MEDIANE

Media in Europe for Diversity Inclusiveness

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The MEDIANE Box on Media Diversity Inclusiveness represents an innovative, targeted and much needed tool for media professionals and organisations to recognise diversity and advance the principle of non-discrimination in media management, staff practices and content production.

The MEDIANE Box in its dual dimension – as a tool of media self-monitoring and of action – promises to make a contribution to the inclusiveness of diversity in production and in media content.

This Methodology paper has a twofold aim:

- to outline the methodology for the development of the Media Box on Diversity Inclusiveness (MEDIANE Box on Media Diversity Inclusiveness) during the life of MEDIANE;

- to outline the main elements of content development of MEDIANE Box on Media Diversity Inclusiveness.

PART I - MEDIANE Box on Media Diversity Inclusiveness - Realisation

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

Preparatory phase (April 13 – May 13)

Establishment of rapport and initiate consultation with partners and other stakeholders during the MEDIANE coordination meeting and communications that follow the meeting. www.coe.int/t/dg4/cultureheritage/mars/mediane/source/index/03%20-%20MEDIANE%20MIDI%20Presentation%20Meeting%20Report_EN.pdf

Online survey circulated among partners and stakeholders requesting feedback on the development of MEDIANE Box on Media Diversity Inclusiveness (see Appendix for details).

Production of the draft **Methodology paper** outlining the key elements of the realisation of the MEDIANE Box.

Box building phase (June 13 – Feb 14)

Finalisation of the Methodology paper after the First European Encounter and the online survey analysis.

Development of **indicators of intercultural practice** in collaboration with MEDIANE partners and while learning from the media exchanges, European and thematic encounters and other research and published codes of practice

Development of the **three key elements of MEDIANE Box on Media Diversity Inclusiveness**

i. Self-monitoring and action interactive tool

ii. Electronically searchable Reference Guide of Practices

iii. Electronically searchable A-Z Keywords of Diversity Practice

Box testing phase (Feb 14 – June 14)

Recruitment of volunteering participants representing the range of media and EU's geographical regions and range of media to test the MEDIANE Box on Media Diversity Inclusiveness

Testing MEDIANE Box on Media Diversity Inclusiveness content after its application with the volunteers

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

Revisions and finalisation of the Box

Upload of all platforms on MEDIANE website for free online access; development of **keywords** for wide recognition of MEDIANE Box on Media Diversity Inclusiveness by search engines (June 14)

Box promotion phase (June 14 – Dec 14)

Maximization of collaborations and strategies for participation and promotion with the support of partners' and other stakeholders' networks

Presentations and e-promotion of MEDIANE Box on Media Diversity Inclusiveness in conferences, public events, partners' websites and networks and other media websites and networks (June 14 – Dec 14)

Main **promotion event** of MEDIANE Box on Media Diversity Inclusiveness during the last European encounter (Sept 2014)

MEDIANE Box on Media Diversity Inclusiveness's successful realisation depends on sustained collaboration with media practitioners and continuing exchanges and feedback with partners and stakeholders.

Our main goal is to maximize stakeholders' direct input in the development of MEDIANE Box on Media Diversity Inclusiveness. The main tools and strategies for enhancing collaboration and feedback exchange are:

- **Preparatory/building stage online survey**: invitation to partners and stakeholders to offer their insights, understanding of diversity, priorities and feedback on MEDIANE Box on Media Diversity Inclusiveness in an online survey.

- **MEDIANE Box on Media Diversity Inclusiveness workshops:** Participants in the Nicosia European Encounter proposed specific questions to be integrated in the MEDIANE Box on Media Diversity Inclusiveness self-monitoring tool during dedicated workshops. *June 2013.*

- **One to one interviews and feedback sessions** with partners, stakeholders and participants during the European Encounters. *Throughout the project.*

- **Feedback from media exchanges**: all participants in media exchanges are asked to fill in a questionnaire at the end of their exchange offering feedback on (i.) how their exchange can inform the development of MEDIANE Box on Media Diversity Inclusiveness; (ii.) what uses they could see in MEDIANE Box on Media Diversity Inclusiveness for their professional practice. *Questionnaires distributed at exchanges September 2013 – February 2014.*

