAJTECIC** is a freelance journalist so she is not a part of any particular organization but as a journalist and researcher she regularly cooperates with many print and online media, civil organizations dealing with human rights, non-discrimination, diversity, inclusiveness and different marginalised groups, e.g. Centre for Peace Studies, UNHCR, Documenta – Centre for Dealing with the Past, LGBT organizations as Zagreb Pride and Queer Zagreb, REF - Roma Education Fund. She has been collaborated with the Balkan Investigative Reporting Network and Danish network for investigative journalism SCOOP. She was a researcher for the think-tank European Stability Initiative and many other civil organizations dealing with human rights. She was awarded for the best coverage of LGBT issues in the last decade in Croatia (2000-2010) and she was a winner of a "Krunoslav Sukic" award for promotion of peace, non-violence and human rights in 2013.

She is a director of a documentary movie "I am Nobody" about asylum seekers in Croatia, released in June 2012 and screened at Croatian and international film festivals and used for educational purposes about asylum in Croatia. Barbara was selected for several European fellowships (German Foundation "Remembrance, Responsibility and Future", German Foundation Heinrich Böll, Austrian ERSTE Foundation, German Robert Bosch Foundation). Currently she works on her first book about LGBT issues.

www.coe.int/mediane/index

Dr **Myria GEORGIOU**, MEDIANE Index Consultant, Associate Professor,
Department of Media and Communication,
LSE – London School of Economics

The **MEDIANE Box on Media Diversity Inclusiveness** took a prominent position in the discussions held during the 2nd MEDIANE European Encounter in Lisbon as this encounter focused on testing and enriching its proposed content both for its self-monitoring tools as well as its reference guide to practice and A-Z keywords on diversity practices.

The MEDIANE BOX 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 practice and organisational strategies associated with journalism will be address through the development of a Box that consists of three elements:
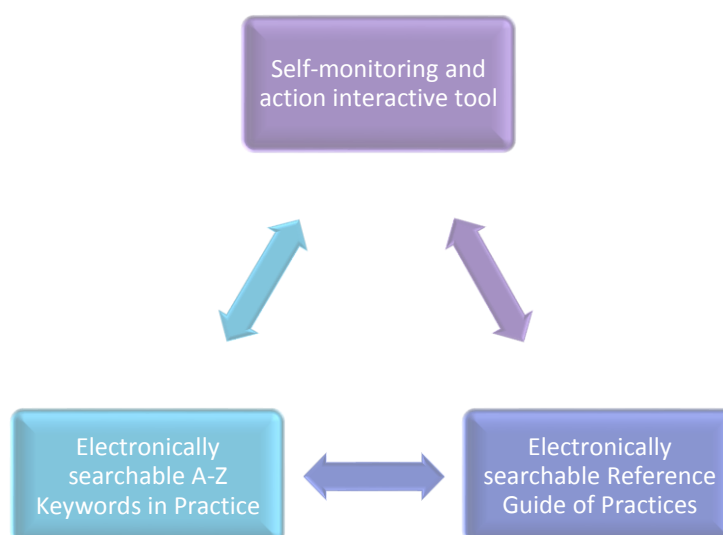
Self-monitoring and action interactive tool - This tool will have three distinct and parallel platforms targeting three different groups of stakeholders 1/ media managers; 2/ journalists and 3/ media trainers. Each platform's design aims to correspond to the interests and needs of each particular professional group of users (see next sections for details). The self-monitoring part of the proposed Box 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 own use and reference.

Electronically searchable Reference Guide of Practices
A mapping of the most significant online resources; studies; reviews; and codes of practice on diversity inclusiveness in the media. Approx. 40 projects have been reviewed and presented through short summaries, searchable keywords and hyperlinks. The reference guide is organised around the four main thematic units: employment; content development; ethics/codes of practice and strategies for development. This reference guide is aimed to address the needs and interests of all stakeholders and will be linked to the Self-monitoring and Action tool offering BOX's users access to a range of material associated with

diversity inclusiveness in the media. This Guide comes in the form of a single document precisely because diversity is driving common agenda and practice. This Reference Guide includes a shared selection of approx. 40 resources introduced through an executive summary that highlights key points of each resource under the four themes of the Box.

Electronically searchable A-Z Keywords of Diversity Practice - The list of Keywords will provide brief introductions to the issues associated with diversity inclusiveness in journalism practice as this relates to journalism training, journalism production and organisational practices and strategies. The Keywords will work as entry points to understanding diversity inclusiveness in relation to **what** it refers to; **how** to advance it and **why**. For example, among the keywords, we include Bias and its different forms (e.g. personal; age; class; ethnicity bias). These keywords will be searchable and linked to the Self-monitoring and Action interactive tool. They will also be linked to the Reference Guide to Practice, allowing users to seek more detailed and action-oriented advice with reference to key resources reviewed in this part of the Box.

While the Electronically searchable Reference Guide of Practices and the electronically searchable A-Z Keywords of Diversity Practice should provide common reference points for media managers, journalists and trainers, the Self-monitoring and Action interactive tool will be tailored to separately correspond to the needs, interests and practice of the three main groups of intended users. Inevitably, significant diversity remains within the three main stakeholder groups involved in journalism practice. The Box will provide space for the recognition of this diversity in two ways: (i.) through evaluation-oriented questions which allow stakeholders to reflect on their specific media and professional practices; (ii.) by allowing stakeholders to skip questions not relevant to them/their organisation. Also, the interactive tool will include three different kinds of questions in all its three versions:
- **Checklist questions** – requiring 'yes' or 'no' response these questions will provide enough information for the tool to automatically generate suggested actions for advancing diversity inclusiveness.
- **Questions with closed responses**, often to be selected from among a list – these questions will allow respondents to offer more detailed responses which can still be quantified and be reflected in a self-assessment report, then connected through the automated system of self-evaluation to suggested actions.
- **Open questions** – Questions asking for free text responses. A very limited number of questions, which allow users to self-assess and reflect on their existing practices.

