



Media4Diversity

Taking the Pulse of Diversity in the Media



European Commission

Abbreviations

ACT:	Association of Commercial Television in Europe
AGE:	The European Older People's Platform
COE:	Council of Europe
CSA:	Conseil Supérieur de l'Audiovisuel
CSOs:	Civil Society Organisations
DG:	Directorate-General
EC:	European Commission
ECRI:	European Commission against Racism and Intolerance
EDF:	European Disability Forum
EEA:	European Economic Area
EFTA:	European Free Trade Association
ENAR:	European Network Against Racism
ERIO:	European Roma Information Office
ESF:	European Social Fund
EU:	European Union
EWL:	European Women's Lobby
EYEO:	2007 European Year of Equal Opportunities for All
FRA:	Fundamental Rights Agency
IFJ:	International Federation of Journalism
ILGA:	International Lesbian and Gay Association
LGBT:	Lesbian, Gay, Bi-sexual and Transgender People
MDI:	Media Diversity Institute
NGO:	Non-Governmental Organisation
PSB:	Public Service Broadcaster
PROGRESS:	EU's employment and social solidarity programme.
UN:	United Nations
UNESCO:	United Nations Educational, Scientific & Cultural Organisation
UNICEF:	United Nations Children's Emergency Fund
YFJ:	European Youth Forum



Age (Old)



Age (Young)



Disability



Ethnic



Employment



Gender dimension



Journalism



Religion or belief



Organisation



Roma



Partnerships



Sexual orientation



Production



All



Training

Media4Diversity

Taking the Pulse of Diversity in the Media

A Study on Media and Diversity in EU Member States and 3 EEA countries

European Commission

Directorate-General for Employment, Social Affairs and Equal Opportunities

Unit G.4

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The seven-year Programme targets all stakeholders who can help shape the development of appropriate and effective employment and social legislation and policies, across the EU-27, EFTA-EEA and EU candidate and potential candidate countries.

PROGRESS mission is to strengthen the EU contribution in support of Member States' commitment. PROGRESS will be instrumental in:

- providing analysis and policy advice on PROGRESS policy areas;
- monitoring and reporting on the implementation of EU legislation and policies in PROGRESS policy areas;
- promoting policy transfer, learning and support among Member States on EU objectives and priorities; and
- relaying the views of the stakeholders and society at large

For more information see:

http://ec.europa.eu/employment_social/progress/index_en.html

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Foreword

*By Aidan White,
General Secretary of
the International Federation
of Journalists*



There are, surprisingly enough, reasons to be cheerful about our media in Europe. Some of them are to be found in the pages of this publication, which reveals that the struggle for diversity and respect for equality is not lost. Far from it, the examples of innovation, originality and commitment shown in some of the initiatives outlined here are inspirational and a tribute to the fact that within media and civil society there have been changes that are beginning to make a difference to the way media report and reflect the increasingly diverse European landscape.

It could be better, of course. The geography of European media reveals deep and significant differences between attitudes that prevail in all corners of the continent according to different political and historical traditions. Everywhere, however, there is an expectation that the European Union can do more to create an environment where media can flourish, where journalism can be encouraged to reach heights of professional excellence and where dialogue between civil society, media and policymakers can contribute, both at EU and national level, to building a culture of diversity across the European media landscape.

The professional groups involved in this study have been grateful for the opportunity to tell a story – accurate, timely and inclusive – that provides some comfort at a time when media throughout Europe are under unprecedented economic pressures, which have led to editorial cuts and fears that professional standards will be compromised.

In times of trouble, tolerance can be at a premium, which is why diversity in media content and practice is a crucial factor in fostering social cohesion and preventing conflict. The present study illustrates that old fears and bad habits still remain, but much has changed within the industry. Prejudice and bias are being swept out of mainstream journalism. It lurks still, dangerously and with wounding effects, but increasingly on the margins of media, where it is nourished by unscrupulous politics.

Battles are still being fought within every community to win respect for principles of equality and diversity. This study illustrates that working together, both at EU and national level, policymakers, civil society and media can make society stronger by nurturing the creative potential of people from different backgrounds, whose dynamism is strengthening media in Europe and enriching all of us in the process.

The International Federation of Journalists, like the Media Diversity Institute and Internews Europe, is proud to put its name to this piece of work, which will make an enormous contribution to the debate about how media play a role in maintaining solidarity, respecting diversity and building unity in the future of Europe.

**By Viviane Reding, Commissioner for Information Society and Media
and by Vladimír Špidla, Commissioner for Employment, Social Affairs and Equal Opportunities**

European societies are multicultural and diverse. This diversity should be considered an asset rather than a threat to our democracies. The way in which minorities and the most vulnerable groups in our societies are portrayed in the media, the dissemination of information about them and their presence on screen and in newsrooms are all of the utmost importance for the way in which we perceive ourselves and our environments and hence for the way we structure our societies and establish means of living together.

Whether we are policy makers, media professionals or simply citizens, each and every one of us are both accountable persons and actors in the society, in which we live. The representation of diversity therefore concerns everyone! Every one of us, at some point in our lives, is likely to be - or to become - a minority or a vulnerable member of society: whether due to our gender or sexual orientation, our ethnic or national origin, our religion or philosophical convictions or because of intellectual or physical disability.

In these times of financial, economic and social crisis, it is now more necessary than ever before that each one of the actors concerned – and this includes the media - take their share of responsibility in supporting social cohesion: everyone must make sure that the most vulnerable amongst us do not become the first victims of this disquieting time.

Acting and reacting in the right manner requires courage and is often far from easy in these difficult times. This challenge of course also applies to the media. We think, however, that quality journalism, which is respectful of the values advocated by the European Union, most notably in the area of equality and non-discrimination, will enable the various media to hold on to and even increase their audiences. To follow the opposite strategy would lead, without a doubt, to a loss of credibility and therefore of following.

The fact that the results of this study did not simply constitute one more discussion *on* the role of the media, but rather that it permitted a real debate *with* the media is to be commended.

Indeed we value independence and freedom of expression of the media and believe that no rules or codes of conduct, however necessary they may be, should be imposed upon it from outside the profession. Therefore journalists, media publishers and owners need to be involved in each initiative that concerns them and this is what this study underlined to a great extent.

We are convinced that the thirty initiatives identified by the current study will bring increased awareness among professionals – including those least convinced – of the challenges of diversity and will be a great source of inspiration for several further initiatives to be undertaken in our European media.

It is our hope that all of the actors concerned by the recommendations formulated here will accept their share of responsibility in order to progress down the path that has been cleared for them...



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Executive Summary

Section I. The Wider Picture introduces the driving forces affecting social cohesion, the role of the media in both impeding and advancing the diversity agenda, and summarises key examples of policy leadership at the EU level.

Section II. The Study presents the objectives and methodology underlying the survey, which led to the selection of initiatives presented in this publication.

In Section III. The Selection of the **30 initiatives** is classified by their main area of focus, i.e. the area of activity they want to strengthen, improve or develop:

- **Journalism:** initiatives aimed at including diversity in the editorial process and improving the quality of journalism;
- **Production:** improved diversity related programme production, creative approaches and multi-media formats;
- **Employment:** performance in recruitment policy and career advancement that reflects diversity;
- **Training:** evidence of diversity training across all levels of the organisation;
- **Partnerships:** strengthening networks, cooperation and sharing good practice;
- **Organisation:** the degree of internalisation of diversity issues across all areas of a media outlets' operations from human resource policy to media output.

Thanks to the internet survey, but also via further investigation led by the Study team, outstanding examples of **practical handbooks and guides** and notable **media awards programmes** have been identified and included in this section.

An **analysis of the gaps** in the media and diversity arena that the Study has discovered, a **report on the Prague seminar**, followed by the recommendations drafted from the survey results and validated in Prague are presented in Section IV. The Outcomes.

The conclusion and analysis are presented in **Section V. The Conclusion**. This section features the Study team's reflections on the **key challenges and opportunities** in scaling up the uptake of media diversity initiatives across Europe, given the wider social and economic context in which the media sector itself is operating.

Diversity is both a reality and a necessity in European societies. At a time when the media shares with our political institutions - and, most recently, with our financial institutions - a crisis of trust and credibility in the eyes of the public, the **Study Media4Diversity** aims to provide inspiration in how the media sector, civil society organisations and policy makers can help strengthen the very fabric of our diverse societies, despite the major challenges that both society and the media sector itself currently face.

Three leading media assistance organisations - **Internews Europe**, project coordinator and its partners, the **International Federation of Journalists (IFJ)** and the **Media Diversity Institute (MDI)** – were selected by the **Directorate General for Employment, Social Affairs & Equal opportunities of the European Commission** to provide a structured mapping of the most significant and/or innovative **media diversity initiatives** taken **by** or **about** the media to promote diversity and/or combat discrimination based on grounds foreseen under Article 13 of the Treaty of European Union.

A European Study Team, working with an expert group of leading academics and practitioners, surveyed the media landscape, over a nine month period, in order to pinpoint significant and innovative media-related initiatives in the variety of cultural, social and political contexts existing across the 27 EU Member States, plus Iceland, Liechtenstein and Norway. The objective was to uncover and promote initiatives that play a positive role not only in contributing to social

cohesion, conflict prevention, and the transformation of the representation of groups facing discrimination, but also in hardwiring effective practices into media management processes.

Several hundred initiatives were mapped through an online survey and an active collection, networking and interview process were carried out by the Study Team. Following a detailed analysis of 150 initiatives, **30 case studies** were selected and are highlighted in this publication. These 30 initiatives merit attention not just because they have succeeded in combining innovation and originality in addressing diversity issues in an increasingly competitive and commercial European media space - they also deserve particular analysis for the lessons that they hold in creating media cultures of diversity across Europe.

"How can commercial constraints and editorial independence be balanced with the ethical imperatives of 'causing no-harm' and of representing European diversity fairly?"

"Can common lessons be distilled from groups, communities, media organisations and cultures engaged in vastly different experiences that seem to point at unique solutions for each case and context?"

The above questions provided an insight into the searching debate that took place during a **seminar in Prague** on 5 and 6 February 2009 designed to validate the findings of the Study Team. The Prague Seminar brought together around 90 leaders, including representatives of almost all the 30 initiatives mentioned above, working on the frontline of these issues across Europe with the Study Team and representatives of the European Commission. Prague led to the formulation and validation of a set of **recommendations to media, civil society organisations (CSOs) and policy-makers**, including four key recommendations that resonate for all three groups:

See the opportunity

A more **balanced and faithful representation** of Europe's diversity will reap a dividend of **greater social cohesion and security, public trust in the media, and new avenues for income** through journalism and production that has greater resonance with its audience.

Step up the dialogue

Encourage and participate in balanced, inclusive **national and European dialogues**, platforms for reflection, debate, cooperation and partnerships **between policymakers, civil society organizations and media organizations** on the role of media in promoting diversity and combating discrimination in order to identify emerging opportunities and exchange best practices.

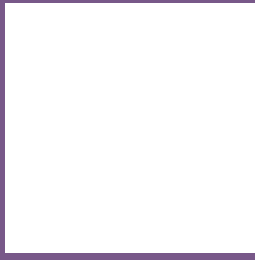
Be comprehensive

Ensure that **all grounds of discrimination** in the media arena – national, racial or ethnic origin, also specifically related to Roma, religion or belief, disability, sexual orientation and gender identity, youth and old age, as well as the issue of gender dimension and multiple discrimination – **are equally acknowledged** and included in media initiatives to counter discrimination and promote diversity.

Take aim... and Measure

When designing any media initiative in order to promote diversity and challenge discrimination in an organisation or across organisations, **establish and communicate clear and quantifiable goals** (such as minimum targets in diversity recruitment, minimum annual training hours for the workforce, and concrete targets for increasing audience share from diversity groups) and ensure **that progress is monitored continuously and fully evaluated once an initiative has run its course**.

The Study team hopes that this publication will inspire its readers to join and to continue the conversation and debate initiated on the www.media4diversity.eu website, as well as encourage them to help record and promote good practices in diversity by and about the media across Europe.



Section I

The Wider Picture: Social Cohesion, Media and Policy Leadership

Diversity is a reality: young people, old people, people of various faiths and beliefs, with various sexual orientations and/or gender identity or people with disabilities and various national, ethnic or racial origins have always been part of the fabric of Europe. In the current rapidly expanding global environment of movement, mobility, and change, Europeans increasingly carry diverse and multiple identities and expect and deserve to be present and represented fairly and sensibly in the public sphere in political, social or cultural matters.

In this regard Media plays a crucial role as do institutions and civil society itself; however the current social, economic and cultural realities in Europe, according to political analysts, are exacerbating the discrimination of certain vulnerable or minority groups. Increasing politicisation and group consciousness, as well as unequal wealth distribution, and the current sharp economic shocks are all contributing factors to the worsening position of these groups in political and media debates¹. To the imperative of reflecting or promoting society's diversity, the current context adds even more weight to the responsibility to protect groups facing discrimination and to fight against it in order to support social cohesion.

The future holds even more challenges, when, as Europe ages, it will need not only the existing large ethnic and religious minorities but tens of millions more immigrant workers in the decades to come – according to UN and EU policy institutes. The current crisis and coming challenges can only be met if society recognises and embraces its own diversity; in this respect, the Media's role is critical.

Media can be part of the problem...

Examples of the dramatic consequences of the role of the media in ethnic and religious discrimination such as the Holocaust, as well as more recent examples in Rwanda and ex-Yugoslavia, are well documented. State-controlled or partisan media sometimes amplifies social dislocation and can even trigger conflicts. For the communication theorist Hamelink² the media is used as a tool to spread propaganda that can "suggest to their audiences that 'the others' pose fundamental threats to security and well-being of the society and that the only effective means of escaping this threat, is the elimination of this great danger." The attacks of 9/11 in New York and 7/7 in London, the coverage of the 2005 riots in France and more recently in Greece, the attacks against the Roma in Italy and the Moroccan minority in Spain, the publication of the cartoons of the Prophet Muhammad in Jyllands-Posten newspaper in Denmark, as well as the focus of UK tabloids on irresponsible rather than ethically grounded "infotainment", reminds us of the role and responsibility of the media and of the need for a wide and in depth reflection on how the representation of diversity in the public sphere impacts the European society.

... and of the solution

Many policy makers in the highest echelons of international, European and national organisations strongly believe that media is a key instrument in the negotiation and outcome of such conflicts and in combating discriminations. The previous UN Secretary-General, Kofi Annan stated during his term that: *"By giving voice and visibility to all people – including and especially the poor,*

1 According to the report of the European Commission against Racism and Intolerance (ECRI) of the Council of Europe: "There has been a shift of political and media debate around integration and other issues relevant to ethnic minority groups from a largely technical debate (in which different areas of disadvantage were examined and addressed) to a more general debate on the cultures and values of different groups and, ultimately, on the inherent worth and mutual compatibility of such cultures and values. In this context, cultures tend to be strongly stereotyped and values automatically and arbitrarily assigned to one group or another." http://www.coe.int/t/e/human_rights/ecri/1-ecri/4-relations_with_civil_society/1-programme_of_action/28-seminar_national_specialised_bodies_2008/ecri08-36%20report%20NSBR%2028-29%2002%202008.pdf

2 Hamelink, C. (1997), Media, Ethnic Conflict and Culpability, in Media in Transition, Servaes, J. & Lie, R. (eds.), Leuven/Amersfoort: Acco.

the marginalised and members of minorities – the media can help remedy the inequalities, the corruption, the ethnic tensions and the fundamental rights abuses that form the root causes of so many conflicts.”³

According to Brian McNair, one of the most prominent media scholars in Europe, the role of the media in a democracy is to “*inform and educate people about the meaning and significance of facts. The media should provide a platform for open political discourse, spreading the message of government and other political institutions*”⁴. A channel to ask questions and to receive informed answers about different political viewpoints is essential to a democratic society. Provided that media organisations in Europe fully embrace this responsibility, and respond to the information needs of an increasingly diverse population, they can greatly contribute to social cohesion in European Societies.

The role of policy leadership

It is possible to attribute elements of progress in media and diversity to the media marketplace itself - newspapers and broadcasters often have incentives to extend their reach, strengthen their workforce and increase international programmes sales in ways that intersect with the diversity agenda. Media organisations are, however, also subject to state policies and to how the country’s civil society organisations relate to the media. Freedom of expression, for instance, is legally protected in all the EU Member States. Freedom of information is part of the legal and democratic framework of each nation through Constitutional Articles or Parliamentary Acts.

According to Article 6(2) of the Treaty on European Union, the Union – and, as part of it, the European media sector - must respect fundamental rights, as guaranteed by the European Convention on Human Rights. Article 13 of the Treaty gives the European Community specific powers to take action to combat discrimination based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation. Two subsequent Directives - on Racial Equality (EC/2000/43) and Employment Equality (EC/2000/78) - strengthened the EU’s commitment to non-discrimination.

The new Lisbon Treaty, signed by the heads of state in December 2007, re-iterated the EU’s commitment to fundamental rights, including the protection of cultural diversity. The proposed new Article 1a sets the foundation of the EU’s values in the respect of minority rights, social pluralism and inclusion.

Finally, at the end of 2008 the Council of the European Union adopted a Framework Decision on combating certain forms and expressions of racism and xenophobia with criminal law. The text lays down that publicly - including via the media - inciting violence or hatred against a group of people or a member of such a group defined by reference to race, colour, religion, descent or national or ethnic origin, even by the dissemination or distribution of tracts, pictures or other material should be punishable in the Member States by a maximum sentence of at least one to three years’ imprisonment.⁵

3 Howard, R., F. Rolt, H. Van de Veen and J. Verhoeven (eds.) (2003) *The Power of the Media, A Handbook for Peacebuilders*, Utrecht: ECCP

4 McNair, B. (2003) *Introduction to Political Communication*, Routledge

5 <http://europa.eu/rapid/pressReleasesAction.do?reference=PRES/08/344&format=HTML&aged=0&language=EN&guiLanguage=en>

The PROGRESS programme...

The European Union's Social Agenda (2005-2010) states equal opportunities for all as its overall strategic goal. The realisation of this Social Agenda relies on a combination of instruments including EU legislation, the implementation of open methods of coordination in various policy fields and financial incentives such as the European Social Fund. To further these causes a "Community Programme for Employment and Social Solidarity – PROGRESS" was adopted⁶.

PROGRESS supports the effective implementation of non-discrimination and promotes its inclusion in all EU policies, including across the media sector. The programme aims at improving people's understanding of discrimination through research and, where appropriate, the development of statistics and indicators that assess the impact of existing legislation, policies and practices. The results of these activities are then published and disseminated within a transnational framework.

The present Study Media4Diversity and this publication is the result of a call for tenders, issued as part of the implementation of the 2007 annual work plan of this programme.

... as part of a wider effort

Many organisations, which include the International Federation of Journalists, the UN, the EU, the Council of Europe, the World Bank, and the American, British, Danish, Dutch, Norwegian governments among others, spend considerable amounts of political clout and money to support their belief that media can have a positive impact on reducing discrimination.

This Study takes place in the context of a number of major EU programmes dealing with media⁷. In 2002 the European Monitoring Centre on Racism and Xenophobia [today's Fundamental Rights Agency - FRA] published 'Racism and Cultural Diversity in the Mass Media'⁸. The report is an overview of research carried out in 15 EU countries. The conclusions support the opinions of the general public⁹ and policy makers stated above regarding the role of the media, while calling for further research and monitoring. In 2006 the same agency organised a conference on *Racism, Xenophobia and the Media*¹⁰. A call was made for "research examining the presence and form of discriminatory discourse in the media and the impact of such discourse on public perceptions and attitudes". In December 2008 the newly established FRA organised under French European presidency, its first conference on 'Freedom of expression and diversity in the media' in Paris where participants called for a radical rethink of the regulation, training, employment and funding of the media and media related projects.

6 http://ec.europa.eu/employment_social/progress/no_discrim_en.htm

7 A full list of EU actions can be found at the Inventory of Measures Affecting Media at http://ec.europa.eu/information_society/media_taskforce/doc/grid_inventory.pdf

8 http://www.fra.europa.eu/fra/index.php?fuseaction=content.dsp_cat_content&catid=3fb38ad3e22bb&contentid=3fb3f9cfb3592

9 In the Eurobarometer survey on attitudes of Europeans towards discrimination in the 27 Member States published in January 2007, a third of Europeans (34%) think that the media have an important role to play in combating discrimination.

10 http://fra.europa.eu/fra/material/pub/general/euromed_conference_report_220506_en.pdf

Innovation and outreach

In addition, in the seventh and last Brussels Debate, organised in November 2008 in the framework of the 2008 European Year of Intercultural Dialogue¹¹, Viviane Reding, European Commissioner for Information Society and Media, pointed out the importance of the media, particularly new media, in spreading the news about cultural diversity. *“Media has been an intercultural dialogue tool from the very beginning, even before the Internet era”* said Ms. Reding. *“New technologies are a great opportunity to seize. Due to interactive media, we can now overcome geographical and financial barriers and share our culture with others from all over the world”*.¹²

Furthermore some European media as well as the European Commission (EC) have started to acknowledge and encourage the coverage of diversity and discrimination issues by awarding prizes in relation to diversity (e.g. the Journalist Award¹³ of the “For Diversity. Against Discrimination” campaign, funded from 2004 until 2006 by the Community Action Programme to combat discrimination and since 2007 by the PROGRESS programme mentioned above).



The first Equality Summit¹⁴, which opened the 2007 European Year of Equal Opportunities for All¹⁵ (EYEO) brought together 450 participants from across Europe (EU ministers, equality bodies, trade unions, employers and non-governmental organisations) and concluded that in order to stimulate change in the media and fight stereotypes, journalists should be trained and guidelines developed. Additionally, some of the 30 EYEO participating countries¹⁶ identified the media not only as partners, but as a target audience that should be made more aware of anti-discrimination legislation and/or diversity issues.

11 www.dialogue2008.eu

12 <http://europa.eu/rapid/pressReleasesAction.do?reference=MEMO/08/686&format=HTML&aged=0&language=EN&guiLanguage=en>

13 <http://journalistaward.stop-discrimination.info/>

14 http://ec.europa.eu/employment_social/eyeq/index.cfm?cat_id=LY

15 <http://equality2007.europa.eu>

16 Some of their initiatives are part of the 150 and 30 initiatives presented in later in the publication.



Section II

The Study:

Taking the Pulse of Diversity in the Media

Surveying the Media and Diversity Landscape

The Study Team, comprised of personnel from Internews Europe, the International Federation of Journalists (IFJ) and the Media Diversity Institute (MDI), together with a group of 8 experts¹⁷ and under the supervision of a Steering Committee¹⁸ conducted the following:

- A survey covering the 30 European Economic Area (EEA) countries¹⁹ participating in PROGRESS.
- The selection and evaluation of the most significant and innovative **media diversity initiatives**, and defined here as initiatives taken, in the past 5 years, **by** or **about** TV and Radio broadcasters as well as **by** or **about** the print and online (Internet) media to combat discrimination based on national, racial and ethnic origin, religion and belief, young or older age, disability, sexual orientation²⁰ and particularly the gender dimension of any of these types of discrimination and/or to promote diversity.²¹
- A seminar, held in Prague on the 5th and 6th of February 2009, brought together around 90 participants, including media and civil society representatives of the 30 initiatives selected in this publication as well as representatives from the European Commission, in order to present and discuss the Study Team's findings and to validate their recommendations.
- This publication, highlighting 30 initiatives and providing recommendations to the stakeholders of the Media and Diversity arena.

The Survey: Mapping media and diversity initiatives

The methodology used both quantitative and qualitative approaches, in order to undertake a survey that would cover Europe-wide initiatives (without claims to representativeness or exhaustiveness) on diversity in the Media.

An online questionnaire in English, French and German was published on the www.media4diversity.eu website, created to that end, and disseminated through the experts' and partners' networks, partners' websites, an extended network of journalism and mass communication university departments in all 30 countries covered by the study, EC mailing lists, national unions of journalists via the IFJ and the 20 media industries lobbies and trade unions based in Brussels.