▪ Sustained **electronic communication** with MEDIANE Box on Media Diversity Inclusiveness consultant throughout the period of the project. The consultant's email publicized on MEDIANE's website and during European encounters. *Throughout the project.*
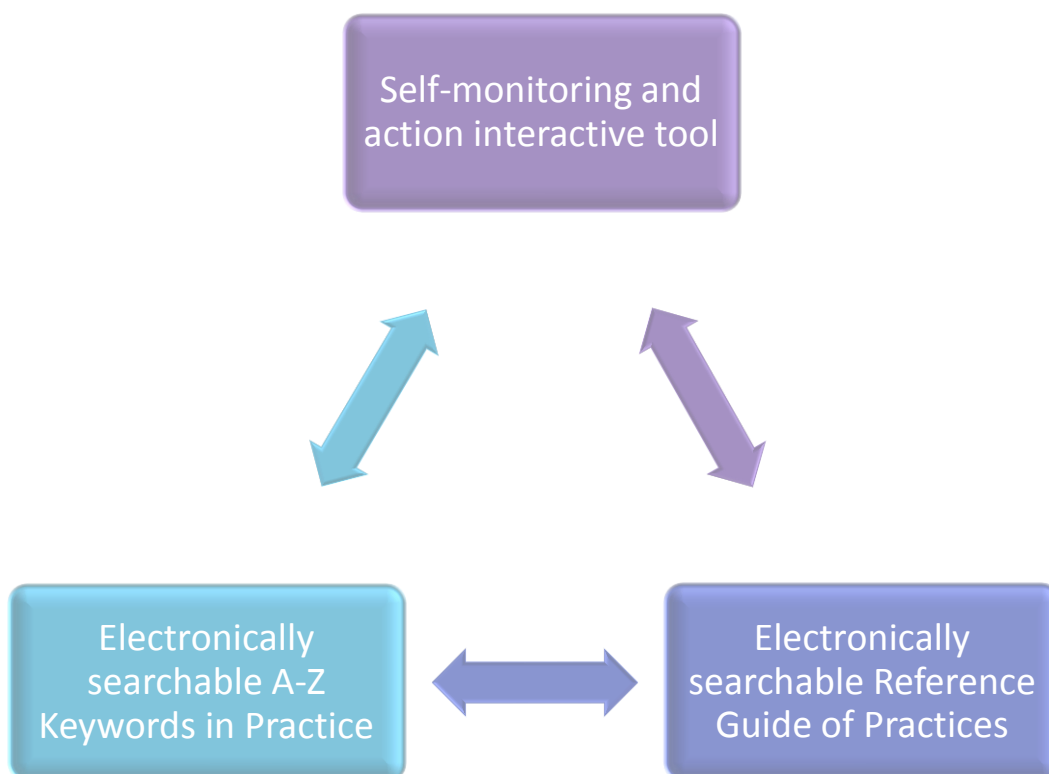

PART II - *MEDIANE Box on Media Diversity Inclusiveness* - Content Development

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The Box focuses on journalism practice as this relates to three different levels of practice: (i.) training; (ii.) production; (iii.) organisational level. Each of these levels of journalism practice corresponds to the prime professional activities of the three main stakeholders the Box is developed for: trainers, journalists, media managers. In order to address the key areas of professional activities for these groups, Mediane Box is organised around four interfaces associated with journalism practice:

(i.)   Employment

(ii.)   Content development

(iii.) Ethics

(iv.)   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

Electronically searchable A-Z Keywords in Practice

Electronically searchable Reference Guide of Practices

- **Self-monitoring and action interactive tool**
  This tool will have three distinct and parallel platforms targeting three different groups of stakeholders:
  (i.) media managers;
  (ii.) journalists;
  (iii.) 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:
  (i.) employment;
  (ii.) content development
  (iii.) ethics/codes of practice;
  (iv.) 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 (see after, Part III) 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.

Details of the three distinct platforms developed for the three groups of intended users are described below.

Interactive tool of media self-monitoring and action platforms & content

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[1]:

I. **Platform for trainers**

This is a tool targeting 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
- 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.

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[1] *The above indices and indicators only represent recommended and draft examples at this early point of MEDIANE'S development. It is important to highlight that these will be finalised after months' consultation with partners and participants in the different activities of MEDIANE, as described in Part I of this paper*

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

II. **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
        Story angle and story allocation
        Agenda setting
        Constraints
        Self-awareness

*   Data/evidence gathering
        Use of words/images
        Experts
        Story source
        Self-awareness

*   Write up/editing
        Working with others (incl. credits)
        Weight of opinions
        Feedback on work in progress
        Self-awareness

*   Engagement with audience
        Who the audience is
        Feedback
        Self-awareness

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

III. **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)
- 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 (only in English at this stage) at:
www.coe.int/t/dg4/cultureheritage/mars/mediane/source/index/06-MEDIANE-box-smi-managers.pdf

PART III - *MEDIANE Box on Media Diversity Inclusiveness* – **Resources consulted and reviewed**