<u>Interactive tool of media self-monitoring and action platforms & content</u>

STAKEHOLDERS	PLATFORMS	TARGETED ACTION
Media Managers	Online/web questionnaire	Organisational Practice
Journalists	Online/web/App Q & A	Journalism Production
Journalism Trainers	Online/web questionnaire	Training Practice

Each platform will have a distinct focus, design, and indicators

Platform for trainers – This tool targets journalism training. More specifically, this platform will be organized around a number of training issues associated with trainers' professional practice, especially as this is linked to training journalists/prospective journalists for professional practice. The three themes are: Preparation of teaching/training material, In-class practices and Journalists' development and feedback. In response to feedback from the MEDIANE Box on Media Diversity Inclusiveness Development survey, the Nicosia workshops and the two Paris coordination meetings, we propose a questionnaire that combines closed and open-ended questions. Participants and stakeholders feel it is most useful to have measurable indicators that allow monitoring and action as well as open-ended responses that allow evaluation and reflection of practices. The draft indicators of the self-monitoring platform for journalism trainers are available online (only in English at this stage) at:
www.coe.int/t/dg4/cultureheritage/mars/mediane/source/index/06-MEDIANE-box-smi-trainers.pdf

Platform for journalists – A quick to use questionnaire easily accessible on computer and tablets. This is a tool targeting journalism production. The interactive tool's primary aims are to monitor and take action in advancing diversity inclusiveness. It will invite journalists to ask themselves specific questions in relation to their practice and diversity inclusiveness with a focus on content development; ethical considerations and strategies for development. All these areas are addressed across the four sub-indices below: Planning an assignment, Data/evidence gathering, Write up/editing and Engagement with audience. These four areas of production practices will represent the key sub-indices. Each of them will include approximately 6-10 indicators emerging out of an equal number of closed-ended questions. Targeted advice for action will correspond to the journalists' responses. Feedback from the survey and the Nicosia exchange shows that this tool should be easily accessible and quick to use. The draft indicators of the self-monitoring platform for journalists are available online (only in English at this stage) at: www.coe.int/t/dg4/cultureheritage/mars/mediane/source/index/06-MEDIANE-box-smi-journalists.pdf

Platform for media managers - A substantial questionnaire which will allow media managers to consider and reflect on existing practice, strategies and areas for further action in advancing diversity inclusiveness in journalism within their organisation. This is a tool targeting the links between journalism practice and organisational development. More specifically, the questionnaire will be organised around five areas that correspond to the four thematic units of the Box as below: Recruitment (Employment), Leadership (Employment), Workplace environment (Environment for content development), Policies/codes of practice (Ethics) and Strategies for media development. In response to feedback from the MEDIANE Box on Media Diversity Inclusiveness Development survey and the Nicosia workshops, we propose a questionnaire that combines closed with a small number of open-ended questions. Participants and stakeholders feel it is most useful to have measurable indicators that allow monitoring and action as well as open-ended responses that allow evaluation and reflection of practices. The interactive tool will offer specific recommendations to media managers in the four areas of importance (employment; content development; ethics; strategies for media development). The focus will be on journalism practice. Recommendations will correspond to the closed-ended responses and will develop through interactive software. The draft indicators of the self-monitoring platform for media managers are available online at:
www.coe.int/t/dg4/cultureheritage/mars/mediane/source/index/06-MEDIANE-box-smi-managers.pdf

Based on the self-monitoring indicators, the Reference Guide to Practice and A-Z keywords on diversity practices, participants were invited to test and enrich the MEDIANE BOX content. The following chapters describe the main feedback received from the participants on the MEDIANE BOX.

One of the main aims of the Lisbon Encounter was to test and get feedback on the development and improvement of the MEDIANE BOX. The MEDIANE BOX is an interactive tool for the enhancement of diversity inclusiveness in journalism, which constitutes of three parts: the self-monitoring tool/questionnaire, the A - Z Keywords to Diversity Practice and the Reference Guide to Practices for Diversity Inclusiveness in journalism. All three sections of the MEDIANE BOX are interrelated and aimed at enhancing journalism trainers', media managers' and journalists' diversity inclusiveness practices.

Following Dr Myria Georgiou's short explanation of the 'problem' this part of the MEDIANE box is trying to solve - 15 minutes, participants then had a look at the questions which pertain to their expertise. This mean they only looked at one section. Formally, participants needed to answer the three following questions:

1   How did they you find the self-monitoring tool? (Were the questions clear and did they understand them, were they helpful or if not, what was lacking).
2   What's missing from the questionnaire?
3   How can it be improved in terms of getting people to use it/ know about it?

The first set of working group discussions centred on the MEDIANE BOX Self-Monitoring Indicators (SMI) for journalists. All participants (both in Lisbon and 'at a distance') had been required to try it out individually, before then breaking into smaller groups to share the experience and answer whether it was asking the right questions.

In Lisbon there were 3 working groups which each had two facilitators, with 13 other groups in different cities being similarly run. They encouraged their groups to think about how the questions prompted them to reflect on their practice and how they might be improved for the sake of clarity. There was a lot of debate. This was common amongst all participants as evidenced by video feeds and Twitter streams.

The first round of workshops was organized in a way to enable participants to test the three different versions of the self-monitoring questionnaire, each corresponding to one of the main stakeholder groups: journalism trainers/media managers/journalists. Each of those workshops focused on one of the three versions of the MEDIANE Box.

Each workshop group was relatively large, with about 25 – 30 people participating in each, with two group facilitators directing the group. In order to evaluate the questionnaires section of the MEDIANE BOX the group facilitators asked the members of the workshop to either individually or in small subgroups answer the actual questions while at the same time reflecting on the usefulness, relevance and accessibility of each question.

Feedback from the three different groups was rich and the discussions during the workshops were very lively. A range of questions was raised and some useful comments and constructive criticism emerged out of them, which fed back into the development of the three versions of the self-monitoring tool into their second draft versions. Some of the concerns raised in specific workshops related to the professional practices of the particular groups, while others related to the style of the questions introduced in the tool, as well as on the way the electronic interface of the three versions of the MEDIANE BOX would be developed.