The questionnaire provided a common set of questions, plus three different sets, depending on the respondent's profile in order to identify both initiatives **by** the Media: **Media Managers** were presented with additional questions that aimed at collecting information about training programmes, human resource policies and other organisational approaches to diversity; the questions to **Media Producers** addressed issues of journalistic sources and media partnerships, content formats and target audiences. Questions addressed to **CSOs** identified initiatives **about** the Media by focusing on content production initiatives originating from CSOs as well as on the aspects of their relationships with media organisations.

17 The detailed composition of the Study Team can be found at the end of this publication.

18 The composition of the Steering Committee can be found at the end of this publication.

19 The 27 EU Member States plus 3 of the 4 European Free Trade Association (EFTA) countries: Iceland, Liechtenstein and Norway.

20 5 of the 6 discrimination grounds covered by article 13 of the Treaty of Amsterdam, plus nationality which has been considered as a relevant potential ground of discrimination in the context of this study.

21 There was a division of mapping between significant and/or innovative initiatives **BY** media and initiatives/studies **ABOUT** media that might involve NGOs watchdog campaigns, campaigns or initiatives by EU member governments, multi-stakeholder initiatives (including the private foundation sector) and academic or policy studies. Although in some instances, there may be overlap in these areas (in the field of diversity media awards, for instance), there are differences between initiatives taken by media themselves or initiatives or studies undertaken by NGOs or academics active in the field and they were studied separately.

The questionnaire's content was designed and reviewed in close collaboration with the EU-level Anti-Discrimination NGOs active in the field²², and specific attention was given to each of the 5 grounds of discrimination mentioned above in the questions' wording. Age discrimination included an analysis of measures targeting young age groups (15-30) and older age groups (over 50). The grounds of national, ethnic and racial origin were augmented by an analysis of initiatives focused on the Roma. All questions regarding groups facing discrimination were gender mainstreamed. Respondents were also invited to qualify their initiatives by taking multiple discrimination into consideration.

Geographical clusters

The 30 countries covered by this study were distributed in geographical clusters that are based on a classification used in communication science²³.

The **Northwest Europe** cluster was defined as covering: *Austria, Belgium, Denmark, Finland, Germany, Iceland, Ireland, Liechtenstein, Luxembourg, Netherlands, Norway, Sweden and United Kingdom*. The **Eastern Europe** cluster as covering: *Bulgaria, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia and Slovenia*. And the **Southern Europe** (or Mediterranean) cluster as covering: *Cyprus, France²⁴, Greece, Italy, Malta, Portugal and Spain*.

Survey results

The online survey gathered 472 responses²⁵: a sample of existing initiatives which voluntarily shared information, rather than an exhaustive capturing of all programmes and measures in this field (an exercise which would have required considerably more time and resources than were available within the scope of this project).

22 i.e. AGE (The European Older People's Platform), EDF (European Disability Forum), ENAR (European Network Against Racism), ERIO (European Roma Information Office), EWL (European Women's Lobby), ILGA-Europe (The European Region of the International Lesbian and Gay Association) and YFJ (European Youth Forum).

23 Hallin, C.D and Mancini, P. (2004) *Comparing Media Systems; Three Models of Media and Politics*. Cambridge University Press.

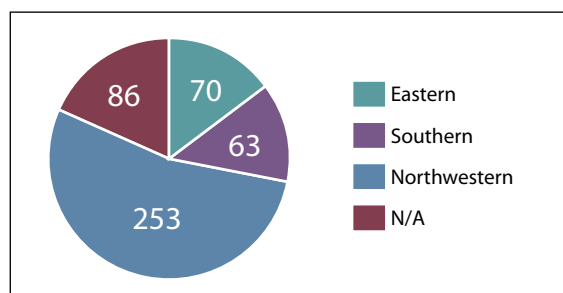
24 As Hallin and Mancini point out "the media in the Southern European countries are relatively strongly politicised, and political parallelism is relatively high. The style of journalism tends to give substantial emphasis to commentary. Newspapers tend to represent distinct political tendencies, and this is reflected in the differing political attitudes of their readerships; at times they play an activist role, mobilising those readers to support political causes. Public broadcasting tends to be party-politicised. Both journalists and media owners often have political ties or alliances" (2004: 98). The location of France with the Mediterranean model is recognised as problematic, according to some dimensions (p. 90), but at the same time, the development of commercial media markets is relatively weak, leaving the media often dependent on the state, political parties, the Church, or wealthy private patrons, and inhibiting professionalisation and the development of the media as autonomous institutions (Papathanassopoulos: 191). Papathanassopoulos, S (2007) *The Mediterranean/Polarized Pluralist Media Model Countries*, Introduction, in Terzis eds, *European Media Governance: National and Regional Dimensions*, UK: Intellect

25 There were actually 632 entries, but only 472 were taken into consideration since the rest did not fit into the Study's scope or did not provide sufficient identification coordinates.

Distribution of survey results by Geographical Clusters

The geographical distribution of the 402 entries which indicated a country²⁶ can be explained by the following:

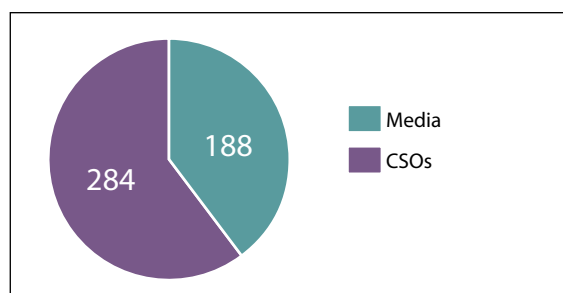
- Eastern countries do not have the tradition of working on these issues since many of these discrimination and diversity concerns were either less acute or were not officially recognised until just a few years ago (adhesion to the EU in 2004 and 2007).
- The media in Eastern countries lack the human and financial resources to undertake such initiatives.
- The predominance of the North-western cluster in terms of numbers of initiatives over the Southern and Eastern clusters reflects a more established tradition in this region, and particularly in the UK, of media and civil society measures in the diversity arena.²⁷



Distribution of survey results by Type of Organisation

The distribution of the 472 entries by type of organisation can be explained by the following:

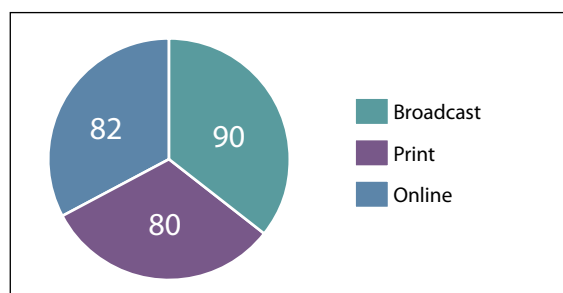
- CSOs responded in larger numbers than media organisations.
- The larger CSO response rate may be a consequence of greater capacity and accountability of CSOs to third parties, which allowed them to respond more actively to the survey.



Distribution of survey results by Media Format

The relatively high proportion of online initiatives reflects the fact that:

- Barriers to entry for this media market are low compared with traditional media, and
- The online medium is itself more suited to experimentation with formats and content provision customised for specific audience groups, including many of those concerned with anti-discrimination and diversity measures.



²⁶ Note that within the 472 responses, 70 respondents did not indicate a country.

²⁷ In the UK, for example, social diversity was encouraged since 1976 with the Race Relations Act, through a legal framework for the promotion of multiculturalism that has been introduced and put in practice at the government level but also through official mandate of Public Service Broadcasters to provide 'services for all citizens'.

Classifying the selected initiatives

From the 472 entries, the Study Team then selected the most relevant 150 initiatives²⁸ based on the following criteria: a) geographical representation b) sector of origin – from the media sector itself or from the civil society or government sector²⁹; c) media type (broadcast, print, online) and spread and d) the significance and innovativeness of the initiatives. Under a) the Study strived to include initiatives from different parts of Europe in assessing their significance/innovativeness against the different cultural and societal backgrounds of the countries it investigated.

Significant and Innovative

The *significance* of an initiative was judged not only by its potential impact, which was set as a separate criterion, but by the quality of three different elements: 1) the degree of planning and consultation before the launching of the initiative, 2) the design, structure and monitoring of the initiative and 3) the existence of internal or external evaluation of the initiative. A *significant* training initiative would, therefore, include a good needs assessment, a well designed structure based on this assessment and an on-going evaluation with constant feedback from participants, which would have been concluded by a well designed post-project evaluation.

The *innovative* aspect of the initiatives was evaluated based on the efforts of the programme managers to best adapt the above three elements to the local structures and current environment. An *innovative* training of journalists, for example, would have to have unique aspects that would depend not only on the type of medium and on the area of discrimination, but also on the current social climate, the media landscape of the country and on the local power dynamics between the policy makers, the media market and the civil society.

Analysis of the 150 Classified Initiatives

Other sources, than the survey, were used such as literature, internet, evaluation reports, academic articles and interviews, to complement the data set with relevant initiatives. The set of the 150 classified initiatives was shaped by the methodology described above as well as by further criteria such as the degree of activity and responsiveness of the organisations contacted or the quality and credibility of documentation that they provided.

This classification process allowed the Study Team to identify the following broad categories: training and media content production, the supply of media hardware, media monitoring, media awards for diversity, voluntary journalists codes of ethics with emphasis on promoting diversity, the establishment of an ombudsperson whose role includes the promotion of diversity, the introduction of legislation with the aim to promote diversity through the media, the introduction of appropriate employment policies by media and the introduction of appropriate rules by Audiovisual Councils.

With regards to media production, the Study identified that there is a diversity of media formats available to carry out the intended media and diversity content such as documentary series (television & radio), magazine show (television & radio), roundtable talk show (television & radio), inter-ethnic team reporting (newspapers, television & radio), internet dialogues, call-in show (radio), editorial exchange (print), public service announcements, special supplements (newspapers), establishing a station exclusively for the promotion of diversity (TV & radio), establishing programmes dedicated exclusively to the promotion of diversity (TV & radio), and establishing a magazine or newspaper especially for the promotion of diversity.

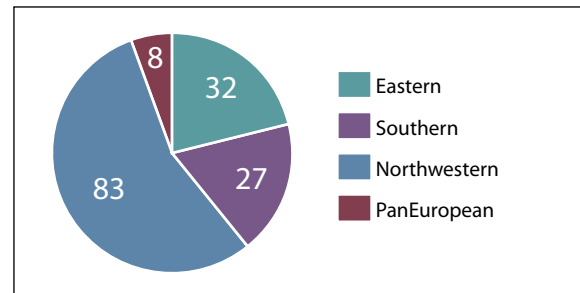
²⁸ The list of these 150 initiatives and their related details to be found in the CD-Rom included in the printed version of this publication, is accessible via the study website at www.media4diversity.eu.

²⁹ While initiatives from governments or the State were not initially a specific focus of the study, the Study Team identified several government initiatives that were included in the analysis process, thus creating a new category.

Distribution of the selected 150 by Geographical Clusters

As with the “Distribution of the overall survey results by Geographical Cluster”, a majority of initiatives originated from the North-western cluster.

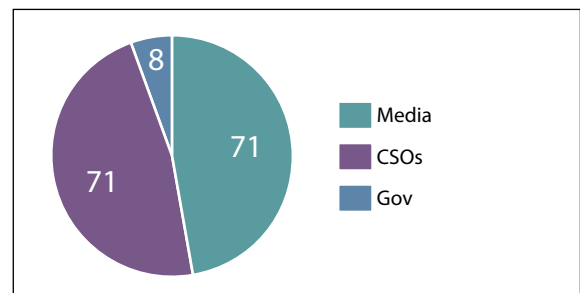
A few Pan European initiatives, that covered all 3 clusters, were also identified (such as European awards and prizes).



Distribution of the selected 150 by Type of Organisation

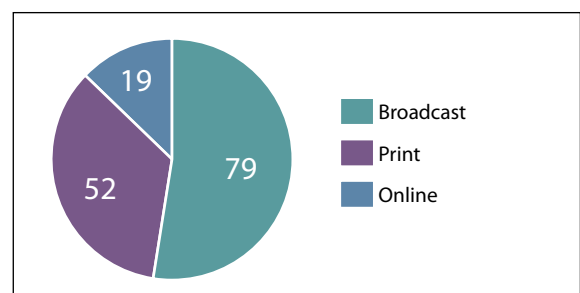
CSOs generally have more resources dedicated to participate in exercises such as this Study, while Media organisations' initiatives are generally not singled out from their habitual programming process and very often not identified as media diversity initiatives.

The identified government initiatives are both national and EU-level initiatives such as funding and training programmes, reports and awards.



Distribution of the selected 150 by Media Format

These findings reflect mainly the fact that a number of projects are undertaken by Public Service Broadcasting (PSB) providers, that have a statutory responsibility to undertake diversity related projects, and/or commercial broadcasters that also operate under legal requirements. A further factor may be that traditional broadcasters always tried to reach a wider audience than print media. Print media, on the other hand, have no legal responsibilities to provide for groups facing discrimination, and most of them are not convinced that they have the ethical responsibility to do so. Many of them also question whether it makes business sense to invest in diversity policies and content initiatives.

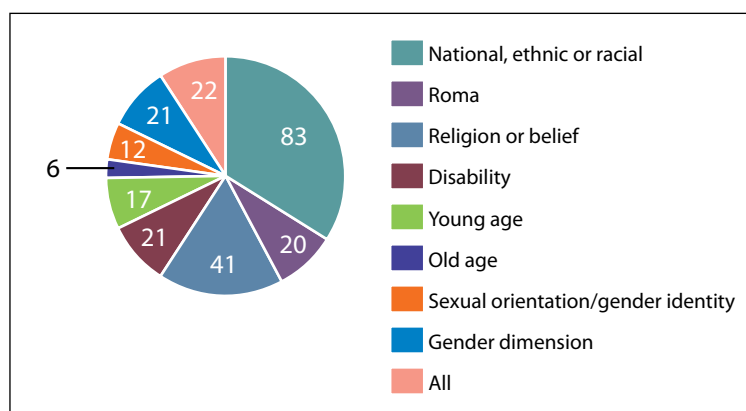


Distribution of the selected 150 on Grounds of Discrimination

This distribution appears to largely reflect recent historical trends and the priorities of policy-makers. Since the end of the Cold War there has been a well documented resurgence of national, ethnic and racial and religious identity.

This phenomenon - combined with increases in migration into the EU and heightened post 9/11 attacks in New York by the controversial 'War on Terror' - has become an important political issue in many countries.

This and the only recent inclusion of other grounds in the public debate may contribute to explain the fact that nearly half of the initiatives are targeting the ethnic or religious dimension of discrimination.



Somewhat surprising is the fact that old age is underrepresented, despite the fact that Europe is host to some of the fastest ageing societies in the world – like in Germany, Italy or Greece. This can be attributed to the relatively low awareness about the issue of age discrimination and also that media can be said to be 'serving' this significant sector of the public to a degree, while as they consider it as part of their mainstream business they might indulge in stereotypical portrayal.

Another factor may be that policy makers do not provide enough funding for CSOs to launch initiatives around age discrimination, as well as for the other groups addressed by this study. Other issues influencing the above results could be the fact that some of these diversity issues are taboos (e.g. those related to sexual orientation or gender identity) for certain European societies and their political leaders.

Selecting 30 Examples of Good Practice

A further stage of selection, based on interviews with the originators and organisers of the initiatives, allowed the Study Team to submit 52 initiatives to the expert advisors to the Study, and the Study Steering Committee. It was then decided to put forward 30 initiatives that would represent a wide section of activities, media formats, and geographical origin and could inspire practitioners in the field. Both the experts and the Steering Committee members, made further suggestions regarding the selection of this final list of 30 initiatives. The final outcome of this research, mapping, classification, evaluation and consultation process is presented in the Selection section of this publication.

Thanks to the survey exercise, some excellent handbooks for training could be identified, which the Study Team decided to add to the section presenting the 30 initiatives, in order to encourage media, civil society organisation and policy makers to make use of existing handbooks, as well as translate them when appropriate. The handbooks identified are widely and heavily used in a variety of projects and contexts and relevant to the discrimination issues addressed by the study.

Similarly, the survey allowed identifying awards programmes for media diversity. The most regular and well-known of these are also presented in this section. The Study Team found out that there are at least 22 awards in this field in the countries covered by the study, which are distinctive, often infrequent, and arguably, fragmented and duplicative. A mapping study and process of networking between the various awards organisers could help to increase the impact of this important area of initiative.

Analysis of the 30 Published Initiatives

These 30 initiatives were selected for publication because they scored well on the following criteria: **significance and innovativeness** – which pointed to well designed, creative and comprehensive approaches in terms of partnerships, and discrimination grounds, their **replication potential** – linked to their sound methodological approach and to the application of techniques involved, their **quality** – including clear goal-setting and monitoring procedures, **potential impact** – for instance through post evaluation processes. This selection also satisfied **a balance of regional clusters and type of media** (broadcast, print and online) as well as other foci such as Roma and young/old age and the balance between old and new EU Member States.

The 30 selected initiatives are of note and distinction in several ways:

1. **They demonstrate a high degree of insight into the broader driving forces affecting the media and diversity domain:** the initiatives were based in actual needs of the local society. In order to understand the role of initiatives in diversity, the organisers of the initiative had to understand their potential impact in the context of overall socio-political conditions. Thus, the political, economic, and socio-cultural aspects of the media environment, together with the available technology and the professional culture of journalists were taken into consideration.
 - see for instance the [Don't Stay Away. React Against Discrimination](#) initiative, p. 40.

2. **They adopt holistic design approaches and inclusive partnership strategies:** these initiatives have tried to maximise the impact of their material and human resources, by choosing approaches that would have a greater 'return on investment' by the appropriate use of their strengths. A variety of projects with different elements and partnerships are included in this selection. They involve a range of different media, policy makers, CSOs relevant to the initiative and other local opinion leaders.
 - see for instance the [Greek-Turkish media programme initiative](#), p. 51.
3. **They deploy effective knowledge management and monitoring procedures:** information generated by on-going and post-initiative assessment served a number of important purposes. In the short-run, objectives of the assessment provided both feedback on progress towards programme and activity objectives, and gave information for future programme planning. In the longer-term, such assessment efforts ensured the sustainability and continuity of programmes and the fulfilment of the initiatives' broader objectives. They also contribute towards verifying whether or not diversity strategies were actually guiding the initiative.
 - see for instance the [CSA's Diversity Observatory initiative](#), p. 59.
4. **They highlight the successful impact on audiences** of creative approaches that neither generate guilt nor preach at their audiences, but educate through entertainment.
 - see for instance the 'Make me a Muslim' on Channel 4, p. 61 and 'Creature Discomforts' initiatives, p. 42.
5. **They demonstrate the value of longer term programmes and campaigns** rather than one-off events or isolated initiatives.
 - see for instance the [European Children's Radio initiative](#), p. 56.
6. **They show the impact – and the necessity – of proactive leadership** from the civil society sector in engaging with the media sector.
 - see for instance the [Media Pairing For Diversity initiative](#), p. 55.
7. **They demonstrate the power of incentives** from the policy-making community through initiatives - and parallel funding measures.
 - see for instance the recent and current EU campaigns such as 'The 2007 European Year of Equal Opportunities for All' or 'The 2008 European Year of Intercultural Dialogue' and through awards such as the [EU Diversity Journalist Award](#).
8. **A few of them prove that media diversity initiatives can bring financial benefits to their businesses**, whilst almost all of them embody practical responses to meeting the social responsibilities of their organisations
 - see for instance the [Leicester Multicultural Advisory Group](#), p. 36 or the [BBC initiatives](#), p. 60.



Section III

The Selection: Good Practices across Europe



Age (Old)



Age (Young)



Disability



Ethnic



Gender dimension



Religion or belief



Roma



Sexual orientation



All



Employment



Journalism



Organisation



Partnerships



Production



Training

The **Media4Diversity study** has identified 30 bold, innovative European media initiatives that are succeeding in restoring the balance towards a more truthful representation of our societies and communities in all their complexity and richness. Media initiatives that reflect more faithfully the realities of our diversity can make a key contribution to social cohesion.

The 30 selected initiatives are classified according to their main focus areas³⁰ which the Study Team identified as the focus area where the initiative had the most significant and/or innovative impact:

- Journalism (News production and editorial processes);
- Production (Integration of diversity into the creative process and programme production);
- Employment (Recruitment processes that tap into the richness of diversity);
- Training (Use and implementation of resources, tools and courses);
- Partnerships (Cooperation and joint conduct of initiatives);
- Organisation (Integration of diversity throughout the organisation's structure and overall strategy).

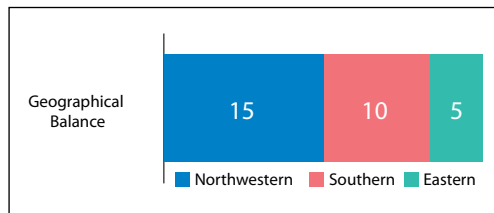
In order to make the reading more lively, pictograms have been created to represent these focus areas as well as the grounds of discrimination that the initiatives are dealing with. These are presented on the opposite page.

Before presenting in more details each of the 30 initiatives, an overview is given in the next two pages.

A selection of handbooks and guides as well as a list of awards relevant to the media and diversity arena is then to be found after the presentation of these 30 initiatives.

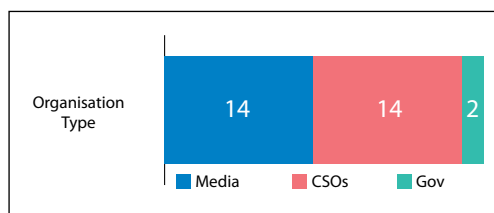
³⁰ Inside each category, the initiatives are classified by alphabetical order of their countries of origin.

The 30 published initiatives



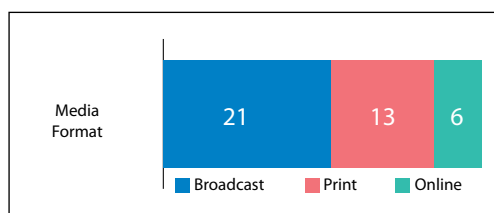
Tilting Northwest...

A majority of the published initiatives come from Northwestern Europe, with an important UK share, reflecting a longer tradition of multicultural social models that create space for diversity issues.



...with a balance of Media and CSOs...

The selection contains a balance of initiatives led by media organisations and CSOs highlighting significant and innovative projects originating from both types of organisation.



... and Across Formats

The published initiatives' formats range from community radio to PSB, newspaper and magazine to board game, blog to online resource centre and include a variety of multi-format productions.

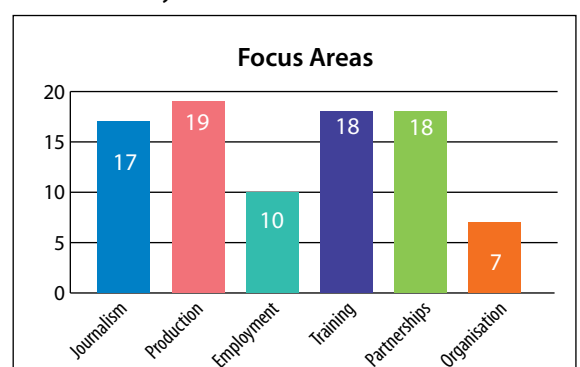
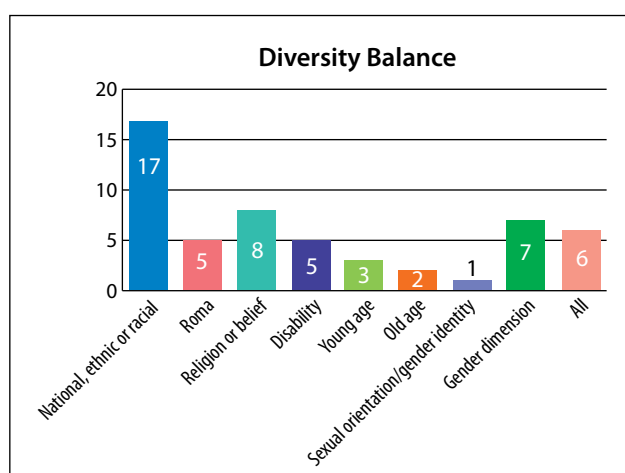
*Initiatives can use several formats

The many faces of diversity...