The draft Reference Guide to Practices and the draft A-Z Keywords of Diversity Practice are available online at:

- Reference Guide - www.coe.int/t/dg4/cultureheritage/mars/mediane/source/index/04-MEDIANE-Box-Guide-to-Practice.pdf

- A-Z Keywords - www.coe.int/t/dg4/cultureheritage/mars/mediane/source/index/07-MEDIANE-box-keywords.pdf

These two resources as well as the indicators of the self-monitoring tool took inspiration on wide range of resources (Training tools, reports, charters…), in particular:

(2012), **24 hours in a newsroom**, Paris, CFI / ESJ - www.24hdansuneredaction.com/en/

(2008), **A Diversity Toolkit for factual programmes in public service television**, Vienna, EBU / FRA

(2013), **Advancing Gender equality in Decision-Making in Media Organisations**, Luxembourg, EIGE, European Institute for Gender Equality - eige.europa.eu/content/document/advancing-gender-equality-in-decision-making-in-media-organisations-report

(ND), **BBC Journalism Blog** – www.bbc.co.uk/academy/collegeofjournalism

(2010), **Boite à Outils Formation au Journalisme, Discrimination & Diversité**, Conseil de l'Europe

(2008), **Bringing diversity into the newsroom: A train the trainer Master course on the Diversity toolkit**, Geneva, EBU

CAMPION M. J., (2005), **Look Who's Talking – Cultural Diversity Public Service Broadcasting and the National Conversation**, Oxford, Nuffield College Oxford
(2008), **Charter of Rome**, Rome, FNSI - www.cartadiroma.org/

(2010), **Charte des entreprises de l'audiovisuel pour le développement de la diversité**, Paris, Commission Médias et Diversités

(2010), **Charte des entreprises de presse écrite pour la diversité**, Paris, Commission Médias et Diversités

(ND), **Creative Diversity Network**, London - creativediversitynetwork.com/

(2010), **DiverseCity Counts 2 – Focus: Media –** Toronto, DiverseCity The Greater Toronto Leadership Project - diversecitytoronto.ca/publications/dc-counts/diversecity-counts-2/

(2011), **Diversity Reporting Handbook**, Skopje, School of Journalism and Public Relations - www.unesco.org/fileadmin/MULTIMEDIA/FIELD/Venice/pdf/news/Diversity%20Reporting%20Handbook_EN.pdf

DJABI A. (2011), **The French Diversity Label – A lever to prevent and combat discrimination**, AFMD

(2011), **Ecrire la diversité !**, Strasbourg, Conseil de l'Europe

(2007), **Editors' Code of Practice**, London, Editors' Code Committee / Press Complaints Commission

(2011), **Etude de la diversité et de l'égalité dans la presse quotidienne belge** francophone, Bruxelles, AJPB, Association des Journalistes Professionnels de Belgique
(ND), **European Codes of Journalism Ethics**, ethicnet.uta.fi

(2013), **European database of Media & Diversity Practitioners**, Strasbourg, Council of Europe - www.coe.int/t/dg4/cultureheritage/mars/Resources/human_resources_en.asp

(2012), **Empowering Society – A declaration on the core values of public service media**, Geneva, EBU

(2013), **Ethics and Deontology Units - Practical sheets for Journalists and Media Managers on Diversity**, Strasbourg, Council of Europe
www.coe.int/t/dg4/cultureheritage/mars/Source/Documents/EEM/Ethics-and-Deontology-Units_en.pdf

FARCHY J., RANAIVOSON H. (2011), **An international comparison of the ability of television channels to provide diverse programme: Testing the Stirling model in France, Turkey and the United Kingdom,** UNESCO

FRANKS S. (2013), **Women and Journalism**, Oxford, University of Oxford / Reuters Institute for the Study of Journalism

FRIEDRICH K., (2006), **Intercultural Media Training in Europe**, München, Kopaed Verlag / Bildungszentrum Bürger Median

GEMI E., et al. (2011), **MEDIVA Thematic Report 2011/01: Migrants and Media News making -** www.eui.eu/projects / Mediva/home.aspx

(ND) **Gender Booklet: Getting the Balance Right**, Brussels, IFJ
www.ifj.org/assets/docs/129/002/c98b281-47dbb02.pdf

GORE W. (2009), **Codes, Press Councils and Discrimination in Europe - Report made by Alliance of Independent Press**, Council in Europe

(2013), **Gender Issues / Equality in the Media - A Guide for Journalists**, Strasbourg, Council of Europe
www.coe.int/t/dg4/cultureheritage/mars/Source/Documents/EEM/gender-and-media-units_en.pdf