Some of the questions and issues raised related to:
-    The purpose of the MEDIANE BOX – some participants asked for reassurance that the tool is to be used for self-monitoring purposes.

- The type of questions asked – some participants felt that some of those were 'leading' questions and others felt a number of questions were too complicated in their phrasing.
- The type of questions, in terms of their aims – some participants wanted to see more questions which pushed them to think of something 'new' or to think in 'new' ways about their professional practice. A few participants asked for more 'role playing' questions and 'real dilemma' questions.
- The length of the questionnaire – this was particularly a concern among a number of managers who felt the manager version of the questionnaire was too long.
- The electronic version of the MEDIANE BOX. Taking that the version presented in Lisbon was in a written format, some participants asked for more clarifications on the final format.

The facilitators of all three groups shared with Dr Myria Georgiou, the MEDIANE BOX consultant notes and feedbacks from their sessions, which were carefully reflected upon after the Encounter. In addition, Dr Georgiou collected all draft versions of the questionnaire which participants filled in (and to which they were asked to add comments and suggestions). Extremely useful in collecting feedback was also the presence of two of Dr Georgiou's Masters' students who collected detailed notes during the workshops.

Detailed feedback from working groups.

Working group 1 - The main issues related to the pertinence and relevance of some questions, especially the ones regarding the assessment of the journalist's own perceptions and attitudes. One of the issues that strongly came out was how to get the document known to journalists, editors and media owners. The document was scrutinized in detail and much information can be thrived from the notes on the papers that were handed back to the organisation. Generally speaking, themes were compelling and the people in the groups were discussing enthusiastically, especially when sharing the good practices they brought from their own experiences/countries. As usual the difficulty most of them reported was to the get to the unconvinced and, especially, to the ones that still don't consider the themes covered in the meeting as an "issue".

Working group 2 - Points raised during discussion after questionnaires completed: There is a need to translate the tool into more languages than English and French. There is also a question of nuance in the questions, so for example 'empathy' has a different sense in French. The language of some of the questions is not clear or concrete enough (offering an example might help with the latter). It might help to offer questions in the form of hypothetical situations to which the respondent could react. There are too many overlapping/repetitive questions: 'less is more' in this case. Some questions are 'loaded' (because of an 'implicit norm') and this would put respondents' backs up. There is a need for introductory text which explains the framework in which the questionnaire is set. Managers may think their message gets through to the workforce and/or public but they might be wrong. There are some questions which cannot be answered in particular national contexts because of data protection rules or absence of ethnic-monitoring data. There would be a difficulty in getting commercial media managers to complete the questionnaire because of demands it places on respondents and the 'academic' style of some questions. There are also issues as to what level of management the respondent is at and what associated competences they have. It also implies the organisation is large-scale and it may not fit so well with organisations where there is not such an extensive division of labour. There will need to be an app for this.

Working group 3 - There was much lively discussion in the group between participants. The following is a synopsis of their debate and suggestions: They appreciated the tools, especially the self-assessment one; many admitted such a test is helpful and testing oneself from time to time is useful; Most of the participants shared concerns regarding the language (the tools should definitely be translated into local languages) or some questions - not entirely clear to everyone; Quite a lot of them would have liked more opened questions; they would have liked more freedom to express their opinions, which - as we know - was not possible once the tools had been more or less finalized.

Participants at distance.

Berlin – Germany - If choosing "No" at SMI that could lead to the related entry in the practice database. If I realize that I didn't keep care about something, I can learn more about it in the following link. We talked also about the time aspects. It seems too often not realistic related to the time we can spend and it's complicated to implement the demands mentioned at SMI. Especially freelance journalist have this problem, because of limited financial resources they receive for doing a story. We didn't know, how to point on this aspect. Maybe to include a foreword for the media manager, that is raising awareness on this aspect.

Birmingham – UK - Overall the group had much discussion around the subject, prompted by the SMI. They agreed 'this is a stepping stone in tackling the issue of diversity'. Question 4 around data got most of the discussion going. Specific points which arose were: The questions are quite ambiguous. They lack context and answers depend on how you work a journalist.

Bologna – Italy - We'd like to begin with a remark that concern Italy. It's important to underline that Italy is unique or at least different from most of the European countries in fact of immigration. Almost any journalist works in newsrooms, and immigration is too new to say that Italy is a multi-ethnic country. This is why it is important not to generalize. Because of bias spread all over the country, project like Mediane are useful: we support it and we think we need these kind of actions.

Bordeaux – France - Students have found clear and easy -to-understand form questions. Throughout the discussion, because they are trained in interview techniques, they found that the questions were too closed. Students noted that most of the questions were what trainers call rhetorical questions ", i.e. questions that induce the response, which is not desirable in an interview. They have been reminded that it was not an interview but a provision to establish a self-monitoring tool. From there, the students found the questionnaire interesting on the merits in that it allowed them to ask questions they do not usually arise spontaneously. The discussion then focused on the passage of the responsibility of a journalist than writing a whole and that of the frame. Indeed editors often spend very specific commands that do not take into account issues of diversity or gender. Students have little work experience writing because they have already done some training in a professional environment and their impression is that the flexibility of the journalist is not that big.

Brussels – Belgium - The students of ULB have been really interested in the workshop issues and were very happy to read and answer critically to the questionnaire. They agree that media have a key role for democracy and are crucial to guaranty diversities visibility. However, they've had a debate on the role of the State, or of any regulatory power such as the European Union, in that matter. It is important indeed to widen the space for minorities in the media, but it shouldn't be done through legislation. That's the reason why such a questionnaire responds to a very important need: awareness-raising on the issues of minorities in the media. They have particularly liked the "facts" on the last page of the document: as a matter of fact, they think that journalists tend to be more skilled on the topic of migration and the representation of the migrants in their articles (although there are still important problems), but other kinds of minorities, such as disabled persons, are not something they have in mind when writing an article. Hence, the questionnaire can help journalists raise issues and think about diversities they are not quite aware of. The section "Writing up / editing" has been the centre of their attention: they consider that the way journalists present the fact, their point of view and the words they use, is very important. Journalists have the duty to educate people as well as inform them: the way they name things is essential. That's why journalists have to use pedagogy to add progressively the right words but also to explain to their audience what it refers to and why they should be using them instead of more commonly used words, most of the time discriminative.