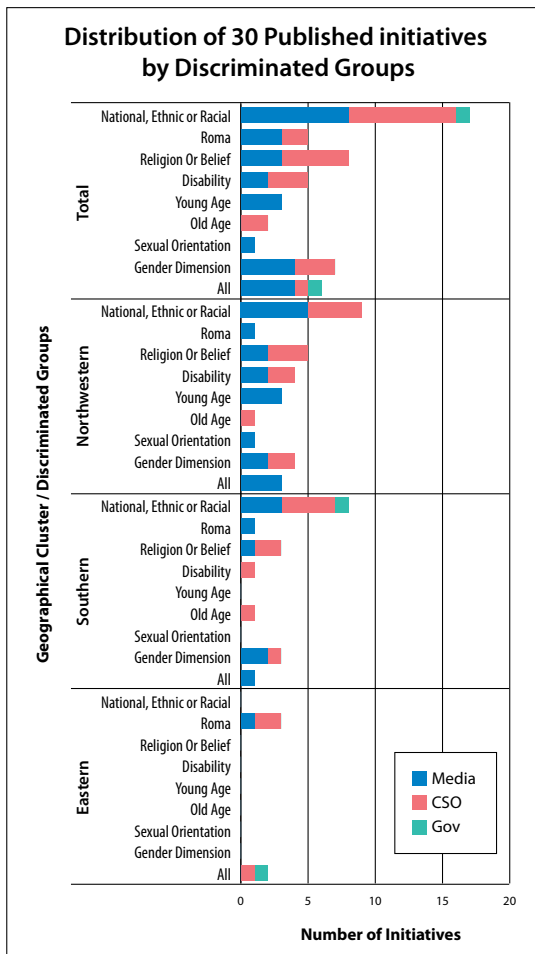
National, racial and ethnic origin is still the main focus of many initiatives and some of the other grounds covered in Article 13 are particularly underrepresented. Old age in particular is rarely addressed specifically in media diversity initiatives.

..through a wide lens

The selected initiatives focus on diversity in the editorial process, in content production, as well as in human resources. Some are notable for the variety of partners involved at every stage, while others attempt to make diversity run at all levels of media organisations. Few initiatives only have one focus area.



at a glance



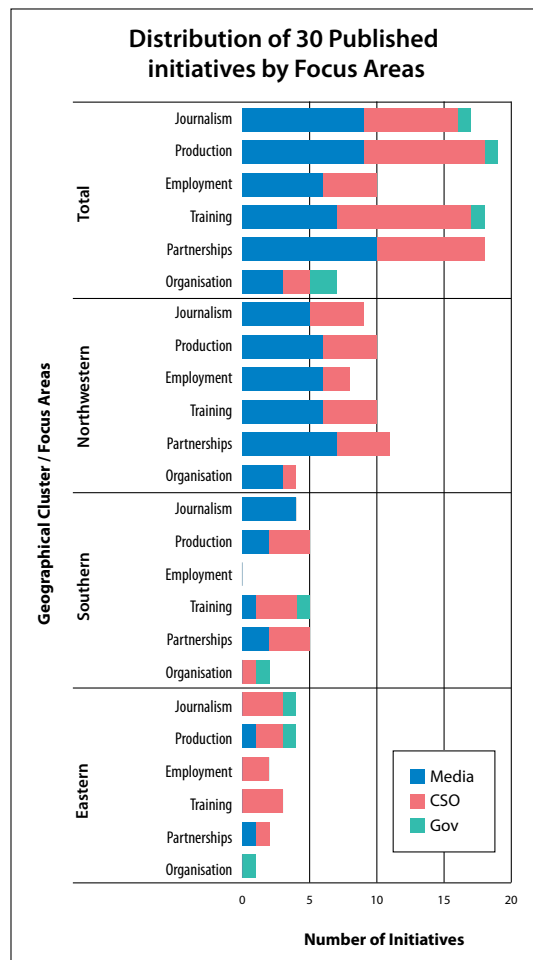
*Initiatives can address several grounds of discrimination

...mainly filled by CSOs

Media is generally involved in many areas in the Northwestern cluster as is reflected in the selection. CSOs are driving the diversity agenda in the Eastern cluster, and are generally present across all the activity areas in the countries studied.

Gaps...

Northwestern PSB's and commercial broadcasters' legal obligations and more established diversity agenda result in a more extensive coverage of the discrimination grounds. In the South and East, national, ethnic or racial origin is still by far the main focus of the initiatives presented here.



*Initiatives can focus on several areas of action.



Respect Magazine

Country: France

Organisation: Group SOS – www.respectmag.fr, www.noghetto.org

Contact: Réjane Ereau, Editor, Respect Magazine – rejane.ereau@respectmag.fr

Target Group: Young people from diverse backgrounds, minority groups, social actors and decision makers

Programme Description:

The founder of Respect magazine was a career journalist. Through his own research he began to recognise that the mainstream media was not representative of a large part of French society, particularly young working class people and minorities. He also found that when topics were discussed they were from a biased point of view due to the lack of diversity in the newsrooms across France.

Respect Magazine is a glossy publication. Its high quality image and content is actively fighting the stereotype that youth or minority targeted publications are cheap or poorly made. Each edition focuses on one theme, for example, Gender issues, Religion, Suburbia or Equal Opportunities in the work place. The content includes in depth interviews, feature length articles, photos and social or cultural news.

The team that creates the magazine is as diverse as the topics they report on. Journalists, NGO workers, students, volunteers, artists and writers form a group of people from totally different social, cultural and professional backgrounds that all share a common goal.

Not only does Respect Magazine give a voice to the voiceless it also acts as a mediator between the main stream media, the public, policy makers and minority communities. By highlighting issues that are otherwise ignored by the press, Respect bridges a gap that no other publication in France is currently able or willing to do.

To keep on top of the latest issues Respect magazine organises frequent editorial meetings where anyone is

welcome to join in and discuss their ideas for content. This open door policy means that people from hugely diverse backgrounds come together and interact about challenges that are affecting them and the society around them.

"Our core job is to keep being a critical observer of what happens in France, or should happen, in the field of diversity." Réjane Ereau, Editor, Respect Magazine

Challenge: How to deal with diversity issues in France in a way that won't alienate the audience

Solution: 5 years ago nobody was talking about diversity. It was important, and still is important, to write articles that are easily accessible to the public. Someone who has never read an article about diversity issues before must be able to pick up a copy of Respect magazine and understand the concepts discussed within it.

Impact and Success Stories:

- Creating links between public and private organizations. Respect magazine is sustainable through a mixture of public funds and advertising.
- A project with the Ministry of Justice saw Respect giving internships to problem teenagers. Kids interviewed artists they admire and wrote an article for the magazine about it. This exercise motivated them to improve their skills and gave them a sense of self respect.
- In 2007 Respect magazine won the French media for diversity award³¹ for an article about Urban culture and where it sits within French culture. It has since been approached by Unesco and The Alliance of Civilizations (UNO) to develop articles with young people from Africa, Middle East and America.

³¹ Unfortunately this award had only one edition so far (in 2007), due in particular to a lack of sustainable funding.



Italy Seen by New Italians

Country: Italy

Organisation: Internazionale – www.internazionale.it

Contact: Francesca Spinelli – f.spinelli@internazionale.it – Valentina Lombardo, COSPE – Lombardo@cospe-fi.it

Partners involved: Cospe NGO

Target Group: immigrants arriving in Italy

Programme Description:

In Italy, the print media is often a closed door to immigrants who are entering the country and looking for work. Literature written by immigrants, in Italian, is woefully under represented. No national newspaper has regular content written by a person with foreign origins.

Internazionale, a weekly magazine focusing on culture and politics, decided to open their publication to writers whose voice, they believed, was not being heard. The team felt their readers wanted an alternative perspective on Italy as a culture and a country. A section entitled 'L'Italia vista dai nuovi Italiani' or in English 'Italy Seen by New Italians' was introduced. Rather than simply publishing articles on immigration issues Internazionale gave immigrants a platform to share their own personal experiences of living in Italy.

Invitations were extended to 15 different writers spread across the country, half of which were women. The content they produce is on a wide range of different topics. All the contributors are free to choose the issues they address and the content ranges from discussions on racism, discrimination or examples of positive integration in to the community. Internazionale has also partnered with the NGO Cospe to publish 11 stories written by other immigrant journalists.

Challenge:

Finding the right writers to contribute to the section.

Solution:

A great deal of research was carried out to find the right contributors. Internazionale spoke to experts in immigration, university professors and read a large amount of Italian literature written by immigrants to ensure strong dynamic candidates were identified.

Impact and Success Stories:

The feedback has been extremely positive. The contributors are often asked to participate in round tables and other events to discuss immigration or racism in Italy. This means that the public can now listen to a new point of view.

'Its originality, however, lies in the fact that Internazionale has chosen as contributors a teamwork made up exclusively of immigrant or second-generation immigrant writers. A daring choice in times like these, in which even leftist newspapers have started to fuel xenophobia.' Letterranza, website specialising in Immigrant writing.

The project 'helped create a new community, both between the contributors and between the readers.' Internazionale.



Malta Today

Country: Malta

Organisation: MaltaToday – www.maltatoday.com.mt

Contact: Matthew Vella, Editor – mvella@mediatoday.com.mt

Partners involved: N/A

Target Group: General Public in Malta

Programme Description:

Malta has been described by some as 'besieged' by immigration. Due to the island's close proximity to Africa and the Middle East, it is the first accessible part of the European Union for many refugees. Arriving by small flimsy boats, many have to be rescued before they reach the island. Due to the large numbers of immigrants taking this journey some Maltese resent their arrival.

MaltaToday, a bi-weekly newspaper, aims to speak out and tell the side of the story of refugees, migrant workers and asylum seekers, who ever they are, where ever they are from. Due to the large number of immigrants reaching Malta a lot of misinformation about them reaches the public. MaltaToday tries to combat this by writing informed, well-researched unbiased stories on the issues surrounding immigration and the treatment of refugees in Malta.

By communicating complicated problems in a straightforward way MaltaToday makes the debate on migration accessible to a broad spectrum of Maltese society. When researching stories, journalists talk to all key players including asylum seekers, refugees, army officials and NGO workers. The emphasis is put on groundwork rather than statistics and journalists keep in contact with their sources after the story has been completed.

Challenge: Criticism from right wing /fascist groups accusing MaltaToday of supporting illegal immigration.

"MaltaToday can always be depended on to give a different side of the story." Matthew Vella, Editor, MaltaToday Midweek

Solution: Upholding the commitment to report on issues that other papers miss or ignore, and ensuring all sides of the argument are given the same right to join the discussion.

Impact and Success Stories:

- MaltaToday has become a reference point on migration in Malta, helping people to understand migration issues and the impact they have on the EU.
- An otherwise voiceless group of people, refugees or asylum seekers, now have a publication addressing the struggles they face on a daily basis.



Quick Response Media Monitoring

Country: Sweden

Organisation: Quick Response – www.quickresponse.se

Contact: Arash Mokhtari, Project Manager – arash.mokhtari@redcross.se

Partners involved: Swedish Red Cross

Target Group: Journalists

Programme Description:

In 1998 the National Co-ordination Committee of the European Year against Racism set up Quick Response to review and highlight how issues of immigration were being portrayed in the Swedish media.

Every day Quick Response monitors eight national Swedish newspapers. Reviews are also carried out on the TV and radio. The Internet allows for smaller publications to be monitored when possible.

It has been acknowledged by leading Swedish thinkers that the national media play a role in creating stereotypes about ethnic minorities. An 'us and them' mentality has become the norm. To counteract this image of migrants Quick Response aims to educate journalists on how to reflect the true diversity of the population they report on. The readers, listeners or viewers are then learning tolerance and inclusion through the information they take in from the media.

Just as the media can be used as a tool of separation it can also be a tool of integration. Quick Response holds regular lectures at Journalism schools across Sweden, teaching the students how to accurately represent diversity in their work. Their website includes the findings of regular monitoring. Each time the website is updated a newsletter is sent out to the subscribers. There are currently over 3000 people and institutions that subscribe to Quick Response's newsletter.

Challenge: Articles are sent out to subscribers after an issue or situation is over.

Solution: In order to learn from previous mistakes, we make sure all our responses and reports are researched at the highest level. Our investigation can only begin once a situation has been reported on by others; we can then monitor and evaluate the reporting to comment on its quality.

"We believe that if journalists deconstruct stereotypes and include immigrants and people with immigrant backgrounds into news journalism, this will promote integration." Arash Mokhtari, Project Manager for Quick Response.

"I've seen great improvements in the news media the last couple of years. Quick Response has definitely been a part of this development." Ylva Brune, Mass Media Researcher.

"The seminar offered me a new way of thinking." Student who attended a Quick Response lecture.

Impact and Success Stories:

- Studies have shown that Quick Response is relatively well known by the mainstream media in Sweden.
- Editors who were investigated by Quick Response for their one sided reports have since apologised.



Leicester Multicultural Advisory Group

Country: United Kingdom

Organisation: Leicester Multicultural Advisory Group (LMAG) – www.thisisleicestershire.co.uk

Contact: Nick Carter, Editor, Leicester Mercury – nickcarter63@ntlworld.com

Partners involved: Leicester City council, Leicestershire County Council, Leicestershire Constabulary, Leicestershire Chamber of Commerce, Federation of Muslim Organisations, the Diocese of Leicester, Leicester Council of Faiths, Somali Development Association, Leicester Asian Business Association, BBC Radio Leicester, Central TV, Sabras Sound, MATV (Asian terrestrial TV channel), Leicester Sound, and Leicester Racial Equality Council

Target Group: The local media and the entire community of Leicester

Programme Description:

In 2000 it was revealed that statistical analyses had predicted that Leicester would be the first city in Europe to have a minority white population by 2020. This put Leicester in the media spotlight in a way it had never been before. In 2001, with the general elections coming up, the issue of race was beginning to rear its head. How the media covered the elections, particularly concerning race, needed to be carefully handled.

A group was formed to respond and discuss any issues that might threaten *“the continuing development of a truly multicultural society in Leicester”* and to *“identify what measures, if any, could be taken to counter or lessen the impact of such threats, both in the short and long term.”*

“The Group was the first attempt in the UK to bring together the full range of key local organisations to facilitate discussion about the threat, challenges and opportunities around community cohesion.” Nick Carter, Editor, Leicester Mercury

“LMAG is an organisation, made up of senior executives and other leaders of the city who voluntarily attend, indicating through their presence and behaviour that community cohesion is a priority for Leicester.” Nick Carter, Editor, Leicester Mercury

The group was made up of executives and leaders of the local community, the police, council members, faith organisations and the media. The media involvement is what makes this initiative so unique. The media inform the discussion and, in turn, the other panel members inform the media. This means that the media support community cohesion projects, building bridges between diverse groups of people. Since 2001 the LMAG initiated the Leicester Electoral Compact. This involves all major local political party leaders publicly signing a document indicating their refusal to allow race to become an issue in their campaigns. Such a public display of inclusion has had a deep impact on race relations in Leicester. The media also play their role, giving limited coverage to any politician who will not sign the Compact.

Challenge: Ensuring ongoing meetings attract the calibre of members that attended when the group was first created.

Solution: Meeting bi-monthly, unless there is an emergency, means that the commitment doesn't get in the way of other work or hobbies. Keeping the group engaged is vital. Regular guest speakers give talks to the group on initiatives or communities to ensure topics are varied and up to date.

Impact and Success Stories:

- After the 7/7 bomb attack on the London Underground and growing public hostility towards the UK's Muslim community, a peace vigil was held in Victoria Park. It united thousands of people from Leicester, from different faiths, backgrounds and ethnicity, in the call for peace.
- A rebuttal squad has been formed to respond at short notice to multi-cultural issues in the city. An agreement was made that issues will never be dismissed or covered up – positive solutions will be found.
- Membership has now expanded to 28 members. This is to embrace recently arrived ethnic groups, such as the Somali community.



Romeo and Juliet

Country: Bulgaria

Organisation: Teleman Production Company – www.ntv.bg/productions/show_productions.php?id+42

Contact: Nadya Teodosieva, “Fatherland Front”, Script writer – nteodosieva@yahoo.com

Partners involved: N/A

Target Group: General public, including the youth, of Bulgaria

Programme Description:

“Otechestven Front” (Fatherland Front) is a weekly prime time TV show that seeks to challenge prejudices or myths in Bulgarian society. For two episodes broadcast in June 2007 it was decided to use Shakespeare’s Romeo and Juliet as an allegory to reveal current racial discrimination against the Roma community in Bulgaria. A real life scenario was used in which a young Roma man and a Bulgarian girl are in love, but the girl’s family refuses to accept the match because of her beau’s ethnic origins.

The film makers actively took on the role of facilitators and attempted to reunite ‘Juliet’ with her family. Comparisons were made between the two families and preconceived notions of Roma were systematically dismissed. By addressing the reasons for the tragedy in Shakespeare’s doomed love story, the film makers attempted to prevent them from reoccurring in their own society. They hoped that in revealing the prejudices of this one family, prejudices against Roma as a whole would be opened up to debate.

Challenge: The film makers were actively involved in trying to reconcile ‘Juliet’ with her family. Unfortunately Shakespeare’s tragedy once again ended badly; the parents became aggressive and threatened their daughter’s life.

Solution: There was no solution to this problem but it was a challenge the film makers were willing to face. It meant that the violence and cruelty of discrimination was revealed to its full extent. The film makers believe this ultimately helped in aligning public sympathies with the young lovers.

“We show discrimination, we do not only talk about it. And most of all, we show others what is wrong with this attitude and how they can prevent it.” Nadya Teodosieva, Scriptwriter

Impact and Success Stories:

- A show challenging social prejudice against Roma was shown on prime time TV and the ratings during its airing were significantly higher than previous programmes.
- “Romeo and Juliet” received two slots on “Fatherland Front”, due to its popularity and the complexity of its story line.
- There was a large audience response. More than 90% of the opinions sent in were on the side of the young couple.



Visible Citizens

Country: France

Organisation: Institute of Visible Citizens – www.idcv.fr

Contact: Bouchra Rejani-Chahed, Fremantle Media – bouchra.rejani@fremantlemedia.com -
Jamel Mazi, Institute of Visible Citizens – djamelhazi@yahoo.fr

Partners involved: Fremantle Media – www.tvpresse.tv

Target Group: Mainstream Media

Programme Description:

The Institute of Visible Citizens, in partnership with a commercial production company, produced 19 one-minute and forty-second television spots that were broadcast across France from June to September 2008.

Each spot was a short biography of a French celebrity or “hero” with an immigrant background. Narrated by well-known French personalities, these films aimed to show the general public what migrants have given to France, culturally, morally and economically. By promoting diversity in this way, new and old generations can look at the history of their country and see the contribution the immigrant population has made. It also helps to build the confidence and personal dignity within the immigrant community itself. Through the role models shown in the film, they can hold their heads up high and be proud of who they are.

Moving forward, the Institute can become a hub of information for young people from minority groups looking for ways to get in to their preferred career path, a motivator to steer these children or young adults in to higher education so they have choices going forward. The films encourage young people to aim higher and the Institute of Visible Citizens hopes to practically assist them to reach their goals.

This was the first time that a major media company in France took a decisive step to promote and support diversity. There’s a link to the project website on French President Nicolas Sarkozy’s home page.

“Broadcasters have a very important role to play to promote diversity; they are the most powerful media.” Jamel Mazi, Institute of Visible Citizens

The project aims to promote *“a positive definition of diversity as opposed to the more common French definition “visible minority” which suggests there is a distinct group separate from the majority population.”* Jamel Mazi, Institute of Visible Citizens

Challenge: Attracting the necessary funding.

Solution: As yet the project has not covered its costs. Fremantle Media are still looking to public organisations to cover their costs. Without funding the project cannot continue and any planned activities will have to be cancelled.

Impact and Success Stories:

Following the success of the project The Institute of Visible Citizens is developing a recruitment service on their website

to help young people from minorities find jobs in large, successful companies, such as L’Oreal. Informal meetings will be arranged and opportunities will be advertised on a notice board on the Institute’s website.

A radio version, as well as a book, is in discussion.



Innovative Educational Strategies for Social Partners/EYEO 2007

Country: Lithuania

Organisation: Centre for Equality Advancement – CEA: www.gap.lt and the Office of Equal Opportunities Ombudsperson (OEOO)

Contact: Virginija Aleksejune, Executive Director, CEA – virginija@gap.lt
Julija Sartuch, Executive Director, OEOO – julija.sartuch@lrs.lt

Partners involved: Art2B – Public Relations and film Productions Company

Target Group: General public and media professionals

Programme Description:

The 2007 European Year of Equal Opportunities for All gave Lithuania an impetus to improve the national understanding of minority groups who face discrimination in Lithuanian society. *Centre for Equality Advancement Project, IESSP:* From April 2006 to December 2007 the CEA focused primarily on the broadcast of fifty-two topical chat shows, transmitted weekly on prime time television. The shows discussed and revealed the plight of varied sections of Lithuanian society that suffer from discrimination. A survey of audience reactions to the programmes was carried out with calls received from the general public. Each show was preceded and followed by television news' segments, internet portal articles, and magazine editorials that shed more light on the topics discussed. The project's success and its ability to create a national dialogue were also reliant upon a wide reaching media awareness campaign. Postcards and posters were produced and distributed containing specific branding that brought the CEA's objectives into the public domain. Finally, CEA's staff organised seminars, discussing diversity, throughout Lithuania with media professionals, students and decision makers in the private and public sectors. These seminars hoped to share information and equally to prepare the way for a new attitude and way of reporting issues of discrimination. *The Office of Equal Opportunities Ombudsperson's EYEO Project:* From September 2007 to January 2008 the OEOO worked with their partners Art2b to infiltrate the television sector and thus enhance understanding of discrimination issues. Seventeen social documentaries were shot and aired on prime time national television. The programmes introduced the most topical issues in different areas of discrimination, presenting life stories of those who face discrimination and comments and views of experts, human rights activists, decision makers, and the general public. Simultaneously, radio programmes and an awareness-raising campaign were launched to reach different age groups across a large percentage of the population of Lithuania. Television adverts (and outdoor posters with the same concept) were produced in which a black and white heart is seen beating on the screen, red text then appears naming groups at risk of discrimination. A voice over finally asked: "Are we really so different?"

Challenge: CEA found that the media were often more interested in sensationalism and not very receptive or educated about the sensitive issues being raised.

Solution: There was no quick solution but rather than presuming the media would be a useful ally CEA often had to focus more on educating them. By doing this CEA hoped that their attitudes and therefore their style of reporting might change.

Challenge: Sexual orientation is still a highly stigmatised subject in Lithuania. It was difficult for the OEOO to find participants for television documentaries.

Solution: Participants were found and it was the first time the rights of the LGBT community were professionally and objectively presented in Lithuanian mass media.

Impact and Success Stories:

- Viewing figures during the first fourteen programmes of the CEA's TV show reached a total of 5.81 million.
- It was felt that the mass media became more sensitive to problems of discrimination after these campaigns and that their subsequent reports were more socially responsible.

"Answers were not provided but the uncomfortable truth, which most parts of society choose not to notice, was denuded and offered for discussion." Devidas, a protagonist in one of OEOO's TV shows about discrimination against the physically disabled

"Involving the media in the process of educating the population and disseminating information is crucial." Virginija Aleksejune, Executive Director, CEA



Don't stay away. React against Discrimination

Country: Poland

Organisation: Campaign against Homophobia – www.kph.org.pl

Contact: Anna Urbanczyk – redakcja@multikulti.org.pl –

Marta Abramowicz – mabramowicz@kph.org.pl

Partners involved: Helsinki Foundation of Human Rights Poland, Association against Racism and Xenophobia, Wirydarz Group, Mikuszewo Association

Target Group: Internet Users – particularly young people, teachers, journalists, policy makers and NGOs

Programme Description:

Although implemented by the Polish NGO Campaign against Homophobia, "Don't stay away. React against Discrimination" project deals with all levels of discrimination against a wide range of social and ethnic groups.