GRIZZLE A. (Ed.) (2012), **Gender-Sensitive Indicators for Media – Framework of indicators to gauge gender sensitivity in media operations and content**, UNESCO

(2013), **Global Experts. Analysis on Demand**, New York, United Nation Alliance of Civilizations - www.theglobalexperts.org

(ND), **Guidelines on race reporting,** NUJ, National Union of Journalists

HARGRAVE A.M., ALIAS J., KEVIN D., CODINACH M. (2007), **Cultural Diversity Practices among Broadcasting Regulators**, Barcelona, CAC / Broadcasting Regulators and Cultural Diversity

(ND), **Increasing and Improving Portrayal of People with Disabilities in the Media**, Fundacion ONCE

JANSSEN M., (Ed 1 – 3), **Panorama des bonnes Pratiques pour l'égalité et la diversité dans les médias audiovisuels**, CSA FWB

(2010), **Journalism Training, Discrimination & Diversity Toolbox**, Council of Europe
(ND) **Label Diversité - Guide de lecture du cahier des charges à l'usage de tous les organismes privés de plus de 50 salariés**, Paris, AFNOR, Agence Française des Normes

(ND) **Label Diversité – Cahier des charges de Labellisation**, Paris, AFNOR, Agence Française des Normes

(ND), **LES Equality and Diversity Blog** - blogs.lse.ac.uk/diversity/tag/diversity-in-sport/

(2013), **MARS Online resource Centre on media, Diversity & Sport**, Strasbourg, Council of Europe
www.coe.int/mars

MACE E. (eds), (2008), **Etude de la perception de la diversité dans les programmes de télévision, Rapport remis à l'Observatoire de la diversité des médias audiovisuels du Conseil supérieur de l'audiovisuel**, Paris, CSA, Ecoles des Hautes Etudes Sociales / CNRS, INA

MARKOPVA E., et al. (2011), **MEDIVA Thematic Report 2011/03: Media Recruitment and Employment Practices** - www.eui.eu/projects / Mediva/home.aspx

(2009), **Media4Diversity, Taking the Pulse of Diversity in the Media**, Brussels, European Commission, DG Employment, Social Affairs and Equal Opportunities

(2013), **Media, Diversity and Racism in Sport - Training Activity Sheets** - *7 modules (Stereotypes and Representations, Languages and Words, Journalism our jobs, Images, Sports, Using Games and Humour, Gender) / 24 training activities*, Strasbourg, Council of Europe www.coe.int/t/dg4/cultureheritage/mars/Source/Documents/JMTL/training-activities-sheets_en.pdf

(2009), **Media et Diversité : Plan d'Action**, Paris, CSA

(2010), **Media, Diversity and Intercultural Dialogue Online Resource Centre**, Strasbourg, Council of Europe - www.coe.int/antidiscrimination

(2013) **MEDIVA Diversity Indicators**, MEDIVA Project, Florence, European University Institute, Robert Schuman Centre for Advanced Studies www.eui.eu/Projects/MEDIVA/MEDIVADiversityIndicators.aspx

(2007), **Micro-guide**, Paris, Radio France

NELSON T. D. (eds), (2009) **A Handbook of Prejudice, Stereotyping and Discrimination**, London, Psychology Press and Routledge

O'BOYLE N., et al. (2011), **MEDIVA Thematic Report 2011/04: Training -** www.eui.eu/projects / Mediva/home.aspx

(ND), **Online Tutorial for Media Diversity** - ethicaljournalisminitiative.org/en/contents/nuj-guidelines-on-race-reporting

PHILLIPS Trevor ((2008), **Superdiversity: Television's Newest Reality**, London

(ND), **Portraying Politics – A Training Toolkit for Journalists, Broadcasters, Media Managers and Trainers** - ethicaljournalisminitiative.org/en/contents/portraying-politics-a-training-toolkit-for-journalists-broadcasters-media-managers-and-trainers

(2006), **Portraying Politics: A toolkit on Gender and Television**, Portraying Politics Project

(2008), **Promoting equal opportunities and diversity: A toolkit for the communications sector**, London, OFCOM

SANCHEZ J. (2010), **Media Guidelines for the Portrayal of Disability**, Geneva, ILO www.ilo.org/wcmsp5/groups/public/@ed_emp/@ifp_skills/documents/publication/wcms_127002.pdf

(2011), **Tell us about diversity!**, Strasbourg, Council of Europe

(2009), **The media, Combating Discrimination and Promoting Diversity: Answers by the European audiovisual regulation authorities**, Strasbourg, CoE Speak Out Against Discrimination Campaign / European Platform of Regulatory Authorities (EPRA)

TRIANDAFYLLIDOU A., et. al. (2012), **MEDIVA Diversity Indicators: For Assessing the Media Capacity to Reflect Diversity and Promote Migrant Integration: A Tool Kit** - www.eui.eu/projects / Mediva/home.aspx

VAN DJIK T. A., **Teaching Ethnic Diversity in Journalism School**, GRITIM Working Paper Series, n° 7, Spring 2011

(ND), **Who makes the news -** www.whomakesthenews.org

PART IV - *MEDIANE Box on Media Diversity Inclusiveness* – A name / brand / benchmark to be found

The initial name chosen for the MEDIANE Box 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. This is why a consultation will be lunched 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.