Constanta – Romania - The participants would have like more open questions in the questionnaire. They also suggested a focus group would have been more efficient. Their answers showed what they already knew: they are diversity sensitive as they all belong to a multicultural diverse region, with objective and inclusive media; however, they all have problems when it comes to the Roma minority. The attitude toward sexual minorities,

and especially the way religion treats them, was another issue. Apparently, the general perception is that the issue is too sensitive for the media to tackle it, for fear that the audience would have an inappropriate reaction.

Coimbra – Portugal - In Coimbra, the working group integrated 2nd cycle Journalism and Communication students (4) and journalists working for the University TV channel (2). The discussions were very intense and resulted in some highlights: Concrete propositions regarding the pertinence of some questions in the questionnaires and the way some of them are written. Suggestion: illustrating each question with a practical example/situation. They also thought that there should be some questions directed to journalism students. They made some suggesting as to how the questionnaire should be promoted: creating ambassadors inside higher education institutions and inside media structures; creating an online platform to answer questions/doubts related to the inquiry, with immediate response.

Guarda – Portugal - Journalist self-monitoring indicators - In general, we found the questions clear and helpful from the point of view of a self-assessment tool. However, a better contextualization could be a plus in certain questions that can be easily misinterpreted. Comprehensive example: the importance of being a regional or local journalist, the kind of journalism practiced and the media used. This discussion was very productive and there was a lot of sharing and discussion from different points of view. We highlight some answers provided, according to our specific representation (local media). In general, we have agreed on the need of life learning education as far as education to the media is concerned (here we would include human rights, parity and equity issues, children rights, animal rights). If the self-monitoring indicators were to be used in terms of statistics they would have to include questions such as gender, age, geographic location, mass media; etc.). Running a survey of this sort could bring to light some important concerns that could eventually be answered to with some specific measures.

Paris – France - Participants first responded to the questionnaires (trainers and journalists for journalists, teachers, journalists and students). Comments on the questionnaires are quite consistent: The questions appeared too rhetorical, too closed, strongly inducing response. Awaiting more open questions. The group's proposals from the discussion that followed: Need to start raising awareness for a general approach on stereotypes and prejudice (with examples of experimentation on children in particular to show that it starts very early): documentary on the subject exist. Extend the discussion to media showing the responsibility of those in the act of participating in the dissemination of these stereotypes or fight.

Rome – Italy - What is diversity that you are usually facing in your everyday work? Comments regarding the Questionnaire: General opinion: it is important because it pushes you to measure the level of inclusiveness in your newsroom/media contents/ audience. Other comments: it pushes you to answer in a "politically correct" way. It is limitative to certain types of journalism. Mostly focused on a print and video journalism. It is too abstract. Questions should be more concrete – and give some concrete examples like: do you use a certain kind of words/language while dealing with certain topics – and actually give the example of the certain words, highlight positive/negative examples of diversity inclusiveness by giving also examples from newspapers/TV reports etc…

MEDIANE BOX – ENRICHING THE REFERENCE GUIDE TO PRACTICE AND A-Z KEYWORDS OF DIVERSITY PRACTICES - WORKING GROUPS CONCLUSIONS

The second set of working group discussions dealt with the MEDIANE BOX's Guide to Practice and Key Words. Under the heading 'Are we offering the right solutions?' the object here was several fold; to get participants to divide up and look through the Key Words prior to a discussion, and then for some to take a section of the Guide to Practice, read it and share their findings with others in the group who had looked at other sections of this substantial resource.

The format of the workshop was similar in its basic structure as Workshop I, with all participants spread across three similar size groups. Two facilitators were allocated to each of the three groups and invited participants to scan through the two documents for 5-10 minutes and to jot down their issues and concerns (e.g. what is missing? How do you imagine this information would best be formatted?). The workshop leaders then split the room in smaller subgroups, asking participants to discuss within their subgroup their overall assessment of the Guide to Practices and the A – Z Keywords draft documents.

There was then time for debating these elements of the Box and discuss further points for clarity and future development. Overall there was much positive feedback as participants shared their own practice and experience, prompted by the Keywords and Guide to Practice examples. Common criticism was the limitations to any linguistic tool when aimed at such a broad and diverse audience, as well as the much-repeated call to get managers and media owners to buy in to the aims of MEDIANE. The facilitators, in all groups in Lisbon and elsewhere, ensured that all opinions were heard and their lists of comments and feedback have been handed on to the MEDIANE Consultant in charge of development.

As with Workshop I, participants engaged in the discussions very dynamically, raising a number of questions and issues. The range of issues in this round of workshops was more diverse but some of the most commonly addressed questions/issues related to:

- Uncertainty in regards to the format of the Reference Guide to Practices – some participants felt it was too short, while others felt it was too long.

- The geographical and linguistic scope of the Guide which some participants felt was too specific and limited.

- The layout and presentation of the Reference Guide, which perhaps related to the fact that participants were given a paper version, which of course felt very different to what the electronic version will look like.

- The range of Keywords in the A – Z Keywords. A range of new keywords were proposed to be included in the list.

Feedback from the three workshops was communicated back to the MEDIANE team, and especially the MEDIANE BOX consultant in three ways: facilitators passed on notes and reports back to Dr Georgiou; all copies of the A – Z Keywords and the Reference Guide which participants used were collected and their comments carefully reflected upon after the Encounter; Dr Georgiou's students presented their reports from two of the workshops back to the MEDIANE BOX consultant. All feedback has been looked at very closely in the development of the next draft version of the two documents

Detailed feedback from working groups

Working group 1 - About the glossary, there was a lot of "passionate" discussion – from language to metaphor use. The document was scrutinized in detail and I think that much information can be thrived from the notes on the papers that were handed back to the organisation. Generally speaking, I got the sense that the themes were compelling and the people in the groups were discussing enthusiastically, especially when sharing the good practices they brought from their own experiences/countries. As usual the difficulty most of them reported was to the get to the unconvinced and, especially, to the ones that still don't consider the themes covered in the meeting as an "issue".