This Polish 2007 EYEO project had three elements. The first was to design a website (www.multikulti.org.pl) that would become a reference point about diversity. Launched in November 2007, with seven different sections relating to diversity in general, gender, ethnicity, religion, disability, age and sexual orientation it now comprises over 1000 pages of information. A team of journalists write the articles on each topic, users are also able to add related content.

To promote the website, and the issue of diversity in Poland, developers designed the "Game of Life". This online game gives people the opportunity to see what it might be like to be someone else. Each time you play the game you take on a different identity and are then faced with different obstacles or circumstances you have to overcome. By using the format of a game it shows diversity in an interesting accessible way.

The third component of the project was a conference on how to teach the general public, children in particular, about diversity. Two hundred professionals from NGOs, policy makers and teachers took part from all over Poland. On the first day thirty teachers were part of an anti-discrimination workshop where they were trained on how to use games as a way of teaching children about discrimination. The second day was an all day discussion involving presentations of best practice in the field of diversity education in Poland.

"As an organisation – working for seven years in Poland and dealing with diversity issues we have great knowledge and experience about the problems of discrimination in Poland."
Marta Abramowicz, Campaign against Homophobia

Challenge: Continuing Homophobia in Poland often leads to people not wanting to work with "Don't stay away. Act against Discrimination" on other diversity issues.

Solution: The website journalists do not approach any story as 'activists' but as un-biased watchdogs. By continuing to publish stories on a wide range of discrimination cases, "Don't stay away. Act against Discrimination" project hopes to educate people to accept other human beings for their differences as well as their similarities.

Impact and Success Stories:

- The publication of the "Game of Life" in 'Gazeta Wyborcza' a national Polish newspaper sold 1,000,000 copies across Poland.
- The founders of the website are now seen as experts in the field of diversity.
- The website has become the leading source of information regarding anti-discrimination. Far more space and detail is given to diversity issues than in the mainstream media.



“Be There, Be Yourself”

Country: United Kingdom

Organisation: See Me – www.seemescotland.org

Contact: Johannes Parkkonen – johannes.parkkonen@seemescotland.org

Partners involved: N/A

Target Group: General public

Programme Description:

One in four people in Scotland will experience a mental health problem at some point during their lives. Research has shown that 80% of these people will suffer from discrimination; alarmingly this will often come from their close family and friends. Support from one's closest friends and family is one of the most important factors in recovery. To combat this problem See Me decided to develop a campaign to show people how simple it is to give support to a friend experiencing a mental health problem.

The “Be there, Be yourself” campaign focused on common humanity, showing people that their friends who experience mental health problems are still the same people, who still need their help and support. So as to have both sides of the story, focus groups with people living with mental health problems were conducted to ensure the campaign addressed the discrimination they face.

The campaign utilised broadcast and print media. TV spots were produced and broadcast on two of the main commercial channels in Scotland, STV and Channel 4.

Radio and outdoor advertising was used for more rural areas as well as the urban central belt of Scotland.

To support the message of the publicity campaign See Me launched a new website (www.seemescotland.org), which includes information and practical advice on how to support a friend or relative who is experiencing mental health problems. There is also a media centre section that gives journalists links and research to use so that they can accurately portray people experiencing mental ill-health and produce accurate reports.

“Positive reporting isn’t about putting a ‘spin’ on mental ill-health, but it is about reporting the facts in a way which is accurate and fair, while avoiding the use of stigmatising and inaccurate language.” See Me website

“You don’t have to have all the right answers; simply talking and listening shows you care.” Suzie Vestri, Campaign Director, See Me

Challenge: Ensuring the maximum impact of the campaign with limited funds.

Solution: With the support of the Scottish government and carrying out extensive research the most effective way of implementing the project has been found. Feedback will be an important part of the campaign going forward, particularly when planning for the second phase begins.

Impact and Success Stories:

- A 2007 survey showed that since the launch of See Me 85% of people in Scotland with mental health issues feel more able to talk openly about their experiences of mental ill-health.
- See Me has become an internationally recognised organisation in its area of work.



Creature Discomforts

Country: United Kingdom

Organisation: Leonard Cheshire Disability – www.lcdisability.org – www.creaturediscomforts.org

Contact: Peggy Waters – Peggy.Waters@LCDisability.org; Lucy Winter – Lucy.Winter@lcdisability.org

Partners involved: Aardman Animations (interviews and film production), Freud Communications (advertising agency), Andy Tilley of Unity (media strategist), Delete (website and online seeding campaign) and Markettiers4DC (audio feature for radio news)

Target Group: General public, particularly those over 35 with children

Programme Description:

Leonard Cheshire Disability is the UK's largest voluntary sector provider of care and support services for disabled people. The charity supports over 21,000 disabled people in the UK and works in 52 countries. It campaigns for change and provides innovative services that give disabled people the opportunity to live life their way.

In a recent survey conducted by the Charity public awareness of disability is very low. When asked, 70% of the British public could not name a single disability organisation. Many people ignore disability and easily turn off any message about it, particularly those using disturbing images as shock tactics.

Leonard Cheshire Disability, partnering with Aardman Animations, wanted a message that dispelled stereotypes of people with disabilities. By choosing to use the Creature Comforts format they chose a vehicle that people could already relate to.

Aardman Animations interviewed disabled people first and then created the animations around them. Testimonies from disabled people relaying their experiences of being disabled, how they feel about the stigmatisation of disability and people's attitudes towards them were used to create the campaign. Eight 30-second animations were produced and broadcast across the UK.

The campaign also included radio adverts, outdoor posters, online advertising and a wealth of materials such as postcards and badges. A documentary about how the films were made and the real people behind the animation was also produced. The launch of the campaign was reported on by the UK press and as far afield as Russia, Brazil and New Zealand. It has received over 1000 pieces of news coverage across all types of media since November 2007, helping to reinforce the message to "change the way you see disability".

"This awareness campaign urges us: "Change the way you see disability" and you'll see disabled people differently too. See the person as a whole and you'll start to think that there might be better ways in which they could shape society." Reverend Rosemary Lain-Priestley discussing Creature Discomforts, BBC Radio 4

Challenge: Taking a historically taboo subject and making it accessible to the public who very often do not have any connection with disability, and to do this without alienating disabled people themselves.

Solution: Leonard Cheshire Disability did this using the Aardman style, much-loved for its ability to bring home messages in a simple, everyday way, and making a serious point, with humour.

Impact and Success Stories:

- A third of people interviewed after watching Creature Discomforts admit they have more to learn about disability and are willing to do so.
- There is a 34% increase in people who would come to Leonard Cheshire Disability for information and 20% uplift in potential support and involvement.
- Likeability scores for the animations were at 75% and above: extraordinarily high for an unappealing subject like disability.
- 200 schools, companies and public sector organisations have requested copies of the campaign for training in disability awareness and equality.



Radio Salaam Shalom

Country: United Kingdom

Organisation: Salaam Shalom Ltd – www.salaamshalom.org.uk

Contact: Farhan Cheema, Radio Salaam Shalom – farhan.cheema@btinternet.com – Kyle Hannon, Station Manager – kyle@salaamshalom.org.uk

Partners involved: British Muslim Cultural Society, Bristol City Council Community Cohesion Team, 2008 European Year of Intercultural Dialogue, CEJI (A Jewish Contribution to an Inclusive Europe)

Target Group: General public

Programme Description:

Founded in 2006 Radio Salaam Shalom is a UK based Internet broadcaster. It is the United Kingdom's first combined Muslim-Jewish broadcast project, operating an Internet radio station and making regular Jewish – Muslim podcasts to download.

The project focuses on promoting inclusion, intercultural awareness and mutually empowering dialogue. The founders of Radio Salaam Shalom felt that there wasn't a media outlet for the 'moderate majority' and no place that people could go to discover or promote what these communities share, rather than what divides them. As a community, non-profit organisation Radio Salaam Shalom relies on the community to volunteer their time to keep the project up and running.

Radio Salaam Shalom promotes diversity amongst its volunteers by encouraging women and children to take part in its activities. Training is given to both groups so that they can produce or present their own programmes, giving them control of the way they're seen and portrayed. Discussions on issues of sexual orientation and gender identity are welcomed for potential inclusion as part of the issues addressed in the radio's programming. A number of non-Jewish and non-Muslim volunteers have joined the project to learn more about the different communities sharing their city.

Volunteers are regularly asked to give presentations or speeches at events promoting diversity across the UK and Europe. They are also involved in public sector and NGO stakeholder forums. This access to policy makers has given a new voice to two communities that continue to face discrimination in the United Kingdom and the rest of the world.

"It has provided them (the media) with a different sense of how the cultures interact, a positive addition to the usual violence-driven narrative so common in world media." Kyle Hannon, Station Manager

"It enables a new group of articulate people from the Jewish and Muslim communities to represent their ethnic, faith and cultural communities." Kyle Hannon, Station Manager

Challenge: Increasing the number of volunteers able to work during regular employment hours.

Solution: Find volunteers from the retired population in order to increase the number of people available to assist during the working day rather than just after hours.

Impact and Success Stories:

- Radio Salaam Shalom has seen a rise in requests for their involvement/support from other initiatives across the United Kingdom and Europe.
- The project has attracted a large amount of press coverage and has been featured on national and international radio and television.
- Bristol, where Radio Salaam Shalom is based, was the only city to be included in the European Regional Champion under the European Union's intercultural dialogue strand.



Roma Mainstream Media Internship Programme

Country: Hungary

Organisation: Centre for Independent Journalism – www.cij.hu

Contact: Ilona Moricz – ilona.moricz@cij.hu

Partners involved: leading media organisations including Roma Press, Centre Nepszabadsag Ringier Training and Further Training Institute, Civil Radio, Radio C, Centres for Independent journalism in Bratislava and Bucharest, Novi Sad School of Journalism and the International Centre for Journalists in Washington.

Target Group: Roma community, Hungary

Programme Description:

With the unemployment rate at over 80% for adult Roma's and the drop out rate from secondary schools higher than in any other ethnic group, the need to stop the marginalisation of this minority is of great importance. The media have often reinforced this marginalisation by uninformed and unfavourable reporting of issues facing the Roma community.

The Roma Mainstream Media Internship programme has been running at the Centre for Independent Journalism since 1998. It tackles widespread misunderstanding of and stereotypes on the Roma community in the media by diversifying newsrooms. Young Roma journalists are offered internships within mainstream media organisations.

Through this internship programme eight to thirteen students take part annually in 10 months of intensive practical and theoretical training. The accredited journalism course is taken by all students and includes modules in political science, media law and ethics, economic policy, genres and feature writing, to name a few. Students learn radio and television news production, diversity and human rights reporting and more specialised workshops, such as crime and courtroom reporting. Students are then placed in a media organisation for at least 30 hours a week whilst still attending classes and working on their thesis. Mentors play a key role in the development of each student, guiding them through the process and ensuring they get the most out of their placement.

"By integrating Roma colleagues in to the newsroom, there has grown a more widespread awareness of the challenges and problems faced by their communities". Programme Manager, CIJ

"The Roma mainstream media internship programme meant opportunities for me. I was able to get out of the uncertain existence, within which I had been drifting along with hundreds of thousands of other people." Intern, 2001.

Challenge:

In the Hungarian media the job market has become saturated over the past few years, making it very difficult to find permanent jobs in the industry. This has led to difficulties in reaching the programme's goals.

Solution:

No university or school guarantees employment once a student completes his or her education. By attending this course Roma students gain the tools to compete with their peers on an equal platform.

Impact and Success Stories:

- 40% of interns have remained in the media – a higher percentage than the national average of graduates from leading journalism schools in Hungary. Another 20 % work in related professions - press offices, public relations, non-profit sector, government.
- After taking the course more students enrolled in higher education– realising the importance of finishing their education so they can further their career prospects and take control of their lives.
- In 2003 the Roma mainstream media internship programme was selected as best intercultural education project of the year by the Belgian Evens Foundation.
- The graduates of the programme have won more than twenty awards for journalism excellence.



Qualifying Roma for Professional Radio Journalism

Country: Slovenia

Organisation: Peace Institute – www.mirovni-institut.si

Contact: Brankica Petkovic – brankica.petkovic@mirovni-institut.si

Partners involved: N/A

Target Group: Roma community in Slovenia, particularly young people wanting to work in the media

Programme Description:

The initiative began to give young Roma journalists the skills to work in radio production and therefore be able to run a Roma Community Radio themselves. With skilled Roma journalists producing programmes, it became very difficult for public authorities to ignore the request for a Roma community radio station.

As part of the Roma Communication Capacity building programme the Peace Institute of Slovenia organised two intensive radio journalism workshops for Roma teenagers and young adults. Roma trainees with little or no journalism experience were taught how to produce and deliver a radio programme. Training involved regular feedback and daily meetings between the project manager and the trainer that took into account all the trainees' feedback. This type of feedback was very important to consider when putting together the Radio Journalism Handbook.

The programmes were on complex issues particularly relevant to the Roma community that tends to be overlooked by the mainstream media. At the end of the project the trainees had produced one 5-minute programme and one 20-minute programme.

Supported by an extensive, targeted media campaign the programmes were aired by a number of Slovenian radio stations, in particular, the National Public Radio. This meant that a large percentage of the Slovenian population was able to listen to a programme that gave them a broader perspective on the problems Roma face in Slovenia. It also meant that the Slovenian Roma community could learn about relevant social and political developments that might improve their situation.

The Peace Institute also gave general support to the Roma community by helping them apply for a license and frequency to establish the Roma Community Radio. The Institute also facilitated connections between Roma media and international media organisations.

Challenge: Recruitment of participants from different areas of Slovenia.

Solution: By working with the Roma Association participants were found across Slovenia. In areas where the Roma community was not involved in the Association it was much harder to include them in the project.

Impact and Success Stories:

- Strong links were forged between the Roma community, Government officials and a group of media professionals dedicated to the empowerment of the Roma community in the media.
- Roma journalists now work on a programme for the National Public Radio specifically targeting the Roma community.
- For the first time political figures were approached by Roma journalists asking questions on behalf of a community that is traditionally excluded from public life and deprived of many rights and opportunities given to the majority of the population of Slovenia.

The project “stimulated the creators of media content for the Roma minority and the decision makers of media and minority policies in Slovenia to seek further measures for providing minorities with media access.” Brankica Petkovic, Programme Director

“Our trainers taught us journalistic skills, without them Romic wouldn't be what it is today – the first Roma Community Radio Station in Slovenia.” Jozek Horvat Muc, President of Roma Association in Slovenia

“I am still learning what kind of rights and responsibilities I have as a journalist that I can knock to different doors, ask questions and that authorities have to answer my questions...” Haris Tahirovic, host of the Roma radio programme at Radio Student in Ljubljana



Creative Collective National Print Media Internship

Country: United Kingdom

Organisation: The Creative Collective Media Ltd – www.thecreativecollective.com

Contact: Joy Francis, Managing Director – joy@thecreativecollective.com

Partners involved: The Times, The Big Issue, Financial Times, Manchester Evening News, Bradford Telegraph & Argus, Scunthorpe Telegraph, Nottingham Evening Post and Supply Management

Target Group: BAME (Black Asian Minority Ethnic group)

Programme Description:

Within the public domain it has been widely acknowledged that ethnic diversity is not an area that the United Kingdom print media have paid a lot of attention to. The most recent statistics (2002) have shown that 4% of staff in newsrooms is from BAME backgrounds.

The National Print Media Internship scheme began by creating a dialogue between previously disparate key players – journalism schools, publications and journalism unions – to understand what sort of plan was needed to tackle the problems BAME students might face when trying to enter the media – particularly the print media. Newspapers were assessed to determine whether they were ready to take the issue and the scheme seriously. An agreement that all participating editors would share what they learnt was established.

Once the issues had been highlighted and agreements made an internship programme was created and students from BAME backgrounds were shortlisted and interviewed for a placement of 6 months at a newspaper or magazine. During their placement they had regular meetings with their editor and external mentor, where all parties attempted to learn from each other's experiences.

A media awareness campaign was launched simultaneously with the project. This was essential. Editors needed to know how to proceed with the scheme and this meant being aware of the obstacles faced by people from a BAME background. The Creative Collective took every opportunity to involve and educate as many people as possible. All departments within a media organisation, from Human Resources, Advertising, Training, Editorial and Senior Management teams must be involved for the model to work independently after the scheme was completed. Without buy in "from the top down" the scheme would never work long term.

"The Internship achieved its aims by not only raising awareness of the lack of ethnic diversity in newsrooms and press offices across the United Kingdom, but has attracted a diverse range of candidates, led the interns to gain employment and change in some newspapers attitudes and practices". Creative Collective

"We didn't have a name, blame and shame culture so cultural misperceptions were dealt with openly and in an informed way". Creative Collective

Challenge: A belief that there are not enough suitable candidates from BAME backgrounds to choose from when recruiting staff.

Solution: Prove this theory is incorrect by choosing highly motivated and talented young people to take part. It became clear after the first year of the project that this claim was un-founded.

Impact and Success Stories:

- Over 60% of interns went on to and still have a career in the media.
- Featured as a model of good practice in the Society of Editors Diversity in the Newsroom (2004) report.
- Goldsmiths University, in partnership with The Financial Times, established a diversity bursary fund for BAME students to enable them to complete their studies.
- The model has since been adapted for the Public Relations industry and is now run on a rolling basis at the Transport for London press office.



Refugees, Asylum-seekers & the Media (RAM) Project

Country: United Kingdom

Organisation: MediaWise Trust (formerly Presswise) – www.ramproject.org.uk

Contact: Mike Jempson, Director, The MediaWise Trust – mike@mediawise.org.uk

Partners involved: Information Centre on Asylum & Refugees, International Federation of Journalists, Jesuit Refugee Service, National Union of Journalists (United Kingdom & Ireland), Online/More Colour Media (Netherlands), Refugee Council and United Nations High Commissioner for Refugees

Target Group: Media professionals, policy makers, refugee community organisations and support groups, and the general public

Programme Description:

The RAM Project operated on the MediaWise principles that press freedom is a responsibility exercised by journalists on behalf of the public, and that the public have a right to know when the media publish inaccurate information.

Its focus was to promote a fair and accurate representation of asylum-seekers and refugees by highlighting media misrepresentation, challenging the racist overtones that became associated with the use of terms such as 'asylum-seeker' and 'refugees', particularly after the 'War on Terror' began, and empowering members of refugee communities to engage with the media. Exiled journalists, refugees and asylum seekers were involved in all aspects of the project from its advisory board to staff (as researchers, trainers and editors). Activities included: the creation of a website and a monthly e-bulletin as a source of information for activists, refugee groups and media contacts in the United Kingdom and Europe; the use-of-the-media training and networking events; collaborative production of guidelines for media professionals on how to report on asylum and refugee issues; collective pressure on media producers and regulators; investigation and exposure of inaccurate stories; a national conference and regional seminars to link journalists with refugees and asylum-seekers; the creation of a 'Directory of Exiled Journalists' and 'Exiled Journalists in Europe'; media work placements for exiled journalists; publication of The RAM Report, a detailed account to assist replication by other minority groups.

Challenge: Initial reluctance and hostility from within the media.

Solution: The involvement of exiled and other working journalists resulted in a gradual realisation among media professionals that the project had a valid purpose and was breaking new stories.

Challenge: Some anxieties within civil society groups concerned with refugee issues that the project was intruding upon their territory.

Solution: An inclusive approach, trying to work with and alongside existing groups, acknowledging their role but drawing attention to and helping to put right shortcomings.

Impact and Success Stories:

- The Exiled Journalists Network grew out of the RAM project. This network provides support for exiled journalists in the United Kingdom and promotes press freedom internationally.
- Media unions and regulators acknowledged the problem and acted to improve accuracy of coverage.
- Project staff worked with UNHCR and CSOs in several countries to transmit similar messages of inclusion and working styles.
- Local newspapers and regional broadcast media adopted a more sympathetic tone towards refugees and asylum-seekers as the project progressed.

"The reason why MediaWise is still necessary in Britain today sometimes scares me, but at the same time its existence reassures me."
Zrinka Brahlo, Executive Director, Migrant and Refugee Communities Forum (MRCF)

"Your training opened our eyes to the workings of the media, and enabled us to handle often hostile questioning calmly, and present our case rationally and succinctly." Voluntary Sector Press Officer



Mama Youth

Country: United Kingdom

Organisation: Mama Youth Project – www.mamayouthproject.org.uk

Contact: Robert Clarke, Founder – bob.clarke@mamayouthproject.org.uk

Partners involved: N/A

Target Group: NEET (Not in employment, education or training) youth, black, ethnic minority and white working class 16 – 25 year olds

Programme Description:

Founded in 2005 Mama Youth is a production company that offers young adults from minority communities a chance to gain practical skills and means to have a strong chance of finding employment. Robert Clarke, the founder of Mama Youth, has a minority background and during his working life in the media was struck by the lack of diversity in media organisations. He took this experience and founded Mama Youth to actively promote diversity within the television industry.

The training offered is very hands on. Trainees are given roles such as production assistant, production manager, production coordinator, camera/lighting operator and location sound recorder. During their 4 to 6-week placement at Mama Youth the trainees are seen as and treated as work colleagues. They are given full responsibility of the job they are training to do under the watchful eye of a line manager. This practical experience is very valuable to future employers

and puts the Mama Youth trainees on an equal footing with middle class students who have more access to higher education. It also gives them the confidence that they can contribute to society even if they do not follow a career in the media after finishing their training with Mama Youth.

During training the trainees produce a real television show that is distributed on DVD and broadcast on the Community Channel (Sky & Freeview), which is watched by over 30,000 viewers.

Mama Youth have built relationships with organisations working with the homeless, young offenders, asylum seekers, people with minor disabilities and single parents. Through these relationships a diverse group of trainees come to Mama Youth on a regular basis.

"I not only felt like I was doing a real job, I also felt that I was a valued member of the team." Carla Bartley, previous trainee now working as a researcher for TwoFour Broadcast

"We have managed to change the lives of 27 young adults who had little hope of finding employment within the media industry. We have also helped give many more young adults the confidence and realisation that they can contribute to society as they now know that they are employable." Robert Clarke, Founder, Mama Youth

Challenge: Continued funding and establishment of a training co-coordinator.

Solution: Mama Youth aims to support staff through commercial activities and seeks income from within the media industry to continue training and producing talent from diverse backgrounds that the industry can employ.

Impact and Success Stories:

- New agreement with Endemol Productions, one of the biggest independent production companies in the United Kingdom will see more Mama Youth trainees given jobs in their organisation. They have also committed to introducing the project to other large companies.
- 31% of Mama Youth trainees went on to careers in the media – none of them as runners (entry level) but in the jobs they were trained in at Mama Youth.



Gender, Conflict and the Media in Cyprus

Country: Cyprus

Organisation: Mediterranean Institute for Gender Studies (MIGS) – www.medinstgenderstudies.org

Contact: Susana Pavlou – susana@medinstgenderstudies.org

Partners involved: N/A

Target Group: Media within Turkish and Greek Cypriot communities, particularly women journalists

Programme Description:

This project aimed at exploring how the Cypriot media report on issues of gender and how these relate to ethnic and other types of violence and conflict, especially those relating to Cyprus. Given the important role of media in influencing public opinion, attitudes, and policy, MIGS saw addressing the media's weakness in reporting on gender issues and ethnic conflict as an essential part of challenging general misperceptions.

First, essential research took place looking at how media in Cyprus reports gender and what the implications are for the ethnic and social issues in both Greek Cypriot and Turkish Cypriot communities. Findings were then presented and discussed in a seminar with the participation of 20 media owners and editors. The links between reportage, gender issues and democracy were emphasised and efforts were made to instil a sense of social responsibility among media professionals.