Some suggestions have already been made. Here are the first suggested names:

AMAMAD – Application for Monitoring and Acting on Media and Diversity

AMAID Media – Application for Monitoring and Acting on Inclusive Diversity in the Media

Audience Builder Tool

Audience Development Checklist

CLATIM – Check-List and Action Tool for Inclusive Media

DIVERSITY PROGRESS BOX

DIVERSITY/INCLUSIVENESS STAMP BOX

DIVERSITY AND INCLUSIVENESS DECLARATION

DIVIMED

DIY - Diversity Inclusiveness Yourself

Fair Journalism for All and by All

IDex-process

INCLUSIVECLUES

INCLUSIVEDEX

INCLUSOURCES

Journalism Monitoring Tool

MAD - Media and diversity

MAMAD – Media Application for Monitoring and Acting on Diversity

MATDIM – Monitoring and Action Tool on Diversity & Inclusive Media

MATIDIM – Monitoring and Action Tool on Inclusive Diversity in the Media

MD'MAT – Media Diversity Monitoring and Action Tool

MDM – Media Diversity Monitor

MEclusive: Diversity in the media MEDIACTIONS

MEDIACLUES

MEDIADEX

MEDIAL - Media Ideal

MEDII - Media Diversity Inclusiveness Indicators MEDII -- my version

MEDIIA - Media Diversity Inclusiveness Indicators for Action

MEDIMAT – Media Diversity Monitor and Action Tool

MIDA - media inclusiveness and diversity actions

MIDAS - media inclusiveness and diversity action sources

03A – Outil d'autodiagnostic et d'aide à l'action

Quality Checklist

SMART – Self-monitoring and action related tool on Media Diversity Inclusiveness

SMAST – Self-monitoring and action support tool

Tapping into your audience

PART V - MEDIANE Box on Media Diversity Inclusiveness – A first survey & its results

A critical element of the Preparatory Phase was the realisation of an online survey circulated among partners and stakeholders.

The survey invited stakeholders to offer feedback and advice on the development of MEDIANE Box on Media Diversity Inclusiveness. The survey was made available in English and French between May and October 2013. It was available online and also circulated in hard copies among participants of the first European Encounter in Nicosia.

The English version of the questionnaire received 102 responses while the French version received 6 responses. Approx. 40% of respondents work in mainstream media while the remaining sample is spread across media/journalism training organisations, ethnic and community media, trade unions and regulatory/owner organisations. Respondents come from 21 countries.

We here present some of the key findings of the survey.

- Almost all participants felt that they are personally committed to advancing diversity in their work. At the same time, more than 50% of participants felt that they can do more in advancing diversity in their work. Approximately 80% also felt that their organisation can further advance diversity through its strategy for future development. **These findings show both a commitment among respondents to advancing diversity and recognition of the need to do more on personal and organisational level to advance diversity inclusiveness,**

- More than 70% of respondents agree or strongly agree with the statement that their organisation can do more to advance **diversity among staff** in relation to ethnicity and disability. More than 55% agree that this is the case with gender and more than 50% agree that this is the case with sexuality and religion,

- These percentages are even higher when it comes to advancing **diversity in media representations**, with more than 65% feeling that this is the case with sexual diversity and religion and approximately 60% with social class,

- When participants were asked what the main obstacles to advancing diversity in the media are, the most popular responses noted concentrated **media ownership and lack of sensitivity among editors, as well as time pressure** in daily professional practice,

- When asked how a Media Box on Diversity Inclusiveness could help professional practice, many participants noted that it could provide **a practical reference point and a checklist, a reference to cases of good and bad practice and a shared tool to advance diversity across different organisations and European countries**.

A second online consultation has been implemented between mid-November 2013 and end of February 2014. 125 responses have been received and the main results of this second online consultation are available online at:

www.coe.int/t/dg4/cultureheritage/mars/mediane/source/index/05-MEDIANE-Box-Online-Consultation-Results.pdf

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 Box on diversity inclusiveness. This Box 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.