Working group 2 - A number of points made in the workshops, as individuals tried to use the tools, converged on the theme that national and linguistic specificities inevitably militated against the box providing a complete answer to the challenge of addressing cultural diversity across the board: some words and concepts simply don't travel well. This highlights the offsetting importance for journalists to be reflective, of having effective training and of strong editorial leadership--drawing together the roles of the three constituencies of the programme--in bringing media organisations, and the individuals who comprise them, over the line in terms of an adequate performance in this regard.

Working group 3 - The group worked on reading and sharing the Mediane Box resources and then had a long discussion about their own experiences and practices and how they related to diversity inclusiveness. The main finding which came from discussions was that in most of the cases the problems lie with the media management and not the journalists; therefore it is compulsory to identify solutions in this respect.

Participants at a distance (5 groups took part in this second workshop).

Berlin – Germany - Notes about the Glossary: Example-based are more useful than a general entry: better would be, if they are updatable encyclopaedia-like explanations. A combination of both would be better. Missing examples for good and bad practice, shared into the three target groups / Good would also be explicit argumentation aids: A few principles to be considered to convince the editor in chief, or as an editorial writer. Good would be a link to the guide to practice / Some of the wording is not really clear: Career Development, Apprenticeship, Collaboration, De-contextualizing a story / The use of LGBT not including all kind of sexual orientations, why not LGBTI or what else existing / Missing an entry for "name", because names also can tell you something about people, perhaps also something wrong or clichés. Sometimes also names not a clear hint about the gender of a person and in some countries (Hungary, Japan, China) you say last name first. In TV and Radio you have to keep care on the right spelling the name. Notes about the Guide to practice: In this form, everything look a bit unclear. Headlines are easily overseen. But we suppose online it will looks different then / Keywords should well overlapping with the glossary entries / At the beginning of each summary of a study, there should be two sentences as a teaser, to make people aware very fast, what's about.

Bologna – Italy - We read the documents quickly on screen, then we have discussion about the utility of the glossary for journalist, thought to fight stereotype and to raise the quality of journalism, level that can also be measured with the correct words used. We reach the conclusion that is extremely useful to have access to an online tool that suggests the more appropriate words for subjects like immigration, LGBT, disability, gender differences, etc. A help to improve our language can come just from the exchanges of opinion determined by the chance to discuss about the terms to express a situation or a topic. Words have different meanings, and express different images. Words have a "weigh" over communities whose a journalist is referring to. Quoting an example on which we discussed, the word "barbone" (homeless, clochard). This word in Italy now give a negative image, a stigma of homeless, it have had an "evolution", and now journalists who uses appropriate terms doesn't use it anymore. Furthermore, we analysed several words in the fields of immigration, disability, LGBT, drugs and gender.

Coimbra – Portugal - The discussions were very intense and resulted in one key point as far as the glossary is concerned, the main idea was that it could be an excellent starting point to discuss and start a serious reflection (in classes, for instance) about the concepts and terms that it focuses on.

Guarda – Portugal - Time and research, sourcing and editing may suffer from the time consuming effort this involves. In other national mass media, journalists are more specialized in certain areas of the news. We have discussed a special case study in the region: the gipsy community that refuses inclusion and being addressed by journalists as far as their culture and habits are concerned. Lusa press agency has got a Style Book that specifies that journalists should omit references to minorities for example in crime stories so as to avoid discrimination. Our suggestion is that the materials on the Box should be made available to everyone by a direct approach followed by an internal discussion. We also think life learning courses should be prepared, for both journalists and students. The A-Z keywords Of Diversity Practice is a useful tool for journalists. It could also contain entries such as ideology or political bias.

Rome – Italy - Make a kind of a dictionary of the words which makes us more aware of the language we use on a daily basis. The most significant words in the Median Box: Feedback mechanism - there is a lacks of feedback after work is done. There is a lot of feedback while we are preparing our shows. But there is a lack of feedback after our programme is finished. But there is no clear distinction between newsroom environments and our contents / Emotional intelligence - it made us aware of the importance of our interviews (coloro che intervistiamo). There are host with emotional intelligence and those without / Bias - it makes us think about many discriminating words/things we do on a daily basis / Apprenticeship - in Italy this is a very difficult condition for young people. Possible other words: Brainstorming - this maybe explains better the condition then the word collaboration / Decision making / Technology - in our newsroom it represents an element of discrimination / Software related to our aged audience / Research - personal research while we are preparing our news contents and also related to our audience

ACIDI Group of Young people - At the *Apelação* neighbourhood, a vulnerable area surrounding Lisbon, we have arrived to the conclusion that we have to deal with the media in advance, and in a regular basis, it means we have to prepare the field and try to communicate and spread the news of events in the community, showing a positive identity of the daily life of these communities avoiding that the only news coming up are the ones in times of crisis or conflicts.

ACIDI Group of Experts with Ethnic Background - The experts participating in this meeting were from several foreign communities, different levels of integration and backgrounds. All were part of an Expert Database ACM launched some years ago and represent different areas of activity. The group together with the participants in Mediane could discuss and share experiences, points of view and concerns about the way the media deals with cultural diversity. It is clear that the situation has improved a lot in Portugal but we have to keep the efforts, always in a closer approach, with the different agents. Training journalists, exchanging visits in the field and sharing information are some of the methodologies we will put in practice in the near future.