2 training workshops were organised for female journalists from both the Turkish and Greek communities to raise awareness amongst the participants on gender issues, the lack of gender sensitivity in the media in Cyprus and how this hinders women's participation in national debates. Later, an International Conference entitled "Gender, Diversity and the Media" brought together scholars, NGO professionals, journalists and local media owners from the Greek and Turkish Cypriot communities.

The project culminated in the publication of "The Gender and Media Handbook: Promoting Equality, Diversity and Empowerment". The handbook includes an assessment of the situation in terms of gender in Cyprus, and a coherent series of steps on how to improve practices and support journalists to represent both genders more fairly, and, more importantly, how to promote women to become more directly involved in decision making. The handbook also includes clear guidelines on best practices for media professionals.

Whilst specifically tackling the issue of gender, this project aimed to illustrate the possibility of disparate communities working together towards a common goal of equality and empowerment.

"Although more work needs to be done in this area, civil society work and issues of gender and diversity are taken more seriously and play an important role in public dialogue and policy formulation." MIGS

Challenge: This was a first of its kind project in Cyprus. Very little information about diversity or gender issues already existed in the public domain.

Solution: This gave the project a kind of freedom it would not have otherwise had. As it was the first of its kind the researchers felt that they were pioneers on the subject. This increased the morale and scope of project and the research in particular.

Impact and Success Stories:

- By working together the Turkish and Greek Cypriots learned a lot about each other's working conditions, which helped to build confidence and trust amongst the academic and media community.
- "The Gender and Media Handbook: Promoting Equality, Diversity and Empowerment" generated unprecedented interest from other organisations and distinguished academics in Europe and beyond.



Visibility Campaign on Equal Opportunities for All (TV Spots)

Country: Finland

Organisation: C-media and YLE – www.yle.fi

Contact: Tommi Virtanen, C-media – tmicmaj7@gmail.com and Sinikka Keskinen – sinikka.keskinen@intermin.fi

Partners involved: N/A

Target Group: General public, Finland

Programme Description:

During the 2007 European Year of Equal Opportunities for All, the Finnish Broadcasting Company YLE and the production company C-Media created a partnership to make documentaries representing communities fighting discrimination in Finland.

Each 1-minute spot tells someone's personal story, good or bad, related to his/her ethnic origin, religion, disability, age, gender or sexual orientation and how they have been discriminated or included on that basis. All 28 spots were broadcast at various times of the day on TV1 (YLE main channel), throughout the Week of Equality (another Finnish EYEO project).

The production staff who worked on the project was all from different ethnic minorities including one person from the Roma-community and one immigrant from Lebanon.

Partnerships with NGOs dealing with discrimination assisted in researching people to star in the documentaries. They also helped finding a group of people from minority groups to assist with the script development.

The style of the shoot was carefully selected, so that the spots didn't preach to people, but was accessible to a wide audience. The important message was that the people on television are just that, people, and deserve the same rights and respect that we expect for ourselves.

Production training was also given to a group of people with disabilities so that in the future they can tell their own stories through the media.

"We do not look alike or share all the same thoughts but we can learn from each other a piece of equality." Mrs Sinikka Keskinen, Ministry of Interior

Challenge: Finding the right angle to communicate people's stories of discrimination.

Solution: More research needs to be conducted to explore how to involve people in issues of diversity and discrimination. An understanding of where and how stereotypes are built would also be incredibly valuable.

Impact and Success Stories:

- The TV spots were viewed 20 million times.
- It is believed that ethnic minorities are now more willing to take their problems to local politicians.
- The TV spots were also shown at the "Love and Anarchy Festival"; one spot was played every hour in a popular square in Helsinki.



Greek Turkish Media Programme

Country: Greece, Turkey

Organisation: Search for Common Ground – www.sfcg.org

Contact: Abou El Mahassine Fassi-Fihri – afassi-fihri@sfcg.org – Steve Utterwulghé – sutterwulghé@sfcg.org and Sandra Melone – smelone@sfcg.org

Partners involved: N/A

Target Group: National media, regional media, journalism students, general public through targeting the media

Programme Description:

Turkish and Greek relations have suffered from chronic tension for a long time. Considering the fact that 95% of Turkish people feel that Greeks are not to be trusted, although 93% have never met a Greek, and 70% of the Greeks asked would not trust a Turk even though 70% have never met a Turk, the tension seems to lie in mutual suspicion and fear rather than in personal experience. In the past these feelings have been instilled through social institutions, schools, families, and the mass media.

To facilitate improved communication between the two groups a multilayered programme was developed. The first part of the programme was to consult leading media executives from both countries and understand their feelings on how the media currently portrays the other community. They were also asked to give their feedback and support for the activities planned.

Training was carried out for working journalists and journalism students from Greece and Turkey. The sessions focused on Greek-Turkish relations in journalism ethics, conflict resolution, reporting on diversity and adversity. To completely let go of past negative experiences between the two cultures, history books from both countries were studied and the issues of refugees discussed. This attempted to reactivate the mourning process, work through the feelings of loss and anger, and eventually let those feelings go. Identities rather than ethnicities

were promoted in an attempt to build trans-ethnic identities that people could relate to. Media content that reveals different groups of society in conflict – women and youth, environmentalists and business people, academics and music lovers – contributed to understanding commonalities amongst so called enemies.

The aim was to create contacts and relationships between the Turkish and Greek journalists to produce news stories in partnership with one another. It was supported by the joint production of a newspaper supplement, 2 radio and 6 television documentaries. All the reports were translated, published and broadcast in Greece and Turkey.

“Overall, the experience of Search for Common Ground showed that the design of the programme toward constructive communication, breaking the cyclical nature of communication prevalent in ethnic stereotypes could be summarised in the African National Congress leader Andrew Masondo’s words: ‘Understand the differences; act on the commonalities’. Search for Common Ground.

Challenge: Overcoming suspicion of the project from local policy makers to the police.

Solution: An exaggeratedly inclusive policy was established to enable the project to continue. This meant people who were against the project were included in discussions on how to implement it as well as its supporters. A code of conduct was drawn up to ensure all sides of the argument were heard.

Impact and Success Stories:

- The media content became a media story. The content was re-produced by other media, increasing its reach significantly.
- Official agreements were reached between Greek and Turkish media to exchange news items in the future.
- Yahoo mailing groups were created to discuss the content of the project and the issues it discussed. Years after the project some of these groups are still visited regularly.



Media & MultiCulturalità (www.MMC2000.net)

Country: Italy

Organisation: COSPE - www.cospe.org

Contact: Valentina Lombardo – lombardo@cospe-fi.it or info@mmc2000.net

Partners involved: N/A

Target Group: Journalists and media professionals, CSOs, media educators, researchers/ university students/academics, ethnic minority groups and migrant communities

Programme Description:

Ethnic media and media professionals with ethnic minority backgrounds are still largely underrepresented in the Italian media. An Italian website, www.MMC2000.net, was launched in 2004, focusing specifically on this problem. The website reports on relevant news throughout Europe, whilst also making available important legislation and codes of conduct in relation to the media and ethnic diversity.

The website attempts to not only be a source of information about the media and diversity but also to facilitate future initiatives. A specific section is dedicated to studies and research, whilst another section "Be active!" provides a forum for campaigns against discrimination to be launched and supported. A newsletter associated with the website is also being produced. By providing an online database, informing people and raising awareness on migration related issues, and promoting ethnic diversity in the Italian media itself, www.MMC2000.net hopes that ethnic press and ethnic employees will be more thoroughly and thoughtfully represented.

"Institutional barriers are still in place hindering migrants/ethnic minorities' access to this strategic sector (the media)." Valentina Lombardo, COSPE

"www.MMC2000.net is the first and so far only thematic website on media and cultural diversity in Italy." Valentina Lombardo, COSPE

Challenge: Keeping a strong, recognisable thematic focus and editorial quality while expanding the reach of the website. Increase the ability to measure the impact of the initiative.

Solution: Secure more funding to continue developing the website and hiring skilled staff to take the project in to the future.

Impact and Success Stories:

- Newsletter subscribers have risen from 200 to 1309 subscribers.
- Since May 2008 some 15,000 people visited the website; this will only continue to rise.
- Researchers, students and media professionals see MMC2000 website as one of Italy's leading sources of information on ethnic media/ethnic minority media professionals and the media portrayal of migration-related issues.



Helpdesk

Country: The Netherlands

Organisation: Mira Media www.miramedia.nl, www.media4me.eu

Contact: Carmelita Serkei – caserk@miramedia.nl and Ed Klute – edklut@miramedia.nl

Partners involved: European, national and local media, journalists, media training organisations and national migrant organisations

Target Group: Youth from immigrant communities in the Netherlands, mainstream media

Programme Description:

Since 1987 Mira Media has worked with young journalists from ethnic minorities and the mainstream media through establishing itself as an expert on promoting diversity and inclusion in the Dutch media.

Their project, The Helpdesk, offers a range of services. A telephone service is available to encourage and give advice to young journalists who want to enter the mainstream media. Events, such as network meetings, are organised to encourage dialogue between immigrant groups and professional journalists. As relationships are formed links between the media and the immigrant population grow. This leads to more diversity in national television and radio programming. Education and training are key elements. The Helpdesk encourages intercultural media education, in particular vocational training amongst children from ethnic minorities. This can include civic journalism, for example, making a short documentary or radio programme about their own lives or the lives of their peers.

Mira Media has the most extensive library of research on diversity in the Dutch media in the Netherlands. A report on the state of the media and recent policy developments is published annually. The number of ethnic minority staff working in broadcasting has also been recorded, as have initiatives dealing with diversity in the media.

Challenge: Some people criticise the programme for targeting ethnic minorities. They see it as patronising to group them together and believe all media professionals should be treated equally.

Solution: Unfortunately ethnic minorities are significantly less visible in media organisations than other population groups. Through programmes such as The Helpdesk young people from minority groups can access information on how to penetrate the media world that would otherwise not be available to them.

"My project seems clearer than before. Also my self-confidence has grown enormously. The project gave me the chance to discuss my ideas which always makes a good solid start." Trainee

"Mira Media Helpdesk promotes the participation of immigrants in Dutch audiovisual and print media and operates from the point of view of ethnic minority groups in the Netherlands." Mira Media

Impact and Success Stories:

- A database of information has been created that can be accessed by media professionals regarding ethnic minorities.
- Better communication between the mainstream media and ethnic minorities.



PEARLS radio training course for women

Country: United Kingdom

Organisation: The Panjabi Centre and Women's Radio Group –

www.desiradio-panjabicentre.org.uk/PEARLS/index.htm – www.womeninradio.org.uk

Contact: Chrissie Kravchenko, Women's Radio Group – chrissie.kravchenko@btinternet.com and Amarjit Khara, Panjabi Centre – info@desi.org.uk

Partners involved: N/A

Target Group: Women, ethnic minorities

Programme Description:

The Panjabi Centre (home of Desi Radio, a community radio station in Southall, London) and The Women's Radio Group (a specialist training organisation) co-operated to offer radio production training to women from minority groups, particularly those from ethnic minorities, single parents, older women and women returning to work after being full time carers.

The accredited training is presented in a series of 12-week courses funded by the London Development Agency and free to trainees. It includes modules in radio production and presentation techniques, interviewing, digital editing and programme making. Each trainee leaves with a portfolio of work made up of reports, jingles, features and a magazine programme.

Women from many different backgrounds take part in the training. The diverse nature of the group gives women who would otherwise never meet in every day life to get to know one another and exchange experiences. An assessment is carried out in the fourth week to highlight the women who might need more one to one attention. If trainees are in difficult situations

(e.g. women who struggle with the English language or those who left education early) it is important to give them the support they need to complete the course.

Work experience placements are also offered. They focus on community radio and online media outlets in the local area. After the course is finished PEARLS maintains contact with the graduates and encourages the trainees to keep in touch with each other, form support networks and participate in community radios in London.

"This project is a practical example giving women from diverse backgrounds the opportunity to spend time with one another, work together and get to understand diversity through practising it." PEARLS report's author

"It was a really supportive group and we helped each other through. It was a commitment and I felt I couldn't make excuses not to come, and that was a really big thing for me, to get through to the end." Trainee

Challenge: Jobs within the media are limited. Some students who finish the PEARLS training course may not be able to compete with more experienced jobseekers.

Solution: Although the radio sector is changing, opportunities are presenting themselves with new digital, online and community based radio stations emerging. The skills learnt at PEARLS can be transferred to any one of these mediums.

Impact and success stories:

- The project is able to promote values that support tolerance and good relationships between diverse cultures and people.
- Women gain a set of skills to further their job prospects, enrich their lives and benefit their community.



Media Pairing for Diversity

Country: France

Organisation: Panos Institute Paris (PIP) – www.panosparis.org , www.mediamrad.org

Contact: Claire Frachon, Project Manager – Claire.frachon@panosparis.org

Partners involved: National Agency for Social Cohesion and Equality of Chances (L'Acisé), Radio France International (France), COSPE (Italy) and Mira Media (Netherlands)

Target Group: Mainstream and ethnic minority media, public institutions, journalism schools

Programme Description:

The 3-year Mediam' Rad project (2005 – 2007) focused on giving more visibility to ethnic media in Europe by building bridges between them and mainstream media with the aim to report and reflect social diversity more equally and accurately. It was noted that ethnic minority media has emerged as another leading group of media professionals. Although an almost invisible force it holds one important attribute; ethnic media are often people with expert knowledge of the issues they write about. More time and research is taken on each topic, ranging from integration, discrimination to intercultural relations. Across France, Italy and the Netherlands one way of highlighting this expertise was by pairing up ethnic media journalists with mainstream media journalists to work together – seeking to change stereotypes and prejudice in the mainstream media and bring them new sources.

The teams were trained in ethnic diversity issues and set the task of working collaboratively on a news piece related to issues of diversity. This piece could either be a print or radio story that dealt with issues such as social cohesion, discrimination or diversity. The pairings were a way of proving to mainstream media (and above all the top management) that ethnic minority journalists are their equals. They brought a new perspective to old problems and united the media from the country of their origin and the country they now call home.

The success of the project was proven in the space given to the reports by radio, online and print media. The French magazine, Fumigène, was so pleased with the concept that 6 articles were published. Radio France gave the project an hour-long programme on 2 of their prestigious channels (France Culture, France Inter) rather than the agreed 7 - 10 minutes. At the end of the initiative a round table, broadcast on Radio France, discussed the positive outcomes of the project and the challenges that were faced or had to be fulfilled.

Challenge: A number of editors working in mainstream media were reluctant to join the scheme, not seeing ethnic minority media as their equal.

Solution: After the initiative took place many of the same editors came back to the project manager asking to take part in the next scheme; however, as yet no funding has been found to continue the project.

Impact and Success Stories:

- Many of the partnerships continued to work together after the project was completed.
- Organisation of a round table in 2009 with policy makers, particularly ministers such as the Immigration Minister to introduce the project and explain the role and responsibility of the media in a multicultural Europe.

"The Panos Institute Paris is trying to access marginalised communities and through them their home societies through the media"

"By teaming up minority and mainstream journalists – the PIP is providing mainstream population with new sources, new information and a new view of the reality of France, intercultural relations and the issues surrounding it." Claire Frachon, Project Manager, Panos Institute Paris



European Children's Radio (Radijojo)

Country: Germany

Organisation: Radijojo, non profit community radio - www.euchira.eu

Contact: Thomas Roehlinger, Editor in Chief - troehlinger@radijojo.de

Partners involved: NGOs, youth centres, schools

Target Group: Children

Programme Description:

The Programme for International Student Assessment found that, in Germany, children from migrant backgrounds have dramatically less access to education than other children. It also identified a significant lack of engaging radio programming for children between the ages of 3 to 15.

Radijojo is a radio station whose programming is entirely made by children, for children. As a non-profit it carries no advertising and is totally independent. Children from a variety of backgrounds can take classes in media skills, social skills, geography, history and English to name but a few. Programme topics are limitless and can range from documentaries, news, debates and foreign affairs to music, health and business.

Relationships have been formed with partner stations across the world. Programmes are made in partnership with children from different countries and cultures, promoting diversity and discussion. One programme dealt with issues of gender equality in West Africa. Produced by children from Sierra Leone who now live in Berlin, it was the first time original African children's radio had been broadcast in Europe.

Workshops are held at schools across Europe. Children from all over the world join a summer media camp and work together to produce programming and come up with new innovative ideas. By forming relationships with children from such diverse backgrounds dialogue that would otherwise be difficult to arrange becomes common place.

"Radijojo is like school wrapped in chocolate." Samah, 10-year old Radiojojo reporter

"We use the media to multiply the social impact of our actions and the actions of our partners." Thomas Roehlinger, Editor in Chief, Radijojo

Challenge: Some believe that there is no need for a radio service that encompasses Europe.

Solution: As the European Union grows in numbers, a European identity needs to be defined. By linking nations together and teaching children inclusion and tolerance of one another Europe will become a stronger more informed society.

Impact and Success Stories:

- 2000 children participated in the Radijojo summer camp last year.
- 80 schools are involved in the project in the Berlin area alone.
- Children and youth from more than 20 European countries have been involved so far.



Increasing and improving the portrayal of people with disabilities in the media

Country: Spain

Organisation: Fundación ONCE - www.mediaanddisability.org

Contact: Leonor Lidón Heras – llidon.fundosas@fundaciononce.es

Partners involved: ABM (Germany), CND (Italy), MEOSZ (Hungary), HSO (Sweden), TV-GLAD (Denmark), EACA (Belgium), RNIB (United Kingdom), Servimedia (Spain), NSIOS (Slovenia), Integracja (Poland)

Target Group: Mainstream media organisations, disability NGOs

Programme Description:

In 2003 the European conference on media and disability highlighted the need to change the way people with disabilities are portrayed by the mainstream media. It became clear that there was a lack of relevant data on the topic that also needed to be addressed.

The project, coordinated by Fundación ONCE, in 2006 and 2007 in partnership with twelve organisations originating from nine different countries sought to establish cooperation, mainly at a national level, between mainstream media and disability organisations in order to initiate a process to change the under representation of people with disabilities in media and promote an accurate portrayal of people with disabilities; it included a wide range of activities. In all the countries that took part (Denmark, Germany, Hungary, Italy, Poland, Slovenia, Spain, Sweden and United Kingdom) media training was given to disability NGO personnel dealing with issues of diversity. Among other activities, this included different seminars at national and European level for disabled people organisations and media to build mutual knowledge and understanding. Promotion of employment has been one of the key recommendations in order to have a sustainable impact, however this has to be seen as a mid term objective.

The project produced a Guide on Media and Disability produced by the Broadcasting Creative Industries Disability Network based in London and a training tool for disability NGOs. Both are available on the project website.

An understanding of how the media work and how to promote diversity effectively was a first step towards changing attitudes held about people with disabilities.

Challenge: Low expectations of what people with disabilities can do and not thinking of the possibility that people with disabilities can become media professionals.

Solution:

- Implementing employment practices with the input of people with disabilities.
- Through constructive dialogue media employers learn that it is possible to have a disabled member of staff. It also builds the confidence of people with disabilities to apply for jobs that were previously closed to them because of their disability.
- Have disability organisations who understand how to present each case and how media work in order to establish a fruitful and long lasting relationship.

"The work on monitoring media is an area which has come out as a need and demand both from the media and from disability organisations." Leonor Lidón Heras, Fundación ONCE

"Sometimes, maybe the exclusion of people with disabilities is not so much a lack of good will but rather a lack of knowledge and imagination." ABM, national partner in Germany



VRT Diversity Unit

Country: Belgium

Organisation: VRT – Nation Flemish Broadcaster, Belgium - www.vrt.be/diversiteit

Contact: Gianni Marzo, Diversity Unit, VRT – Gianni.marzo@vrt.be

Partners involved: N/A

Target Group: Minority groups, particularly people with disabilities and ethnic backgrounds

Programme Description:

In 2003 the VRT began extensive dialogue with ethnic minority communities in Flanders. The aim was to understand their point of view and incorporate this knowledge into the VRT Diversity Policy and Diversity Charter.

The Diversity Unit is within the VRT to implement the actions outlined in the Diversity Policy and Charter. The Unit looks at a wide range of diversity issues, particularly those faced by ethnic minorities and people with disabilities. Affirmative action towards minority groups is part of the daily work of the Diversity Unit.

This action includes a training programme for existing VRT staff on “How to deal with Diversity”. The training programme is part of the corporate training schedule, which new staff is expected to participate in. The training includes workshops on how to confront stereotypes, how to communicate with diverse communities, teams or staff members and how to see the value of the differences and similarities people share. Specific sessions are also available on topics such as, the portrayal of diversity on the small screen and how to cover ethnic diversity appropriately.

To connect with young people from ethnic minorities VRT offers a 1 or 2-day introduction seminar at their offices in Brussels. Every year the focus is on a different type of media, for example news and current affairs, radio or television production. VRT also offers an afternoon visit to regional offices where young people can take an interactive radio workshop or a TV News workshop.

Annually VRT offers 5 research traineeships and 1 in technical production to people from ethnic minorities or people living with disabilities. Over the 6-month placement the trainees are given specialised training in a range of production skills. A mentor is assigned to each trainee to oversee their progress and highlight any problems.

“The VRT drama programmes in particular are breaking the stereotypical images that are often brought up concerning ethnic minorities.” Gianni Marzo, Diversity Unit, VRT

Challenge: A lack of understanding of the issues of diversity was shown when trying to implement the diversity policy into the overall VRT policy.

Solution: Communicating and practically illustrating the value of diversifying staff for programme making. Since the diversity policy has been put in to practice existing staff have seen the importance of having different perspectives on old problems.

Impact and Success Stories:

- 6 trainees are now full time staff members at VRT
- More people from ethnic minorities and people with disabilities are applying for jobs at VRT
- A 2007 survey showed that 17% of people in non-fiction programming on VRT Channel Een are from ethnic minorities: 7% higher than in 2004.
- The Diversity Unit gives input in to new programme and format ideas across VRT, as well as offering specific structural advice where necessary.



Diversity Observatory

Country: France

Organisation: CSA – French Broadcasting Regulatory Body - www.csa.fr

Contact: Rachid Arhab, President of the Diversity Observatory, CSA – rachid.arhab@csa.fr

Partners involved: N/A

Target Group: Audiovisual media

Programme Description:

The CSA is the French Broadcasting Regulatory Body. In March 2006 a law concerning equal opportunities was passed that specifically discussed diversity in the French media. It gave the CSA authority to monitor diversity in broadcast media and to ban any discrimination in that field.

In 2007 the CSA set up the Diversity Working Group to talk with broadcasters and define the most effective ways to improve how the media deal with issues of diversity. The group's work led 16 of the most watched television channels in France to adopt specific policies to promote diversity and fight discrimination through their programming.

The CSA's Diversity Working Group also led to the creation of the Diversity Observatory. Its role consists of monitoring, advising and guiding the work of the CSA. 11 members were chosen among experts in the fields of media, immigration and administration.

One of the Observatory's first requests was for a wide reaching quantitative study of how the issue of diversity is being covered by national broadcasters. The study was commissioned due to the lack of data on diversity in the media in France. To guide the CSA on how to promote diversity the Observatory needed to have a picture of the current situation. The study was carried out over one week, across 16 national broadcasters. It gave the Observatory a snap shot of how minorities are represented on French television and therefore a basic understanding to work from.

Regular meetings are held so that the Diversity Observatory can assess the achievements of the CSA on reflecting diversity in the broadcast media. As the most popular type of media in France television broadcasters have a responsibility to their entire audience in all its diversity. The Diversity Observatory ensures that the CSA seeks the highest standards from them.

"We have seen a slight improvement in society on the issue of diversity but it remains far too general or simply just generous." CSA

"CSA contributes to the promotion of social cohesion and the fight against discrimination in the field of audiovisual communication." CSA

Challenge: Lack of information on the current portrayal of minority groups on French television.