GMCS, Project Media & Disability - The exchange visit held the goal of sharing with the European participants the Portuguese Media and Disability Project. It also envisaged to establish a common understanding on how the MEDIANE Box could provide solutions regarding inclusiveness. It took place at ADFA (Association of Disabled Veterans of the Armed Forces) which is one of the biggest Portuguese associations dealing with disability. Due to time restrictions, the debate that took place evolved strictly around a central question, bearing in mind the MEDIANE Box and, in particular, the self-monitoring tool: "What should the media professionals do to make sure that media is more diverse in what regards disability?" There was a clear consensus that journalists, and the media professionals in general, should perceive people with disability differently. It was stressed the need for a commitment of media organizations in regard to disability issues (namely to cover disability issues, to portray disabled people without stereotypes and to do a correct use of terminology), the need for involving people with disability in the production of content and the need to make content and services more accessible (web accessibility rules, sign language, subtitles, audio-description and other tools), among other viewpoints.

UMAR, União de Mulheres Alternativa e Resposta - Women's Collective Alternative and Answer (women association) considers that the workshop held at our headquarters in Lisbon, in March 2014, with a group of journalists participating in Lisbon Mediane, was extremely positive. We tried to answer all the questions that were put to us as a feminist organization as well as to the questions made about diversity policies, gender equality and the Portuguese reality. Nevertheless, we were able to confirm that the level of gender violence perceptions are still often different to activists and to producers of information. We found, however, in the group that we received an unexpected sensitivity to adopt a non-discriminatory, inclusive and above all curious attitude on issues that remain marginal in the mainstream Media. For us, as an association that promotes the rights of women, it was very important to share that moment with media professionals from other countries, mainly the opportunity we had to give projection to the work we have developed at the Observatory of Murdered Women (OMA), which tracks fatal crimes of domestic violence that victimize women, which is compiled annually on the basis of news production, and our Observatory on Representations of Gender in Media.

LUSA, *Agência de Notícias de Portugal* - The exchange was very useful for both visitors and visited. The former were very interested to know more about the news agency process – how it receives and disseminates information – and its role on forming public opinion. The visitors were, therefore, very thankful to the four people – news director and editor in chief, and also editor and journalist of the section which covers diversity topics – who were at their disposal, for about two hours, to answer all their questions and reflect on their comments. On what diversity knowledge is concerned, the key points were that those four people, who have leading positions in LUSA, did not have clear notions about the concept, focusing only on gender equality

relations. Their conviction is that LUSA is doing a good job, but the visitors pointed out several examples that showed it could be doing a lot more, especially when choosing experts for comment on different matters. The visitors were also shocked they did not know about the tool for the media that has been developed (and shared) by the governmental body on diversity and inclusion. The visitors have also recommended LUSA to include diversity inclusiveness on journalism training (what we have proposed before but it was not taken).

Público, Print & Online - The meeting in Público was a bit awkward. A visitor was in a wheelchair. The building had no elevator for people. She could not go to the newsroom. We were all ashamed of that. It is a new headquarters. Apparently it was the first someone in a wheelchair was there. We decided to hold the meeting at the bar. Thus, she could also participate. The whole group went down to the ground floor. It was a lot of noise there. We badly could heard one another. We were there with the director, Barbara Reis. Some asked questions and she answered. Then, we divide the group into 2. One part staid at the bar. The other went to a meeting room. In the meeting room, we had an interesting debate on diversity in the media. I got the impression that some of my colleagues had just never thought about it. We talked mainly on gender issue. In several areas, the journalists said they had difficulty finding women to talk about. The meeting served at least to make us all think about journalistic practices. Some were eager to learn more. One of them even said that he had been willing to participate in the exchange program.

RDP, Rádio e Televisão de Portugal, Radio Sector - We welcomed on our facilities two groups of journalists, one set for the radio and the other set for the TV. On a joined session, we showed a film which illustrated the activity of the company. All the journalists that watched the film were particularly interested in the matters regarding the company's financial sustainability. Subsequently, only with the group targeted towards the radio, we sought out to show several projects taken on by the company's radio stations regarding the integration of minorities. Specifically, we presented a projected that was aimed towards broadcasting Antena 1's news shows live on the internet accompanied by a simultaneous translation into sign language. This technique has been used by the company's TV stations for a while now in their main news shows. However the radio, given the absence of live image, was not using this tool. Now, with the help of the internet and the newest technologies it was possible to simultaneously broadcast the news live on the radio, Antena 1, as well as on the web, using sign language. On the other hand, with the cooperation of one of the participants, we were able to bring awareness to the show "Esplendor de Portugal" (" Portugal's Majesty"), a space open to comment of the national reality. The catch is that all the commentators are foreigners living in Portugal and commenting on Portuguese society's current events. All two groups had a chance to visit the facilities, both the radio as well as the television and more than just that, they had the opportunity to pick the brain of their fellow journalists on the set. This gave them a real notion of what is really done by the journalists as well as the job that all the technicians need to do in order to keep the wheels turning!

RTP, Rádio e Televisão de Portugal, TV Sector - It was a great honour and responsibility to organize the Exchange visit of Mediane Encounter in Lisbon to RTP, the Portuguese public broadcaster. The group was able to visit our facilities and talk to several journalists and editors about their routines and, most important, about usual procedures regarding diversity. The visit confirmed my expectations or, as I should say, my worst expectations. Our journalists and, above all, our editorial board lacks knowledge about including diversity in news contents production. The environment of the newsroom is far from being, itself, diverse. You can hardly find non-Portuguese and non-white journalists, although there is a radio and TV channels focused on and to Africa. Therefore, it was not surprising to observe the astonishment of some of the editors when asked about diversity and inclusiveness by some of the participants in the Exchange visit. On a prospective approach, I would say that it would be highly important for RTP if there is the possibility to organize specific training on these issues, and I feel that some important results can be achieved. I'm committed to promote that training in the organization and to continue developing my personal learning on such crucial issues.

This was a session to combine sharing the experience from visits which had taken place the afternoon before, with the discussions and findings of the earlier two workshops. Again, participants were divided into three groups - there was no participation at a distance at this point - and people shared their experiences first before integrating them with reflections from their working lives. This was a very positive workshop. All groups had a lot to say and were unanimous in praising the central idea of the visits and choice of organisations, as well as the enthusiasm and welcome they'd received.

This interaction with various members of Portuguese society prompted much useful debate about how tools from the Mediane Box could have real impact on the lives and media coverage of these individuals. Again there were very positive discussions which resulted in further comment, practices and advice on how to enrich the Mediane Box, as well as how to get Diversity Inclusiveness better known and more widely practiced within the Media.

Main conclusions
On Experiences

- The problem of stereotyping manifests itself as the short-circuiting of information (e.g. a case was cited where the death of a young black woman in Lisbon was reported initially as if she had been a prostitute, having died in an area where prostitutes were active).

- Stereotyping is also product of always using 'authoritative' sources who happen to be male and white and middle-class (e.g. the police).

- Growing time pressures on journalists favour such short-circuiting but this can be an excuse: changing the point of view need not mean taking more time.

- Related financial pressures on the media militate against making the adaptations and investments necessary to foster participation by individuals with disabilities.

- The value of media training for minority representatives should be recognised, to allow them to have more control over their representation and minimise the risk of being exploited. (e.g. analysis using Google of coverage of Albanians in Italy had found that 95 per cent of stories concerned imprisonment, drugs and other stigmatising features; a group of Albanians have as a result established a newspaper addressing Albanian concerns in a different way, and now they are contacted by other journalists themselves.)

- Minority-ethnic 'gatekeepers' may dominate association for that community and may have a particular agenda.

- There is a problem too of journalists categorising migrants as only migrants and so not being interested in them in any 'normal' way.

- Good practices are developing in various organisations and being informally exchanged but there is not sufficient organisational reflection on, and communication of, this activity.

- There are various routes to elevate women into more senior positions in media: gender indicators, providing face-to-face access for women to senior management to present themselves, having 'successful' women mentor others, ensuring flexible hours, etc.

- Powerful TV figures such as anchormen can frame issues in a certain way, e.g. addressing how female politicians appear in a way that they don't do with male counterparts.

- Stereotyping is more constrained these days in newsrooms but it is strong in talk shows.

On Promotion

- There is a role for industry associations and trade unions and federations, as well as advocacy NGOs, in acting as vehicles to promote the Mediane box.

- This needs to be integrated into journalists' training, treating diversity as 'a way of life'.

- There is potential for successful female journalists to promote these ideas, including as mentors for other women.

- There is a need for leadership to be shown by senior editorial and executive staff, in the face of newsroom journalists professing insufficient time to address diversity.

- And there is a need to link to marketing—making the business case for diversity—and to make sure other aspects of marketing (e.g. advertisements accepted) don't militate against an editorial policy in favour of diversity.

AN INTRODUCTION ON MEDIA DIVERSITY INCLUSIVENESS – *Official Opening*

Isabel MOTA, Trustee, **Fundação Calouste Gulbenkian**, Portugal

In her opening remarks, Isabel MOTA highlighted the importance of such event which is completely aligned with the social priorities of the Gulbenkian Foundation. The main areas in which the Gulbenkian Human Development Programme has been working are old people, immigrants, people with specific needs, unemployed and the fight against discrimination. Reinforcing the complexity of society questions in the present, Ms Mota evocated what is usually called "wicked problems", which are complex, persistent and interdependent emerging from multiple causes. Social discrimination and exclusion are perfect examples of these types of problems demanding a new culture of comprehension and acceptance of the difference. Foundations have in their DNA the capacity to anticipate questions, to advocate issues and to sensitize public opinion. Partnerships like the one with the Council of Europe in MEDIANE are good examples of such work. What MEDIANE aims at doing is exactly to provide modern journalists with tools to anticipate and adequate their work to new social issues and complex problems, frequently ignored by public policies and common citizens. On another angle, on an increasingly global society, with all types of information being shared all the time, journalists have a central role in shaping public opinion and upholding human rights. Diversity questions have to be among the priorities of such work, questioning prejudgments and stereotypes, giving voices to excluded people and groups, aiming at a more enlighten public opinion. Ms Mota ended reinforcing the role of the Council of Europe and Claudia Luciani's department in this area and thanked Pedro Lomba for his dedication for these issues.

Mr Pedro LOMBA

Secretary of State Assistant to the Minister in the Cabinet of the Prime Minister and for Regional Development in Portugal, in charge of Media Policies and Immigration and Intercultural Dialogue, Pedro Lomba has bachelor, master and doctorate degrees in Law at the Law Faculty of Lisbon, where he holds the post of Assistant Professor. Previously, he worked as attorney at PLMJ and LCA law firms and as legal advisor to the Presidency of the Council of Ministers. He has long experience as columnist in various newspapers, namely Público, i, Diário de Notícias, Diário Económico and O Independente. He was also an active commentator to RTP N (national information television channel). He is author of the books "Theory of Political Responsibility", Coimbra, 2008; "Annotated Portuguese Constitution"- Vol 3 (written with Alexandre Sousa Pinheiro), Coimbra, 2008; "Fundamental Rights and Constitutional Jurisprudence - Support Materials to practical classes" (with Alexandre Sousa Pinheiro), 2006; and of numerous scientific articles.

Claudia LUCIANI - *Democratic Governance Director* - **Council of Europe**

One major actor for democracy is Media as they contribute to build the agenda of public debate and have a major influence on the public opinion. At the beginning of the 90', several studies, researches, surveys in various European countries, starting by the United Kingdom, showed clearly that a larger number of people, large groups of population were excluded from the Media – their concerns and ideas were "invisible" and they were not given the possibility to speak up in media. This is why based on Art. 10 (freedom of Expression) and Art. 14 Protocol 12 (General prohibition of discrimination) of the ECHR the Council of Europe entered in a process for building of normative framework based on various recommendations, resolutions and declarations in which CoE member states, media and their professionals were invited to develop various actions in order to allow all groups of population to get access to the media both in terms of visibility (recruitment) but also in terms of expression (participation to content). After the adoption of the White Paper on Intercultural Dialogue (May 2008), the CoE developed programmes and actions working directly with the media and their

professionals within the framework of its policy on intercultural dialogue to find ways for implementing the main principles on media, diversity and non-discrimination highlighted within the existing texts and complete, by these actions, the already existing voluntary policies developed by some member states or media in Europe. This is why, following the 2008-10 *Speak out against discrimination* Campaign and the first EU / CoE 2011-12 MARS programme, MEDIANE follows, with you and your participation, to look for building inclusive approach of media content design and production. The Lisbon MEDIANE European Encounter is linked to a long history and commitment of the Council of Europe in favour of including diversity without imposing to media a certain type of behaviour. The Council of Europe considers that it does not have to "tell what to do" but to be a facilitator. MEDIANE enables journalists, more globally, media professionals to work together and, through the innovative methodology of crossing practices and production, to practice an inclusive approach of diversity in media content. Diversity requires high quality initiatives and commitment because many groups of populations are, too often and still now, excluded from the media, and thus from what the main principles of the European Convention of Human Rights are based on: democratic participation and social cohesion.