Solution: By commissioning a first of its kind survey looking at the content broadcast on 16 television channels across France the Diversity Observatory began combating the issue of limited information on diversity in broadcast media.

Impact and Success Stories:

300 CSA employees have received diversity training.

The results of the survey attracted a lot of attention. This broadened their reach even further and made the public aware of the need to diversify what they watch on television.

With a clearer understanding of the diversity issues the CSA can do their job more effectively.



BBC Initiatives

Country: United Kingdom

Organisation: BBC - www.bbc.co.uk

Contact: Sue Caro, BBC Senior Diversity Manager – sue.caro@bbc.co.uk

Partners involved: N/A

Target group: Journalists, Media Students from minority groups or people with disabilities, current BBC staff

Programme Description:

The BBC is one of the world's leading media organisations. Its mission is to enrich people's lives with programmes and services that inform, educate and entertain. They see their audiences as being at the heart of everything that they do. How to reflect and engage these audiences is a BBC priority. The BBC Diversity Centre is responsible for ensuring that the BBC is legally compliant with all anti-discrimination legislation, hard-wiring diversity into the DNA of the BBC through the Diversity Strategy which is comprised of 4 elements - employment, output, audiences, strategy and business planning. In 2006 an Editorial Executive of Diversity was hired to assist BBC Vision (responsible for BBC TV channels) with delivering authentic representation of the audiences they serve.

By establishing clear goals in diversity employment the BBC can measure and fully evaluate an initiative when it has run its course. To achieve these targets certain initiatives have been put in place. The Mentoring and Development Programme is aimed at potential senior managers. The aim is to increase the chances of underrepresented groups of staff (ethnic minority and disabled) reaching Management positions. Currently in its first year the programme includes constant evaluation and feedback from those involved.

An Access Unit provides support for staff with disabilities. Individual needs assessments are carried out and support and advice given when requested. The EXTEND programme offers people with disabilities a 6-month paid internship in different areas of the BBC. This gives people the opportunity to network and learn how the BBC functions so that when they apply for a job they know the system they are entering in to. Knowing where and how to target diverse groups is essential for their inclusion within the BBC workforce. The BBC is targeting people through many different avenues: university fairs in regions with large populations of ethnic minorities, being involved in industry networks aimed at improving diversity in the workplace and using new office locations to attract different groups of people. Monitoring is also essential for setting targets. In 2006 the Diversity Centre commissioned a Portrayal Monitoring Research programme to provide an idea of on screen portrayal across the BBC within a composite two-week period. The research focused on gender, race and disability.

The BBC has a variety of diversity related training courses ranging from online training to practical courses in how to reach out and find diverse contributors. This helps to produce inclusive programming and supports other initiatives by laying a clear foundation of understanding.

Challenge: Policies not being followed and staff being discriminated against while working at the BBC.

Solution: Each time a case is highlighted to the BBC systems can be improved to try and ensure it doesn't happen again. A recent case involving discrimination against a blind member of staff was settled before the final hearing. As part of the settlement Disability awareness training is being rolled out to all BBC News Staff.

Impact and Success Stories:

- Over 3 years the BBC has increased the number of staff with disabilities from 2.7% to 4.7%.
- In 2006 the BBC won half of the 20 awards at the Race in Media Awards.
- The BBC won the Media Organisation of the year award for the second year running for their significant contribution to public appreciation and understanding of race relations, integration and diversity in Britain.

"The BBC finds targets useful as they get people to think about initiatives they need to take in order to meet the targets set".
BBC

"The BBC aims to be a true reflection of the nations and regions we serve, both in terms of output and employment. We're working hard to create the kind of working environment and culture that recognises and values people's differences." BBC



Channel 4 Initiatives

Country: United Kingdom

Organisation: Channel 4, National UK Television Broadcaster - www.channel4.com

Contact: Ade Rawcliffe, Diversity & Talent Manager - arawcliffe@channel4.co.uk

Partners involved: Independent production companies

Target Group: New Voices and people under represented in the media industry, minority groups such as people with disabilities and ethnic minorities

Programme Description:

Although Channel 4 -as a public service television station- is publicly owned it is entirely self funded. Its remit is to innovate and appeal to everyone – different cultures, nationalities, religious persuasions, physical and mental abilities, sexual orientation, races and ages. Founded in the eighties to combat the monopoly of the BBC and ITV, Channel 4 commissions its programmes from over 300 production companies across the UK.

To promote diversity both on and off the screen Channel 4 runs a number of initiatives. Training and real job opportunities are a priority. Channel 4 has pledged more than £1.5 million over 3 years to the training and development of ethnic minorities across the industry. Annually £200,000 is invested in training for people with disabilities. The Diversity Production Training scheme offers six one-year placements to disabled people. Trainees are placed in a production company that is producing content for Channel 4; they also receive bi-monthly structured training sessions.

Sources of information have been compiled for producers and programme makers to be able to find minority contributors quickly and easily. The Directory of Ethnic Minority Contributors and the Disabled Talent base are available to all Channel 4 partners to use. Internal processes are also in place such as a Diversity policy, a Disability policy and Equality Scheme. These policies or guides outline the type of behaviour that is acceptable for staff at Channel 4.

Onscreen diversity targets are set across all departments at Channel 4. Multicultural Programmes and diverse casting guidelines mean a wide range of people feature in content produced for and broadcast on Channel 4.

Challenge: A challenge is to improve the diversity of people working in the independent sector.

"The programme was a great opportunity to work with a leading independent production company and get quality training and advice. It was great fun, and has proved invaluable when looking for work since." Chandra Hensman. Chandra worked in the Glasgow and London offices of IWC in 2004-05. She then worked as a Senior Researcher on the revamped series of The Clothes Show at Shine. Chandra is currently working at Century Films - who specialise in distinctive documentary and drama – where she is Acting Head of Development.

Solution: In partnership with its suppliers (independent companies) Channel 4 has put more than eighty people through its cultural diversity and disability Researcher Training Programmes, with the overwhelming majority (around 90%) still working in the media.

Impact and success stories:

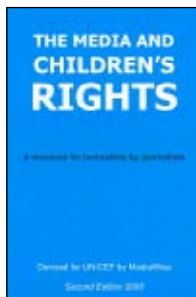
- Building on this success in September 2008, Channel 4 launched the Diversity Production Scheme which overhauled the structure and delivery of these much sought after training placements, and expanded the reach to include roles other than researcher (e.g. script editor, production manager, games designer) and revolutionised the recruitment process in order to attract people from the widest possible backgrounds, including non-graduates, late career changers, other disadvantaged groups as well as disabled people and ethnic minorities.
- This 12-month initiative is half funded by Channel 4 and half funded by the Independent Production Company. Structured trainings take place every month and are paid for by Channel 4.

Handbooks & Guides

The selected handbooks and guides on media and different aspects of diversity were identified and analysed during the mapping activity and address the variety of groups facing discrimination covered in this study. As new relevant publications are coming out every year this list might soon be outdated. The reader is invited to consider this list as an indicative but nevertheless relevant one.

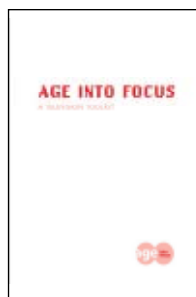
Age

The Media and Children's Rights (The MediaWise Trust, 2005, ISBN: 0-9547620-3-7)³²



Commissioned by UNICEF and based on the practical experience of working journalists, the purpose of this handbook is to generate responsible coverage of children and the impact of adult behaviour and decisions on their lives, as well as to encourage media professionals to consider how best to protect the rights of children and help children to play a role in the mass media. The handbook is designed to strengthen journalists' understanding of children's rights and to suggest how the issue can generate news stories and features for print and broadcast media. It identifies STORYLINES based on themes drawn from the Articles of the United Nations Convention on the Rights of the Child, and provides checklists to help media professionals measure the extent to which their own practice, and that of the media industry, acknowledges children's rights.

Age into Focus: a television toolkit (AGE: the European Older People's Platform, 2004)³³



The training toolkit 'Age Into Focus' is a resource for public service broadcasters to assist them in dealing with the issue of older age. It is a set of eight modules, each of which dealing with a different aspect of the ageing society and its implications for television programme making and into which broadcasters and trainers can dip selectively, depending on their needs. It includes explanatory texts, programme clips and interview quotes from programme-makers, discussion questions that can be used to focus debates, and a wide range of background materials - research data, guidelines, examples of policies, and much more.

Disability

Increasing and improving portrayal of people with disabilities in the media (Broadcasting and Creative Industries Disability Network, 2007)³⁴



This online resource, one of the outcomes of the Increasing and improving portrayal of people with disabilities in the media project, includes a guide for programme makers and producers and a training tool for NGOs, among others. The guide is based on the collective experience of the Broadcasting and Creative Industries Disability Network (BCIDN) who have been working together to try and improve matters for disabled people in broadcasting, film and advertising for the past decade. The training tool, derived from training conducted during the project, is targeted at disability NGOs and is based on their need to be aware of the objectives to be achieved and of the argumentation to be used when dealing with the mainstream audiovisual industry.

³² Available to download at: www.mediawise.org.uk/display_page.php?id=125

³³ To order a copy contact info@age-platform.org (not available online).

³⁴ This is an online guide only which can be found at: www.mediaanddisability.org

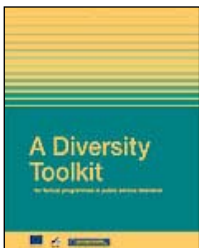
What's the story: reporting mental health and suicide – a resource for journalists and editors (Shift, 2008)³⁵



'What's the Story?' is a resource for journalists and editors. It offers suggestions on how they can **help challenge discrimination** of people with mental health problems. It also highlights that responsible reporting on suicide **can prevent copycat suicides and save lives**.

National, racial and ethnic origin

A Diversity Toolkit: for factual programmes in public service television (European Union Agency for Fundamental Rights, 2007, ISBN: 978-92-9192-200-0)³⁶



This toolkit focuses on editors and journalists who are involved in news, current affairs and factual programmes. Its six modules cover ethical issues surrounding reporting on ethnic minorities: avoiding stereotypes and assumptions, portraying minorities in a variety of roles and situations, using minority experts and role models, etc. The toolkit is primarily targeted at public service broadcasters but is also relevant for others involved in TV production. It also includes a DVD with examples from news and current affairs programmes from a dozen European countries illustrating some of the difficulties facing journalists when they report on minorities and the associated written material.

The RAM Report: campaigning for fair and accurate coverage of refugees and asylum-seekers (Rich Cookson & Mike Jempson (ed.), The MediaWise Trust, 2005, ISBN: 0-9547620-4-5)³⁷



The RAM Project was a campaign to bring about fairer and more accurate media coverage of refugees and asylum-seekers. 'The RAM Report' is both a history of the RAM project and a guide, based on the experiences of this project, to assist minority groups developing strategies that will improve media coverage of their issues. As such it describes specific elements of the project, with aims, costing, achievements and lessons learned, with the aim of providing other interest groups with ideas about how they may try to resolve their own problems with the media. It also includes a selection of useful websites about refugees and asylum-seekers.

³⁵ Available to download at: www.shift.org.uk/mediahandbook

³⁶ To order a copy visit: http://fra.europa.eu/fra/index.php?fuseaction=content.dsp_cat_content&contentid=478de35b-cdb41&catid=3eddba5601ad4&lang=EN

³⁷ This report can be ordered at: www.mediawise.org.uk/display_page.php?id=857

Sexual Orientation

A Media for Diversity: LGBT in the news – a guide for better reporting (Lithuanian Gay League, 2008)³⁸



This booklet is based on collaboration between LGBT (Lesbian, Gay, Bisexual and Transsexual) activists and media experts from Lithuania, Latvia and Sweden. It primarily constitutes a toolkit for LGBT activists in need of improving their media relations and media advocacy skills, as well as including tips for journalists eager to enhance their professional standards in reporting on LGBT issues. This Lithuanian Gay League's initiative was based on a desire to change the way LGBT people are often portrayed in the media.

General topics, multiple discrimination and gender dimension

The Gender & Media Handbook: promoting equality, diversity & empowerment (Mediterranean Institute of Gender Studies, 2005)³⁹



This handbook focuses on media coverage of gender and conflict issues. It includes an assessment of the current situation, in Cyprus and other conflict regions, offering a coherent list of steps on how to improve practices in reporting on these issues. It gives conceptual tools for promotion of gender equality, both through media content and through more gender balanced employment policies in media organisations. It also provides readers with a theoretical insight into ways the media can influence and change the societies they operate in.

Reporting Diversity: how journalists can contribute to community cohesion (Geoff Elliot, Society of Editors, 2005)⁴⁰



'Reporting Diversity' is a practical guide for working journalists to help them report fairly issues arising from the many and varied communities that make up Britain and without giving needless offence. It helps journalists avoid falling into traps of language, emphasis and ignorance as they report the integration of new peoples, new ideas, new cultures and new faiths, accepting that inaccuracy or insensitivity may damage progress being made in representing communities fairly. It also draws on examples of good practice from various media contexts.

³⁸ Available to download at: www.ilga-europe.org/europe/funding_capacity_building/working_with_media/a_media_for_diversity_lgbt_in_the_news_a_guide_for_better_reporting

³⁹ Available to download at: www.medinstgenderstudies.org/wp-content/uploads/handbook_final.pdf

⁴⁰ Available to download at: www.societyofeditors.co.uk/userfiles/file/Reporting%20Diversity.pdf

Reporting Diversity Curriculum Framework (Brian Winston, Media Diversity Institute, 2003, ISBN: 86-7963-172-8)⁴¹



This booklet provides a framework which university teachers and others can use in designing a course or a module, which will provide undergraduates with basic knowledge on reporting diversity in their societies. Its immediate target audience is very specific and largely confined to academic teachers. The publication provides an inventive review of approaches and module examples for teachers. Systematisation and conceptualisation of topics, aspects and a bibliography concerning media diversity sources covering a large scope of highly diversified issues are the main qualities of this handbook. The handbook's aim is to increase students' susceptibility to responsible reporting on issues around diversity, but also to make them explore their own attitudes towards different forms of diversity. The publication has been used by journalism and mass communication academics in Europe as well as in Newly Independent States and the Middle East and North Africa.

Reporting Diversity Manual (David Tuller, Media Diversity Institute & Samizdat B92, 2002, ISBN: 86-7963-161-2)⁴²



When reporting on issues involving different aspects of individual or group identities – be it nationality, ethnicity, race, religion, social status, age, gender or sexual orientation - general journalism skills are usually not enough. This handbook provides clear instructions and advice for journalists on how to avoid stereotypes and report responsibly, without spreading hate speech or prejudices. For different diversity categories as well as for diversity in general, the manual provides concrete examples from the print media, at the same time asking critical questions and challenging the approach taken by the authors of the exemplary articles. Since 1997, the Media Diversity Institute has produced a series of Reporting Diversity Manuals in Albanian, Bosnian, English, Hungarian, Romanian, Russian as well as languages spoken in the South Caucasus, with the case studies from the local and regional print media.

⁴¹ To order a copy contact info@media-diversity.org (not available online)..

⁴² Available to download at: www.media-diversity.org/resource%20categories/diversity%20manuals.htm

List of diversity awards active in Europe 2008-2009

The most regular and well known awards for media diversity are presented in this section. The Study Team found that there are a number of awards (at least 29) in this field in the countries covered by the study, which are fragmented and where several overlaps exist. A mapping study and networking among the organisers would greatly help the reduction of this phenomenon. This list addresses the variety of groups facing discrimination that are covered by this study.

Title	Subject/Topic	Grounds of discrimination	Prize	Media Format	Awarded by	Funded by	Dates	Countries
ASN Bank Media Prize (Silver Zebra) ⁴³	The ZEBRA award is given for the best promotion of multicultural coexistence and diversity.	Gender, ethnicity, age, disability, religion, sexual orientation	€5000	Broadcast, print, online	ASN Bank and the Dutch National Bureau against Discrimination	ASN Bank	1988 to present	The Netherlands
Boundless Cultural Diversity Media Contest ⁴⁴	Award for young journalists who promote cultural diversity through cross-border journalism.	Ethnicity, religion, youth	Boundless training academy	Broadcast	WDR, ZDF, France Télévisions	WDR	2008 to present	EBU member nations & Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Territories, Syria, Tunisia, Turkey
CIVIS – Europe's Media Prize for Integration ⁴⁵	Award for TV and radio programmes, which handle the themes of migration, integration and cultural diversity in an outstanding fashion.	Ethnicity, religion, youth	Total prize fund of €41000	Broadcast	CIVIS Media Foundation	Freudenberg Foundation	1988 to present	EU, Switzerland

43 www.art1.nl/categorie/41-ASN_Bank_Mediaprijs_Zilveren_Zebra

44 www.boundless2008.com

45 www.civismedia.eu

Dr Erhard Busek SEEMO Award for Better Understanding in South East Europe ⁴⁶	This award is for journalists, editors, media executives or journalism trainers who, through the media, have promoted better understanding among the peoples of South East Europe, worked towards solving minority-related problems, and fought against ethnic discrimination, racism, and xenophobia.	Ethnicity, religion	€2000	Broadcast, print, online	The South East Europe Media Organisation (SEEMO)	Dr. Erhard Busek	2002 to present	Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, FYR Macedonia, Greece, Hungary, Kosovo, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia, Slovenia, Turkey, Ukraine
The Euro-Med Journalist Prize for Cultural Dialogue ⁴⁷	The prize rewards exceptional journalistic productions, contributing to open dialogue between cultures in the Euro-Mediterranean region.	Ethnicity, religion	4 prizes of €5000 and trophy	Broadcast, print, online	Anna Lindh Foundation, International Federation of Journalists, Permanent Conference of the Mediterranean Audiovisual Operators (COPEAM)	Anna Lindh Foundation	2006 to present	EU, Albania, Algeria, Egypt, Bosnia and Herzegovina, Croatia, Israel, Jordan, Lebanon, Mauritania, Monaco, Montenegro, Morocco, Palestinian Territories, Syria, Tunisia, Turkey

⁴⁶ www.seemo.org/content/section/7/99

⁴⁷ www.euromedalex.org

Title	Subject/Topic	Grounds of discrimination	Prize	Media Format	Awarded by	Funded by	Dates	Countries
European e-Inclusion Awards ⁴⁸	The European Commission has established the e-Inclusion Awards to raise awareness encourage participation and recognise excellence and good practice in using ICT and digital technology to tackle social and digital exclusion across Europe.	Age, youth, disability, ethnicity	Medal and exhibition opportunity	Broadcast, print, online	European Commission	European Commission	2008 to present	EU, Croatia, Iceland, Liechtenstein, Norway, Switzerland, Turkey
"For Diversity. Against crimination" EU Journalist Award ⁴⁹	The EU "For Diversity. Against Discrimination" Journalist Award is an EU wide competition on discrimination and diversity open to print and online journalists. The award honours journalists who contribute through their work to better public understanding of the benefits of diversity and the fight against discrimination in society.	Ethnicity, religion, age, disability, sexual orientation	4 Prizes of €4 500 €3 000 €2 500 €2 000.	Print, online	European Commission	PROGRESS	2004 to present	EU

48 www.e-inclusionawards.eu

49 www.journalistaward.stop-discrimination.info/269.0.html

Lithuanian Pro-national Tolerance Awards ⁵⁰	The aim of the award is to promote tolerance among journalists and in society.	Ethnicity, Roma	Statue	Broadcast, print, online	The Department of National Minorities and Lithuanians Living Abroad under the Government of the Republic of Lithuania	2007 to present	Lithuania
Mental Health Media Awards ⁵¹	The award recognises media professionals who challenge stereotypes on mental illnesses. Winners are those who present mental distress as a fundamentally human and commonplace experience and not one to be feared, derided and stigmatised.	Disability	Certificate	Broadcast, print	Mental Health Media Comic Relief & Shift	1994 to present	United Kingdom

50 www.tmid.lt; stanislav.vidtmann@tmid.lt

51 www.mhmawards.net

Title	Subject/Topic	Grounds of discrimination	Prize	Media Format	Awarded by	Funded by	Dates	Countries
The Midas Prize for Journalism in Minority Protection and Cultural Diversity in Europe ⁵²	The prize rewards journalists from Midas member newspapers for their work in promoting minority protection and cultural diversity, combating racism and discrimination and contributing to better understanding of cultural and ethnic differences. The Prize promotes editorial independence, journalists' ethics and a high standard of professionalism.	Ethnicity	€1000	Print	Midas - The European Association of Daily Newspapers in Minority and Regional Languages	Midas	2004 to present	Midas member countries: Croatia, Denmark, Estonia, Finland, Germany, Italy, Latvia, Lithuania, Romania, Slovakia, Spain, Switzerland, United Kingdom
The Otto von Habsburg Prize for Journalism in Minority Protection and Cultural Diversity in Europe ⁵³	The prize rewards individuals and their journalistic work in national daily newspapers, promoting minority protection and cultural diversity, combating racism and discrimination and contributing to better understanding of cultural and ethnic differences. The prize promotes editorial independence, journalists' ethics and a high standard of professionalism.	Ethnicity	€2000	Print	Midas - The European Association of Daily Newspapers in Minority and Regional Languages	Midas and Otto von Habsburg	2004 to present	EU, Albania, Belarus, Bosnia and Herzegovina, Croatia, FYR Macedonia, Iceland, Kosovo, Liechtenstein, Moldova, Montenegro, Norway, Russia, Serbia, Switzerland, Turkey, Ukraine

52 www.midas-press.org/MidasPrizeforJournalism.htm

53 www.midas-press.org/OttovonHabsburgPrizeforJournalism_de.htm

Prix Europa Iris Award ⁵⁴	Award for TV programmes that deal explicitly with the multicultural character of European societies and contribute towards equality, understanding and tolerance between people of different origins, cultures and religions.	Ethnicity, religion	€6000	Broadcast	Prix Europa Alliance	Nederlandse Programma Stichting	1996 to present	EU, Albania, Andorra, Belarus, Bosnia and Herzegovina, Croatia, FYR Macedonia, Liechtenstein, Monaco, Moldova, Montenegro, Norway, Russia, San Marino, Serbia, Switzerland, Ukraine, Turkey
Refugee Week Scottish Media Awards ⁵⁵	This award highlights positive and influential reporting (including photography) about asylum and refugee-related issues within the Scottish media.	Ethnicity, religion	Certificate	Broadcast, print, online	Asylum Positive Images Network	Asylum Positive Images Network	2004 to present	United Kingdom
The Weakest Link Award ⁵⁶	The Weakest Link awards the best examples of the treatment of "sensitive populations" in the media, especially the disabled and drug addicts, but also ethnic minorities, such as Roma.	Ethnicity, disability	4 prizes of €1000, a certificate and sculpture	Broadcast	Comunita di Capodarco	Comunita di Capodarco and Casa di Risparmio di Fermo Foundation	2005 to present	Italy

⁵⁴ www.omroep.nl/nps/prixiris

⁵⁵ www.refugeeweek.org.uk; www.oxfam.org.uk; www.scottishrefugeecouncil.org.uk

⁵⁶ www.premioanelodebole.it

Section IV

The Outcomes: Analysing and Sharing the Results



Identifying Gaps in the Media and Diversity Arena

The Survey and analysis of the 150 and 30 initiatives have revealed a number of challenges preventing greater impact in this field. The key elements that need to be acknowledged and addressed are the following:

1. Media organisations, often fiercely editorially independent, and busy with their own commercial and technological survival, often see the ‘promotion’ of diversity and fight against discrimination as ‘imposed agendas’. It is a challenge for many of them to see potential financial benefits, which might come out of such approaches, or out of inclusive journalism, which would provide services for all citizens.
2. In several of the studied countries, the issues of diversity are relatively absent from the political and media agendas. This sometimes reflects the conservatism of local political and media establishments, which see the issues of diversity as ‘too sensitive’ and are unwilling to put them onto the public agenda from the fear of losing voters or audience shares. Some see encouragement of diversity as an encouragement of social segregation or even as a way to promote separatist agendas (in the case of ethnic minorities). Thus, a state of ‘self censorship’ is in play, which results in a distorted reflection of social realities.
3. The representation of initiatives from the North-western European region is disproportionate to its geographic area or population. This reflects the long tradition of this type of work both from the media and the CSOs of this region, but also reveals the significant lack of initiatives in the other two regions where recent events⁵⁷ reveal that they are needed the most.
4. There is a lack of initiatives involving cooperation between Public Service Broadcasters from the different regions in the exchange of experiences and best practices. There is a severe gap in this type of initiatives not only between partners at a European level, but also at the international level.
5. Few initiatives were identified from private media, which reflects a need for a study on the business case for diversity in the media sector and for better exchanges and cooperation between civil society organisations, national and EU level policy makers with the private media sector in matters of diversity.⁵⁸
6. There is a lack of a ‘virtual library’ where all the relevant media and diversity handbooks and other related texts would be referenced. As a result, some projects are ‘reinvented’, involving a huge loss of energy and most of the times of public funding. This publication puts together an initial list of handbooks for media diversity, which could be considerably extended.
7. CSOs rarely initiate pre-project studies, ongoing and post-project evaluations, or develop sustainability strategies for all media diversity initiatives, in which they are involved.
8. Policy makers rarely do follow-ups or take concrete monitoring steps after supporting a media diversity action, via legislation or funding, in order to ascertain its impact.