Vento Leste... A theatre play to conclude...

Natasha is from ex-Yugoslavia: She was born in Bosnia, grew up in Serbia and married a Croatian. With humour and sadness she tells us why she had to leave her homeland and how she adapted to the cultural habits and overcome all the immigration bureaucracy of her new country Portugal. Natasha´s story is the story of any immigrant who had to leave his own country to find happiness somewhere else in the world.

NATASA MARJANOVIC - "Palco de Chocolate" (Chocolate Stage) Cultural Association develops, since 2002, acting classes for children and adults close to school, NPOs, and different cultural centres. In several companies and associations gives workshops: "Presentation skills", "Parental training through the drama" and "Team building". For youth and adults plays in the Portuguese stages performances: "There is sea in Lisbon" | 2007, "Gypsy Door" | 2010, "Is there bigger crime?" | 2012 and "Tea Stories" | 2013. Palco de Chocolate collaborates with different companies for Cultural Animation having held more than 1,500 events for children and for adults. It develops various projects with: UNESCO, ACIDI, IOM, Cenjor, Gulbenkian Foundation, JRS, RiR and several Municipalities.

APPENDIX

www.coe.int/mediane/lisboa

MEDIANE 2ⁿᵈ European Encounter - Agenda

Detailed agenda is available online at: www.coe.int/mediane/lisboa

26 MARCH 2014

2.00 pm   **WELCOMING AND INTRODUCTORY SESSION**

2.30 pm   **MEDIANE PROGRAMME & 2ⁿᵈ EUROPEAN ENCOUNTER – PRESENTATION**

3.00 pm   **SOAP BOX – A quick hit on media diversity inclusiveness**

3.30 pm   **PRACTICAL WORKSHOPS ON MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS** *– ARE WE ASKING THE RIGHT QUESTIONS?*

5.30 pm   ***A FIRST INTRODUCTION TO PORTUGAL***

7.30 pm - …   End of the day

27 MARCH 2014

8.45 am   **INTRODUCTION**

9.00 am   **SOAP BOX – A quick hit on media diversity inclusiveness**

9.30 am   **PRACTICAL WORKSHOPS ON MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS** *– ARE WE OFFERING THE RIGHT SOLUTIONS?*

11.30 pm   **ANOTHER WAY TO LIVE INCLUSIVE DIVERSITY –** *THE EUROPEAN EXCHANGES OF MEDIA PRACTICES (EEMPS)*

12.00 noon   **CONCLUSIONS OF WORKSHOPS 1 & 2 –** *GROUPS AT DISTANCE*

12.45 pm   Lunch

2.00 pm   **SOAP BOX – A quick hit on media diversity inclusiveness**

*2.45 pm   **CONCLUSIONS OF WORKSHOPS 1 & 2 –** LISBON GROUPS 1, 2 & 3*

3.30 pm   Departure for local exchange visits

4.00 pm   **FROM PORTUGAL TO EUROPE** – **REALITIES, POTENTIAL & MYTHS OF MEDIA DIVERSITY INCLUSIVENESS** – *Exchange visits to LUSA*, *Agência de Notícias de Portugal, Público*, Print & Online, *RDP*, Rádio e Televisão de Portugal, Radio Sector, *RTP*, Rádio e Televisão de Portugal, TV Sector, *ACIDI* Group of Minority Experts, *ACIDI* Youth Group, *BJWHA,* Sport LGBT and Inclusive Organisation, *GMCS,* Project Media & Disability and UMAR, *União de Mulheres Alternativa e Resposta*

6.00 pm - …   End of the day

8.45 am   **Introduction**

9.00 am   **Soap Box – A quick hit on media diversity inclusiveness**

9.30 am   **Integrating our experience**: *Crossing Outcomes of the Exchange Visits and Working Groups*

11.30 am   **Workshop 3 Conclusions**

12.00 noon - … **Vento Leste…**
                Another Perspective on Diversity

1.00 pm - …   *End of the encounter*

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Biographies of all participants are available online at: www.coe.int/mediane/lisboa

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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 design of media content, in particular of news that contributes to inform the public opinion.

Building upon various recommendations of the CoE bodies on media pluralism and diversity expression, the achievements of the 2008-2010 antidiscrimination campaign and its joint EU/CoE programme MARS – *Media Against Racism in Sport*, MEDIANE aims at considering diversity and non-discrimination as on-going angles of media coverage. Through this approach, MEDIANE wants to encourage truly inclusive modes of media content design and production.

To do so, MEDIANE offers the media and their professionals (journalism students and trainers, journalists, media managers, etc.) the opportunity of committing themselves to sharing professional practices, either during European or thematic encounters or on one-to-one basis, through European Exchanges MEDIANE activity. Beyond this sharing of experiences, these professionals will be invited to build a Media Index on diversity inclusiveness. This index shall be a tool, for the media and media professionals, to monitor their capacities to include diversity in the design and production of media content. It is also intended to serve as a decision making tool in favour of truly inclusive and intercultural modes of media content design and production.

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?

Through the sources they use, the subjects they select and the treatment they choose, the media influence the agenda (what to think about) and public perception (how to think) of contemporary debates. This is why the Council of Europe considers truly inclusive information - where people can participate as witnesses, players, producers etc. – as crucial for democratic participation and social cohesion.