⁵⁷ As mentioned in the Introductory section of this publication.

⁵⁸ Further to their attendance to the Prague seminar (presented hereafter), ACT - Association of Commercial Television in Europe, the members of which did not participate in the survey exercise, was nevertheless able to report on diversity initiatives led by some of their members. These, presented in a summarised way in the CD-ROM annexed to the printed version of this publication, are accessible via the study website at www.media4diversity.eu.

9. A very small number of the initiatives identified dealt with diversity issues in rural communities and/or involved regional or community media.
10. In general journalism education departments at universities do not provide relevant diversity training and there is a lack of involvement of the academic community and linkage to the research undertaken in social psychology departments on attitudinal and behavioural change. There is also a lack of training on both anti-discrimination legislation and on diversity management both in the initial professional education of young journalists and in the ongoing vocational training of established journalists.
11. CSOs' personnel are usually insufficiently trained in media relations, usually because of a lack of funding opportunities.
12. A number of initiatives' promoters fail to make an analysis of the political, social and economic realities before embarking into the realisation of the media initiative.
13. There is a lack of multi-stakeholder initiatives, i.e. those that would include concerted actions by media, CSOs and policy-makers altogether.

The Prague Seminar

Meeting the Stakeholders and Validating the Draft Recommendations

On 5 and 6 February 2009, the selected 30 initiatives were presented in a Seminar⁵⁹ in Prague that gathered around 90 representatives from the European media, policy makers and media experts, including representatives of the selected initiatives, as well as EC representatives.



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After an opening by a representative of the Czech Government on behalf of the Presidency of the Council of Ministers and a message from EU Commissioner for Media Viviane Reding, participants had the opportunity to listen to a challenging keynote speech delivered by Ms. Yasmin Alibhai-Brown, the first and still only Briton of colour to write columns in *The Independent* and the *London Evening Standard*. The presentation of the study findings was followed by a lively introduction to the Top 30 initiatives by their representatives.

Two successive sessions then took place, each running three parallel workshops for more detailed discussions in smaller groups. The first session, **Reflecting Diversity, the Country by Country Challenges for Diversity**, divided into regional clusters that covered Northwestern, Southern and Central-Eastern Europe, discussed topical issues related to diversity such as:

- What are the main obstacles to or main gaps in reporting diversity?
- Is there a business case for media and diversity in each Member State?
- Is this a matter of corporate social responsibility of the media?
- What realistic objectives are possible in each region?

The discussion also covered the draft recommendations of the study in order to assess their relevance with geographic or local realities.

The second session, **The Way Forward**, was divided in 3 parallel workshops focusing on draft recommendations, presented by the Study Team, addressed to the three key stakeholder groups: Media, Civil Society, and Policy Makers. Each workshop nevertheless included participants from all stakeholder groups, in order to develop as coherent and integrated strategies as possible. In each group, the following questions were posed:

- What is the working experience (good and bad) with each target group (media, civil society and policymaking)?
- What recommendations will work best – both as a matter of urgency and in the longer term?
- Should the draft recommendations be nuanced according to regional realities as discussed in the first Workshop session?

⁵⁹ Its concept paper, agenda and list of participants, included in the CD-Rom attached to the printed version of this publication, are accessible via the study website at www.media4diversity.eu.

Unpacking the Geography of Media and Diversity

The North-western Europe workshop, which was initially considered as the most homogeneous, pointed out the various experiences in terms of **statistics** and **measuring methods** on diversity. Participants agreed that measuring diversity of the society was an essential condition for planning and implementing initiatives, so was the need for measuring diversity inside the media themselves.

Many countries, in particular the recent EU Member States from Central and Eastern Europe (i.e. the “post-communist” ones), were expecting “**political courage**” from their leaders to defend press freedom, quality in media and to enforce existing measures to combat discrimination. This courage was especially expected from EU leaders (i.e. the Commission) even if there is no legal basis in the Treaties for compulsory action in the media field. There is a clear tension between countries from “the West” that are wary of political influence from the EU over media, and the Central and Eastern European Member States that would like to see the EU play a bigger role of watchdog for the enforcement of media standards.



However, in general many of the attending media professionals and civil society representatives expected the EU to be more active on press freedom and diversity issues, for example as a moral caution by **naming and shaming** poorly performing governments that display uncooperative or even negative attitudes. This question could be addressed during the future European election campaigns and in the future works of the Commission.

Both Eastern and Southern Europe workshops pointed out the **weakness of civil society organisations** in their region.

Participants from Southern Europe identified specific gaps such as the **lack of dialogue between media and civil society** organisations and the poor resources for monitoring diversity.

Across shared concerns

In parallel with the lively debates carried on at the regional level, all the workshops found that the “**transferability**” of good practice from one country –or one context– to another was difficult to achieve. It came out of most of the discussions that the replication of activities is neither always possible nor desirable since the approach to diversity was different according to political and legal systems. There are different levels of regulations across Europe and they are enforced in various ways. For this reason the initiatives, the recommendations and the influence of media in general vary according to the context.

Across Europe there is a need for more reflection on the “**business case for diversity**”. As participants of the Seminar put it: in the long run, the absence of diversity in media increases the gap with its audience and, for this reason, the economic arguments for diversity should sometimes be put forward. Here again, the approach varies according to regions or countries with various systems of media governance and various media markets, but the overall point of the viability of media taking into account diversity was considered as a key element. One could argue that while the ACT was present, the major private “mainstream” media’s voice at the seminar was little heard – in particular the written press’ voice - which outlines the need to create more bridges with key actors of the industry.

The **issue of language** and the **terminology** used by different initiatives in different countries vary greatly, and are holding back greater concerted action. Those more familiar with the issues of diversity on media insist on using language that refers to 'reflecting' rather than 'promoting' diversity.

On the other hand, professional guidelines or political decisions often tackle the issue of diversity by using **jargon** that is neither easily accessible, nor comprehensive for concerned people. Thus there needs to be a consistent use of terms by all stakeholders and a balance between adequate terminology for the details and a clear phrasing for general understanding.

In addition to the political or legal context and the language question, there seems to be a contradiction between media that reflect diversity – or are expected to do so- and some societies that do not recognise diversity in the public sphere. In other terms, it is difficult for media to reflect diversity if the **concept of diversity is not present in the national public discourse**. Indeed, in some countries the concern for diversity does not even “appear on the radar”.

This last point raises an important and serious issue about recruitment processes and employment in relation to media: **affirmative or positive action**. The recommendations to media and to political decision makers underline the need for diversity among the human resources in the media industry, and the outcome of the Seminar discussions showed that groups facing discrimination expected ways to “break the doors open”. While positive action has been largely discussed and implemented in various contexts by EU Member States, the participant expressed strongly that human resources policy need to be tackled both by the media industry and the political decision makers. Across Europe there are initiatives and experiences of positive action that are working with pre-defined objectives, but they are still too limited.

Finally, the Seminar showed a great concern about the higher risk for groups facing discrimination to become victims of **stigmatisation in times of crisis**. With the financial crisis in 2008, followed by an economic and social crisis, there is a strong concern that this stigmatisation could be amplified in media and creates social tensions in addition to the challenges faced by all European citizens in these difficult times. In this extent, the EU has to fully play its role of supervision and respect of the EU norms and anti-discrimination legislation.

The Seminar was an important step before the finalisation of the Study. In addition to the feedback on the recommendations, it was a unique and first occasion for some participants to meet and to create networking opportunities between media organisations, NGOs and funders.

The Recommendations

The recommendations that follow are grounded in both good practices and gaps that the study identified and are addressed first to **all stakeholders** in the field of diversity in the media, then to **Media, Civil Society Organisations** and **Policy Makers**.

The methods for promoting tolerance and diversity through media in Europe strongly depends on the social, economic and political structures of each country, as well as on their media governance structures, which vary widely from one country to the other. This Study thus does not propose that every Public Service Broadcasters (PSB) station and CSO across Europe should imitate the ones mentioned in this Study, or that every country in Europe should have the same media legislative framework. Rather, that these initiatives should help to inspire other broadcasters, CSOs and policy makers in Europe to take actions adaptable to the social, economic, political and cultural realities of their respective countries.

What all stakeholders can do

See the opportunity and responsibility

A more **balanced and faithful representation** of Europe's diversity will reap a dividend of **greater social cohesion and security, public trust in the media, and new avenues for income** through journalism and production that has greater resonance with its audience.

Step up the Dialogue

Encourage and participate in balanced, inclusive **national and European dialogues**, platforms for reflection, debate, cooperation and partnerships **between policymakers, civil society organisations and media organisations** on the role of media in reflecting diversity and combating discrimination in order to identify emerging issues and opportunities and exchange best practices.

Be Comprehensive

Take into account all grounds of discrimination – national, racial or ethnic origin, also specifically related to Roma, religion or belief, disability, sexual orientation and gender identity, youth and old age, as well as gender and multiple discrimination – **both as a whole and individually** in relation to the specific objectives of any media diversity initiatives.

Take Aim... and Measure

When designing any media initiative in order to promote diversity and challenge discrimination in an organisation or across organisations, **establish and communicate clear and quantifiable goals** (such as minimum targets in diversity recruitment, minimum annual training hours for the workforce, and concrete targets for audience increases from groups facing discrimination) and ensure **that progress is monitored continuously and fully evaluated once an initiative has run its course**.

What Media can do

Media include privately owned media outlets, public service broadcasters, community media organisations, production companies as well as news agencies across broadcast, print and online formats.

News Production/Content Production

Bring Diversity into the Mainstream

Existing and new regular media programming and productions should **aim at reflecting the diversity of society and feature fundamental rights and diversity in all its forms.** The media can do a great deal to promote a more realistic image of the groups facing discrimination and the long term issues that they deal with.

- see BBC p.60, Channel 4 p.61, Romeo and Juliet p.37, MaltaToday p.34 and Internazionale p.33.

Use All Platforms and Formats

No formats for media content productions dealing exclusively with issues of diversity need be overlooked - **examples of excellence exist across all media types and production genres.**

- see France Ô⁶⁰ or the magazine Respect p.32, as well as Italy Seen by New Italians of Internazionale p.33, and the Lithuanian Visibility Campaign for Equal Opportunities for All p.39.

Marshal the Talent Out There

Create in house Directories of Contributors from groups facing discrimination with the help of discriminated communities and civil society organisations, designed to help locate people from these groups in order to participate as reliable and consistent sources of information, opinion and expertise as well as in the production of programmes. Media that seek to properly address diversity issues should actively reach out, find and relay the voices of civil society that do not have the resources to be heard next to the impressive Press Relations facilities of politics, industry and other power centres.

- similarly to directories created by Channel 4 p.61 and MaltaToday p.34.

Follow and Support the Demand

Respond to a growing demand for higher quality journalism standards and programming with ethical values that foster social cohesion and inclusion. Identify commercial opportunities in improved coverage of these issues and in reflecting and targeting an increasingly diverse European society.

- similarly to the BBC p.60, Channel 4 p.61.

Expand Your Audience

Support and develop new formats and **use new media and technologies** (particularly subtitling and multi-lingual versioning) in order to have an impact on the new generation of media consumers and to **reach out to and include audio & visually impaired as well as ethnic and cultural minorities.**

- like Creatures Discomforts p.42, the MultiKulti website and game p.40 and Radio Salaam Shalom p.43.

⁶⁰ <http://www.rfo.fr/>

Monitor Inside and Verify from Outside

Establish internal and external structures involving managers, journalists, editors and trade union representatives in order to **review the quality of reporting diversity**, encourage best practices and improve news-room performance. **Cooperation with civil society organisations and specialised diversity media could help strengthen independent monitoring of diversity coverage and contribute to increase intercultural dialogue** in Europe and across its borders with organisations such as Unity in the US⁶¹. Increased monitoring is especially important during times of crisis (financial or otherwise) due to the fact that societies that feel ‘threatened’ tend to ignore diversity or worse use groups facing discrimination as scapegoats.

- similarly to the BBC p.60, Channel 4 p.61 and VRT p.58.

Human Resources*Reboot your Recruitment Policies*

Existing Employment Policies should be first **checked against discriminating procedures**. **Recruitment of personnel at all levels** from minority communities, disabled persons and other vulnerable groups, including from those that are victims of discrimination, should be promoted. Internal procedures should recognise the need and opportunity for such personnel – male and female - to have opportunities for advancement within the organisation. Vulnerable groups should be provided with **adequate access to media facilities**. Finally, debates should take place, when and where necessary, in regards to affirmative or positive action and the establishment of quotas.

- refer to the introduction of quantifiable employment targets that reflect the realities of their societies by the BBC p.60 and Channel 4 p.61.

Train, Train, Train!

Train in diversity reporting and in effective ways to overcome stereotypical portrayal of groups facing discrimination. **All personnel will benefit from knowing how to deal with diversity issues and use a fair and inclusive vocabulary**, including executives, content producers, journalists and support staff of media outlets, production companies and news agencies in particular.

- see the training conducted by the BBC p.60, Channel 4 p.61, VRT p.58, Creative Collective p.46, Mama Youth p.48 and The Roma Mainstream Media Internship Program p.44 .

Access and Transfer the Knowledge

Use, disseminate and translate the several existing manuals **for journalists covering issues, terminology and providing guidelines** related to covering migration, relations between different communities, security, asylum policy, data protection and children’s rights, as well as related to discrimination based on national, ethnic or racial origin, religion or belief, young and old age, disability, sexual orientation. This can also be facilitated by greater networking efforts among media to exchange good practices.

- see the Cultural Diversity Network in UK where BBC and Channel 4 are members as well as the list of available handbooks and guides p.60-61.

⁶¹ <http://www.unityjournalists.org/>

Organisation/Strategy

Raise the Standard

Voluntary **codes of ethics should be applied and publicised as clear mission statements and declarations** to avoid all forms of discrimination in reporting as well as reporting based on common stereotypes and prejudices. These codes should also include guidelines helping journalists and media outlets to **denounce hate speech**, especially when it comes from public authorities⁶². Public Service Broadcasters should continue their efforts to cater to the most diverse audiences and lead in setting programming standards that can shift the balance toward competition on quality rather than exclusively on ratings. Media organisations, which make extensive use of **news agencies'** services, should urge them to provide content which is grounded in higher quality journalism standards that reflect and ethically address diversity.

- this issue is dealt with in detail in the IFJ book "To Tell You the TRUTH: The Ethical Journalism Initiative", see p.98.

Organise for Diversity

Ensure that internal reviews of editorial practice and ethical matters, such as the **presence of an internal ombudsman/commission or reader's editor**, also take into account as a priority the need to **address diversity issues** appropriately. Establish diversity policies based on pre-initiative research, and continue with on-going evaluations of all diversity activities.

- similar to the BBC p.60, Channel 4 p.61 and VRT p.58.

Go European and International

Take part in transnational media diversity projects including programming, twinning arrangements and other activities that will ensure better transfer of knowledge and experience in dealing with these issues. There is a severe shortage of this type of initiatives not only between partners at a European level (e.g. projects that involved PSB from North-western European countries and Central and East European countries), but also at a global level.

- see the European Children's Radio p.56, Media Pairing for Diversity p.55.

Find Support

Actively search for information about existing funding opportunities for media diversity initiatives from different EU funds and programmes (e.g. European Social Fund, Youth in Action, Lifelong Learning, Europe for Citizens or Culture)

⁶² A collection of codes of journalism ethics from most European countries can be found at Ethicnet <http://ethicnet.uta.fi>

What Civil Society Organisations can do

Civil Society organisations include non-governmental organisations, cultural groups, professional associations and institutions, which support the promotion of diversity and the fight against discrimination.

Interactions with Media

Consult with Media

Before embarking on any media diversity initiative, **consult with appropriate journalists, media experts, academics, consultants, etc** in order to ensure the correct preparation, for instance through feasibility studies, and implementation of projects as well as provide on-going and final evaluation, including the development of general and assessment guidelines.

- similar to the work done by the Gender, Conflict and the Media project p.49, the Mira Media Helpdesk p.53 and the Roma Mainstream Media Internship Program p.44 as well as the Guidelines on Media relationships for CSOs included in the CD-Rom attached to the printed version of this publication, and accessible via the study website at www.media4diversity.eu.

Understand Media and their routines

Consider **media training of personnel working on diversity issues** in order to improve their knowledge and understanding of how media, journalism, and their routines and timing work and of how to set up effective media partnerships and strategies to promote diversity.

- such as the one provided by Mira Media p.53, and the Media & Disability initiative p.57.

Be a Resource

Engage with media and journalism schools as sources of expertise and information for them and to help them design and produce programmes covering diversity issues. Media content produced by CSOs should be of high quality with news and/or entertainment value and it should not be confused with the public relations press release or video.

- such as the work done by Visible Citizens p.38 and Mira Media's Helpdesk p.53, Quick Response p.35, the Refugee, Asylum-seekers & the Media project p.47, the Media Pairing in Diversity p.55 and the Media & MultiCulturalità (MMC2000) website p.52.

Collaborate on Monitoring

Assist in the process of monitoring and establish a framework for working with media to monitor and consider the performance of media in coverage of these issues.

- see QuickResponse p.35.

Adapt content and pay attention to 'transferability' across borders

Encourage more translation and adaptation of good quality content (as well as handbooks and other resources), on the full range of discrimination issues, which will improve European and international programme sales and raise awareness. At the same time, full attention needs to be paid when an initiative is 'transferred' from one setting to another, since often time it can be irrelevant or worst have a negative impact.

Build Capacity in Media Diversity

Develop sustainability strategies for all media diversity initiatives (such as initiatives with joint funding from media houses), **exchange best practices** on the implementation of projects with media partners, and **develop guidelines** for choosing partners and contractual staff for media diversity initiatives.

- see the Gender, Conflict and the Media project p.49, Media Pairing in Diversity p.55, Pearls p.54, Roma Mainstream Media Internship Programme p.44, the Media & Disability initiative p.57 and the Media & MultiCulturalità (MMC2000) website p.52.

Across the Diversity Spectrum

Link with other CSOs who do complementary work

Explore networking and partnership opportunities with other CSOs, which have complementary skills or resources that can strengthen planned or existing media diversity initiatives, such as NGOs specialising in training on media relations, programme production techniques and tools. Conversely NGOs that can provide these skills or resources should disseminate more effectively information about these opportunities, for instance through online directories.

- see Pearls p.54 as well as the Guidelines on Media relationships for CSOs included in the CD-Rom attached to the printed version of this publication, and accessible via the study website at www.media4diversity.eu.

Clarify the Message

Design individual programmes around a clear and defined issue – even while it can be explored through various perspectives and for instance address multiple discrimination – in order to clarify the message and avoid weakening the impact by making it too generic and not enough targeted.

- see the Visibility Campaign on Equal Opportunities for All p.50.

Link discriminations to their origins

Promote **better understanding of the origins and realities of discrimination**, particularly related to discrimination based upon national, racial and ethnic origin, which is insufficiently present in the public debate in many parts of Central and Eastern Europe.

Address Multiple Discrimination

Address the gender dimension of discriminations by considering the situation of **both men and women** of each group, as well as **younger and older** members of each group and other possible multiple discrimination.

Consider Belief

Stimulate awareness that **freedom of religious expression**, in the context of tolerance of all faiths and secular opinion, is **an increasingly important aspect of European society**.

Open the Horizon

Encourage **co-operation between groups campaigning on different forms of discrimination** – whether based upon nationality, race or ethnicity, gender, sexual orientation and gender identity, disability, age, religion or belief or sexual orientation – in **developing structures for dialogue with media organisations** on coverage of these issues.

Find Support

Actively search for information about existing funding opportunities for media diversity initiatives from different EU funds and programmes (e.g. European Social Fund, Youth in Action, Lifelong Learning, Europe for Citizens or Culture)

What Policy Makers Can Do

Policy Makers include EU Member States' national authorities, the European Union's institutions, intergovernmental organisations, funding agencies as well as other institutions in Europe, which support the policy framework, training and financing of initiatives related to media diversity.

Policy Level

Establish the Benchmarks

Facilitate or conduct a mapping exercise of diversity policies as they relate to recruitment (within the media) across members states, with a view to assembling effectiveness data, generating debate and action, and providing benchmarks against which progress might be measured.

- from the 'Freedom of expression and diversity in the media' workgroup at the First Conference on Fundamental Rights.⁶³

Support the Ombudsperson Role and coordination at a European Level

Create a specialist post – an ombudsperson role – to facilitate dialogue, cooperation and networking and with **responsibilities in programme level priorities** related to diversity with a specific focus on media diversity. The role of the **European Platform of Regulatory Authorities**⁶⁴ should be strengthened and coordination with other international associations, such as the **European Audiovisual Observatory**⁶⁵ of the Council of Europe should be encouraged.

- similar to the Office of Equal Opportunities Ombudsperson in Lithuania.

Increase Legal Awareness

Consult with women and men in the various communities, journalists, media professional groups and media on the **balancing between self-regulation and legislation in contributing to the recognition of diversity through the media**, and ensure that existing statutory instruments, such as Audiovisual Councils, Public Service Broadcasting guidelines and laws or European Anti-Discrimination legislation, are known, **promoted and applied**, for instance through Equality Bodies, and that affirmative or positive action is considered when relevant.

- refer to the work of the Diversity Observatory of the High Council for Audiovisual (CSA) in France.

Use Political Influence

Use the EU's influence to urge Member States to keep up their efforts on the respect and protection of minorities and other groups facing discrimination, and of fundamental rights, if necessary by reminding of the importance of continuing to respect the Copenhagen Criteria or by "naming and shaming" Member States that perform poorly in regard to media and diversity.

Support a Diverse Media Landscape

Advocate for broadcasting licensing systems that will **facilitate the creation of community-based/not-for-profit media outlets** run by, but not exclusively for, minority communities.

- from the 'Freedom of expression and diversity in the media' workgroup at the First Conference on Fundamental Rights.

63 Organised by the European Agency for Fundamental Rights on the 8-9 December 2008 in Paris (cf. footnote #11)

64 <http://www.epra.org/content/english/index2.html>

65 <http://www.obs.coe.int/index.html.en>

Programme Level

Make Longer Term Commitments

Develop longer term funding programmes and plan for follow-up funding for relevant media diversity initiatives. Aiming at strengthening values of social cohesion and inclusion, the impact of media diversity initiatives can only be expected to produce long term and durable effects on society if they are supported on a long term basis.

- The success of the Roma Mainstream Media Internship Programme p.44 which has been supported for ten years can account for the importance of long term funding, while most projects identified in this study were funded for between 1 and 3 years.

Fund Wisely and Relevantly

Give priority to initiatives that address gaps (particularly in regards to grounds of discrimination), **support media productions about/by diversity** as well as within existing programmes, **support mainstreaming**, promotion and dissemination of diversity themes and issues, **build capacity** of media organisations and civil society organisations that undertake such initiatives as well as **enable dialogue** and networking.

Disseminate Knowledge of Existing Good Practices

Support the creation of a clearing house or “virtual library” where people involved in media and diversity issues are able to consult handbooks and other relevant information on the issues, practices and actors of media and diversity. This study includes an initial list of handbooks for media diversity, but strongly urges policy makers to fund a mapping of the existing literature and the creation of such a clearing house/virtual library.

- similar to the one that the MDI is providing in its website⁶⁶, and to the IFJ’s call for a ‘Thinkers’ Library’ for journalists in its Ethical Journalism Initiative.

Disseminate Knowledge of Existing Funding Opportunities from the EU

A great effort must take place to **disseminate information among all the interested parties in regards to the existing funding opportunities for media diversity initiatives** from different EU funds and programmes (e.g. European Social Fund, Youth in Action, Lifelong Learning, Europe for Citizens or Culture)

Disseminate Knowledge of Existing Media Literacy Programmes

Support **media literacy programmes** and the creation of a clearing house of existing media literacy programmes for the general public and especially those that can groups facing discrimination take advantage of.

Establish Strategic Associations

Involve all of the 20+ European Media Associations such as the European Newspaper Publishers Association, the Association of Commercial Television in Europe, the Association of European Radios, the Association of Television and Radio Sales Houses, the European Digital Media Association, the European Federation of Magazine Publishers, etc⁶⁷ in media diversity projects.

- similar to the IFJ’s Ethical Journalism Initiative, p. 98.

⁶⁶ www.media-diversity.org

⁶⁷ A full list can be found at: www.journalismstudies.eu

Commission Research Studies

Support research studies on the negative and positive **impact of media coverage of diversity**, on the **business opportunities for media diversity** including **business models with mixed funding** (advertising, subscriptions and public funding) for media organisations dealing exclusively with issues of diversity.

- refer to the studies contracted by the Diversity Observatory of the CSA, or the mixed funding business model of Respect magazine, in France.

Project level*Reward Good Practices*

Support media awards for diversity at national and European levels and measure their impact in order to promote quality and enhance standards in journalism and programming while paying attention to the fragmentation that can result from having many awards covering the same domains.

- see the list of diversity awards p.66.

Encourage Networking

Support networking projects and dialogue platforms, which **facilitate exchanges of good practices among media diversity projects** in Europe, but also from around the world, especially from regions with longer traditions in such projects. These could be networking projects that involve only media professionals, only CSO personnel, but also aim at strengthening links between both sides.

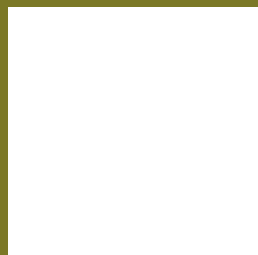
- see the IFJ's Ethical Journalism Initiative p.98 and MDI's Reporting Diversity Curriculum p. 97 and the Media4Diversity Seminar in Prague p. 76.

Support Training

Encourage the establishment of bursaries, promote training, as well as training-of-trainer projects, using expert journalists as tutors and course designers, on how to cover issues related to migration, asylum seeking, refugees, disability and other groups facing discrimination, organised in cooperation with the NGO sector and aimed at:

- schools of journalism (promoting 'intercultural education' courses),
 - mid-career training within media organisations,
 - professional organisations of editors, journalists and owners/managers,
 - as well as public officials and civil dialogue actors [such as judges, ministry officials and other civil servants] on how to present messages to the press and opportunities to learn from the experiences of other NGOs.
- similar to those promoted by Creative Collective p.46, Mama Youth p.48 and Roma Mainstream Internship Programme p.44.

Section V
Conclusion:
A Tale of Many Europes



Geographically and socio-politically the Study confirms there are still many differences in the European media landscape. The totalitarian past of new EU Member States from Central and Eastern Europe make them associate sometimes the word 'equality' with communism and creates a suspicion toward any 'directives' coming from centralised institutions. They are struggling between profit-driven European media corporations trying to buy leading media organisations in their countries (e.g. Bulgaria, the Czech Republic) and newly-gained media freedoms.

Diverse Media Governance Patterns...

Despite the efforts of the EU to regulate aspects of media ownership, the Study has seen how the European media industry operates across a widely divergent terrain in terms of media ownership. The EU is host to both the Berlusconi phenomenon in Italy and to pirate media in Ireland. In Luxemburg the biggest newspaper belongs to the Catholic Archbishop, whilst a German company is the biggest newspaper owner in Bulgaria. Likewise, almost all the daily newspapers in the Czech Republic and Hungary are foreign owned, whereas in Slovenia there is almost no foreign ownership of newspapers.

Reinforce National Social and Religious Agendas...

In Belgium Public Service Broadcasting (PSB) has performance criteria for audience shares, in Greece it should promote the 'national culture', while in Poland the programmes of PSB should respect the Christian system of values, strengthen the family ties, and combat 'social pathologies'.

And Act as Key Drivers on Diversity and Tolerance Initiatives

The media, CSOs and policy experts that were interviewed for this Study stressed that media ownership structures had a key influence on the enabling environment for media diversity initiatives. Ranking closely in importance to ownership was the degree of pluralism of ownership and independence from commercial or state interests, and from the harshest effects of the marketplace. Both oligopolistic ownership and heavily depressed markets were seen to pose major challenges to media diversity initiatives.

Common Trends in Technology and Commercialisation...

Despite wide variation in the media landscapes of the 30 surveyed countries, the same voyage undertaken by the Study Team revealed a crystal clear picture of the common characteristics that these countries share. The media space in all these countries is subject to trends of *convergence, concentration, trans-nationalisation, and audience fragmentation* that are being shaped by market forces and technological development.

Due to recent financial constraints of the media sector, more and more media outlets rely heavily for their news content on news agencies and a number of times stereotypical coverage or the absence of coverage of topics related to groups facing discrimination by news agencies is 'transported' to the mainstream media.

Challenge Media Business as Usual...

The introduction, success and dominance of free sheets like *Metro* almost everywhere in Europe, for instance, are forcing traditional paid newspapers to rethink their *business models*. The growing exodus from traditional television stations of the young population due to the introduction of the internet, and general audience fragmentation of TV and radio audiences due to the introduction of a plethora of digital and satellite channels everywhere in Europe is making the broadcast industry reconfigure its commercial strategies after suffering serious reductions of profits the past decade.

And Bring no Diversity Dividend as Economic Concerns Dominate

These shifts may be disrupting media business plans, but the Study has found that they have far less effect on the power structures that dominate the news agenda. Traditional private off-line media, for example, are now increasingly dominating the internet news space, forcing internet news start ups to cede share of internet traffic.

Furthermore, the current financial and economic crisis is having a disproportionate impact on a European media industry that was already struggling to reinvent its business plans in the face of societal and technological change. The market downturn induced by the credit crisis is darkening an already gloomy picture by forcing major cutbacks that is leading to a *lack of resources* for media diversity initiatives.

The Importance of Public Service Broadcasters and Community Media...

The Study Team's journey through the different European media landscapes reveals that market forces and technological developments do not necessarily protect media pluralism, and generate little or no dividend for media diversity initiatives. An exclusive or heavy reliance on the market to deliver diversity often brings bitter competition among the different groups facing discrimination who are seeking recognition, which usually results to the loss of the ones with the least appeal to advertisers.

The Study clearly supports that the existence of strong and independent PSB and community media in Europe both off-line and on-line is of immense importance for media pluralism and their role in reflecting or promoting diversity.

The Importance of Trust for Audiences...

Another important element to assess the impact of media diversity initiatives, according to the promoters of some of the 30 mentioned initiatives, is finding which sources are trusted by the local people. State media for example may not be the major source of information for the public, and public service media could be regarded by groups facing discrimination as non-reliable and as supporting the mainstream group's cultural and political agendas. In this context, one-off media diversity initiatives could be insufficient in building the necessary trust relationship between the audience and media outlets and would have to be part of a longer-term strategy.

And of Legal Frameworks for Journalists...

Furthermore, the impact of the legal anti-discrimination framework and legal media framework in the country is of vital importance as well as the journalists' 'professional culture' and the strength of the professional unions of journalists.

The fear and *self-censorship* of journalists to 'touch' sensitive diversity issues, or their *unwillingness* to present to their audience with such 'complex' issues for fear of losing them is ever stronger under this economic climate. Finally, the *lack of ability* to 'relate' to the groups facing discrimination due to lack of proper training or inappropriate employment policies will also possibly increase.

Cooperation across Sectors...

It is important to recognise that various inter-players need to collaborate, some more than others in different media landscapes for a successful media diversity policy.

The same depressed economic climate has an impact on CSOs since a lot of their budgets and co-funding are subject to the same economic trends. On-going *monitoring* and initiative *evaluation*,

as well as post-initiative assessment for example, are important aspects of the initiative process itself and unfortunately rarely or properly done, since evaluation and assessment are time consuming, expensive, and because 'measuring' media impact on society is such a challenging and complex matter.

Interventions and Exit Strategies...

Indeed, most media diversity initiatives by CSOs are *interventions* to an existing media landscape of mainstream and other media. As interventions, they have an impact, for better or worse, in a given region and for people who access programmes either for work, leisure or education.

Thus, when media diversity initiatives end abruptly, there can be consequences which undermine their positive results. Care must be taken with expectations often rising with these particular types of programmes. Local people might rely on these activities in various practical and psychological ways, which must be considered and the ethics of initiative sustainability need to be taken very seriously.

Having a *strategy to hand over* the initiative to local community groups or professional media organisations enables the CSOs and policy makers to incorporate local capacity building as an integral part of the initiative's strategy. It appears that media diversity initiatives initiated by CSOs which incorporate such strategies are rare. Short-term funding structures rarely allow for the implementation of a progressive and sustainable transfer phase, which is central to a successful hand over.

Understanding Power Structures...

Finally it cannot be stressed enough that when policy makers (such as the EU institutions, intergovernmental or international organisations) attempt to tackle discrimination issues in relation to the Media, they need to take into account the local, regional and national *power structures* surrounding media. Many examples of attempts to create media programming as well as other forms of diversity initiatives demonstrate that these programmes run the risk of the existing power structures (political, economic, religious...) taking control of the programme/initiative and seriously altering its intended outcome or casting a very long shadow over it and push it to oblivion!

In addition, and as was expressed during the Prague seminar, policy makers can be a powerful enabler for the work of local organisations and contribute to raise public awareness when they make widely heard public statements and highlight their members' efforts or lack thereof, in the field of anti-discrimination in the media.

The Paradox of Enabling Cultures and the Imperative for Holistic Approaches ...

The political, economic, cultural, religious, and educational variables of the area of concern need to be taken into consideration. *Cultures of democracy and tolerance, financial media independence, and applied, fair legislation* are all indicators that the media diversity initiative is more likely to have a longer lasting effect. This, clearly, creates a paradox and a dilemma since it is in environments that lack these characteristics that these types of media initiatives are mostly needed.

This study and the Study Team's experience in the field of media and diversity support that efforts limited to changing media without considering the systemic structures, in which it operates, often fail to address the factors that gave rise to discrimination in the first place. Historical,

geographical, social, economic, cultural or other factors, which contribute to the emergence or maintenance of discriminations, can undermine the best efforts of media diversity interventions when not explicitly addressed politically at a wider level, of which media is only an important but small part. The design and implementation of these interventions should aim at including governmental and non-governmental organisations, political leaders, businesses (including media owners), public opinion leaders, teachers and academics, and all the sections of the society which are usually underrepresented to address these issues through a *holistic approach*, which include media as well as other types of initiatives in a concerted action. It is through the will of all stakeholders to contribute and operate with this type of holistic approach that media cultures can eventually be transformed in a sustainable way and become themselves a transforming and driving force for diversity.

Where the study stops...

During the Prague seminar and through the feedback that was collected, some participants expressed the need to extend the work of the Study beyond the strategic perspective, recommendations and good practices it provides by asking for more concrete guidelines.

While formulating practical guidelines – about all aspects of the implementation of media diversity initiatives and how they might be adapted to in-country contexts, specific formats and discrimination grounds – is beyond the scope of this work, the Study Team maintains that this work remains to be done and that the recommendations provide a good starting point for this. That on their basis all stakeholders involved in the media diversity arena can contribute to advance the structuring, efficiency and relevance of new initiatives in this area.

... and what comes next?

The Study on Media and Diversity is only a small part of a wider effort to support and elaborate a common space where different practitioners, from various backgrounds can engage in debates, find inspiration, start new initiatives, evaluate impact and share good practices that will benefit wider social cohesion and inclusion.

As the Study Team looks ahead, it can only attempt to ask questions that not only point to the most pressing challenges, but also open up new horizons:

- Should the stakeholders concerned with diversity in the media aim at structuring themselves as a **forum**, a **sector**? Should the process started in Prague be expanded to reach other civil society groups and media projects across Europe?
- Could a platform aimed at **supporting communities of practice on media diversity** contribute to support such an undertaking? What would be the form of such a platform? Regular meetings such as the Prague seminar? Organised at a national and European level? An online facility? How could it contribute to disseminate knowledge, support vocational training, enhance exchanges and strengthen the capacity of all the stakeholders?
- Under which conditions would commercial broadcasters, news agencies, production companies or print outlets be willing to join and contribute to such a forum? In these times of financial crisis and cutbacks can the '**business case**' for diversity be made strongly enough to gain traction in the commercial space? Where might for-profit and non-profit organisations meet?
- How can the other dividing lines in this field be bridged? By **educating media decision makers** on the benefits of the 'embracement of diversity'? By lobbying for **more sustainable funding** from policy makers to support long term programmes? Or by appointing a European Media Ombudsperson? By lobbying academia for the inclusion of **diversity training across all relevant curricula**?

The Study Team encourages, therefore, the readers to study carefully the experiences of the 30 initiatives selected, and also to evaluate the extent to which they are applicable for them, to network with their organisers, to identify handbooks that might support their action as well as to apply to and promote existing awards. The Study Team also hopes that they will be encouraged to contribute their initiatives, plans, opinions, ideas or answers on the www.media4diversity.eu website after reading this publication.

The collective challenge for the future is to keep the process outlined here alive, to open it to those who are not yet involved or cooperating in the media and diversity arena, and for each of the stakeholders, across their differences, to jointly bring their contribution to a Europe that embraces fully its own diversity.

Study Team

Disclaimers

The Study Team would like to conclude this publication with two disclaimers.

- This is a Study that measured the outcome and impact of the selected initiatives through documentation, questionnaires, surveys, interviews and the use of a wide poll of experts, but their inclusion in this Study is not a 'certificate' of their effect on any society. Most scientific evidence today supports a selective media effects approach whereby *"some media have, at certain times and under certain circumstances, an effect on some recipients"*. Taking into consideration the usual times and circumstances when discrimination takes place, the authors of this publication support the view that media have a strong role to play in reflecting diversity, but a naïve approach of powerful, direct, immediate and homogenous media effects of the initiatives listed in this publication should be disregarded from the beginning.
- This Study distances itself from the idea of homogenous media recommendations across borders. The right for non-discrimination is universal, but the methods for promoting tolerance and reflecting diversity through media in Europe strongly depend on the social, economic and political structures of each region/country, as well as their media governance structures which vary widely. Thus the Study Team would like to note that the Study's recommendations should always be adapted to the above. The authors of this Study also distance themselves from the relativistic approach to diversity, and would like to stress that the principles of these recommendations are valid for every single of the 30 countries that were investigated. As one of the interviewees said: *"you don't expect that Volkswagen and Porsche factories would produce the same cars, but their breaks should definitely meet the minimum standards"*.

This Study was carried out by a consortium led by Internews Europe, in partnership with the Media Diversity Institute and the International Federation of Journalists.

MDI: Reporting Diversity Curriculum Development

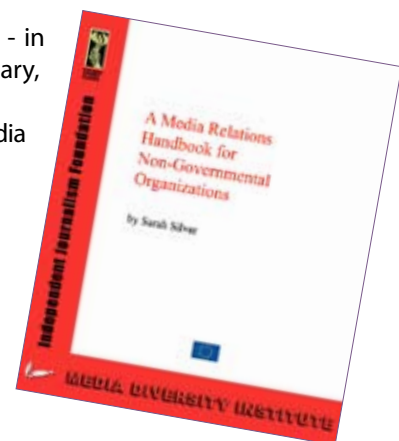
The Media Diversity Institute (MDI) was established to promote diversity in media and has developed extensive expertise in mapping media initiatives, studies of media and diversity as well as a well-established training programme for media professionals on diversity issues.

MDI has a comprehensive approach to supporting diversity reporting, consisting of working with journalism academics, journalism students, media decision makers, and journalists, as well as NGOs specialised in media and diversity issues. As a result of MDI's *Reporting Diversity Curriculum Development* programme, six professors in South East Europe and ten in the South Caucasus have taught Reporting Diversity courses. MDI uses its own training manuals (for training Reporting Diversity trainers and for journalists), first being published in 1998, as well as its own training modules and techniques.

The inter-active teaching modules developed by MDI experts help the teachers open discussions on the perception of 'others' and the way we use stereotypes to understand the world. The modules are designed to challenge discrimination and promote diversity. They also help students understand how prejudice and stereotypes can prevent us from seeing real people/individuals when producing journalistic pieces.

As part of its effort to engage with its 'journalism professors/students' target group, MDI engaged in a series of activities:

1. Developing a Reporting Diversity Curricula Development framework - in cooperation with journalism academics from Austria, Bulgaria, Hungary, Romania, Russia and the UK;
2. Training potential Reporting Diversity teachers to teach diversity and media related courses;
3. Providing training modules for selected academics;
4. Providing reading lists related to the subject;
5. Providing mentoring for selected academics;
6. Providing financial support for selected academics while they taught their first Reporting Diversity course;
7. Providing networking between selected academics from different regions.



Currently, MDI is developing Reporting Diversity courses for journalism academics in Egypt and Morocco. As a partner to the Council of Europe's Intercultural Cities Pilot Programme (2008-2009), which involves 12 countries/cities in the EU and amongst its neighbours, MDI is providing support to journalism schools in the countries that are eager to develop their own Reporting Diversity courses.

A Media Relations Handbook for Non-Governmental Organizations, published in 2003, is available on the CD-Rom included with the printed version of this publication and accessible via the study website at www.media4diversity.eu.

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IFJ: Ethical Journalism Initiative

The International Federation of Journalists (IFJ) is the world's largest organisation of journalists and has been throughout the last decades in the forefront of actions against racism and discrimination in media. It created the International Media Working Group Against Racism and Xenophobia in the 1990s. In 1997 it organised the first global conference – Prime Time for Tolerance – in which journalists from around the world debated actions to improve the performance of media and journalism in the fight for diversity.

The IFJ currently leads the *Ethical Journalism Initiative (EJI)*, a project that brings together the European umbrella organisations of all mainstream media in Europe (the *European Broadcasting Union*, the *European Newspaper Publishers' Association*, the *Federation of European Magazine Publishers*, the *Association of Commercial Broadcasters* and the *European Publishers' Council*) to review and evaluate actions by media in the fight against discrimination, promotion of diversity and intercultural dialogue.

The Ethical Journalism Initiative (EJI) is a campaign and a programme of activities developed by journalists and media professionals to restore values and mission to their profession. It aims to strengthen press freedom, reinforce quality journalism and consolidate editorial independence. The activities of EJI include conferences to debate the Ethical Journalism Initiative, a Handbook for journalists, editors, programme makers, monitoring violations of independent and ethical journalism through surveys and reporting on issues of ethical concern, journalism – a thinker's library.

Among the initial Ethical Journalism Initiatives two in particular stand out, a Joint Trade Union/professional organisation of journalists and media group campaign. The media group Westdeutsche Allgemeine Zeitung Gruppe (WAZ) and the International Federation of Journalists agreed to launch a campaign consisting of the following joint IFJ/WAZ mission to Bulgarian authorities and local media professionals, following the publication of a report which challenged an official history of the Batak massacre in the country in 1876 - against the Turks. The author of the report was subject to a fierce campaign and threats from nationalist extremists, the first South-East Media Forum on Education of Journalists to be held in Sofia and organised by WAZ, IFJ and the South-Eastern Europe Media Organisation (SEEMO) and the creation of an IFJ/WAZ Award of Courage in Journalism.



Second, the Rome Charter: In early 2008, the Federazione Nazionale della Stampa Italiana (FNSI) and the European Federation of Journalists (EFJ), the European section of the IFJ, developed a code of conduct regarding reporting on asylum seekers, refugees, victims of trafficking and migrants in media. This activity was undertaken in the context of a series of reports in Italian media (both print and broadcast) relaying intolerance, prejudice and racism against migrants in Italy, in particular Roma people from Eastern Europe.

To Tell you the Truth, published in 2008, is an introduction to the background and some of the key themes to consider in building an ethical environment for journalism.

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Internews: turning up the volume on voices all too often ignored

Internews Europe has extensive experience in running media projects as well as mapping media and carrying out media-related studies. In addition to its media experience, Internews provided particular expertise in internet based information and database management relevant to the preparation of the study.

Internews Europe is at the forefront of the social and political transformation that the new communication era is shaping. From human rights journalism on Facebook, climate change media on MTV and SMS news services for the slums of Calcutta, Internews is creating new space for change. Its work is led by a group of media professionals, who believe that our modern world continues to face injustice, suffering and formidable challenges. But who think that it is indeed possible to combat injustice; that problems do indeed have solutions. What is needed is a collective effort in both persistence and innovation. Internews Europe believes that media can play a significant role in creating an empowering environment, conducive to social change – decision-makers are taking a good look at the evidence and increasingly agreeing with this - a media which is local and national, digital and print, traditional and new, but above all independent, and responsive to the needs of its audiences.

Since 1995, Internews Europe has been working with the Internews family around the globe, helping the media to better fulfil its social role, bringing people information that is relevant, professionally produced, high-quality, and delivered in the fastest and most user-friendly manner. Its main contribution is connecting people whenever and wherever possible. Connecting them across borders by means of technologies, training and production.

Europe is also a founding member of the Global Forum for Media Development (GFMD), an alliance of some 400 media assistance organisations from around the world. The GFMD aims to increase the impact of the media aid sector on international development by strengthening links between practitioners, assessing the impacts of media assistance, and establishing standards for the sector. In 2005 Internews helped organise GFMD's inaugural conference in Amman, Jordan. In December 2008 the GFMD hosted a global gathering of the media assistance community in Athens with the support of Internews.

In order to promote the GFMD's advocacy agenda, Internews Europe published Media Matters in October 2006. Following a year-long collaboration among media development practitioners and leading social, political and communications scientists, Media Matters presents core messages to the international development community and to policy makers on the central role of independent media in effective international development.

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European Commission

Media4Diversity – Taking the Pulse of Diversity in the Media

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This publication outlines the findings of a pan-European study on media and diversity conducted in 2008. In particular, it highlights 30 initiatives that merit attention because, on the one hand, they were able to combine innovation and originality in addressing diversity issues in an increasing competitive and commercial European media space; on the other hand, they can give lessons on how to create media cultures of diversity across Europe. The publication also includes a set of recommendations to the media, civil society organisations and policy-makers on how to further develop diversity in European media and to respond to the information needs of an increasing diverse population, thus contributing to social cohesion in European societies.

This publication is available in printed format in English and French.

A German version of the Executive summary and the Recommendations is only available online at <http://ec.europa.eu/social/main.jsp?catId=423&langId=en> and at <http://www.media4diversity.eu/>

The following material, included in the CD-Rom attached to the printed version of this publication, is accessible via the study website at www.media4diversity.eu.

In relation to the study work:

- The survey's questionnaire (in English, French, and German)
- The list of 150 initiatives that were identified during the classification task
- A Media Relations Handbook for Non-Governmental Organisations
- ACT - Good practices in Media & Diversity

In relation to the Prague Seminar:

- Concept paper (in English and French)
- Agenda (in English and French)
- Speakers' biographies
- List of participants
- Photos

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