

Embrace Diversity Action Plan 2010

Media Action Plan

No.	Action Plan Item
1.	Organise training in sensitivity to diversity and related fundamental human rights for senior staff, managers and editors.
2.	Organise training in sensitivity to diversity and related fundamental human rights for journalists and producers.
3.	Set targets for diversity/fundamental rights content and establish a system for overseeing progress towards reaching those targets.
4.	Set targets for recruiting staff from discriminated or minority groups and establish a system for overseeing progress towards reaching those targets.
5.	Set up an internship scheme specifically for young people from discriminated or minority groups.
6.	Set up training schemes specifically for young people from discriminated or minority groups.
7.	Establish an internal award to award the best diversity/fundamental rights content in your organisation and, also possibly, to highlight content that is not diversity friendly (name & shame).
8.	Encourage staff in your organisation to participate in existing diversity/fundamental rights awards at the national and EU level.
9.	Cooperate and partner with CSOs in order to secure funding from donors to fund content, training and other actions.
10.	Cooperate with CSOs to source content ideas and contacts for experts and members of discriminated groups.
11.	Encourage use of manuals and guides, identified in the 'Study on Media & Diversity', on how to produce diversity/fundamental rights friendly content, among your organisation's staff.

12.	Establish a style book and/or an internal code of ethics in order to avoid production of insensitive and discriminatory content. These can be based on codes of ethics already used by large media organisations, or designed with the help of international and national journalists associations, or with the help of specialized journalism schools and organisations.
13.	Improve internal communications procedures in order to share content and sources throughout your organisation – expert lists, sources, content etc. For example this could be done using the organisation’s website.
14.	Investigate the demographics of your organisation’s potential market, by looking at national and regional censuses, in order to ensure you understand the make-up of your audience and how you could broaden your coverage by embracing a more diverse audience.
15.	<p>Mainstream diversity/fundamental rights content in the following ways:</p> <ul style="list-style-type: none"> • Make sure that when your reporters go out on to the street to capture public opinion on issues, they ensure people from different and diverse backgrounds are interviewed. • Produce debates and chat shows about diversity/fundamental rights issues. • Look at diversity/fundamental rights issues through areas of established interest to your audience, such as health and economics. • Make sure experts and members of diverse communities are interviewed on ALL issues relevant for the society, NOT ONLY when reporters want to talk about minority issues. • Seek out ‘human interest’ stories.
16.	Employ diversity/fundamental rights consultants to help your organisation implement diversity/fundamental rights friendly policies and content.

Civil Society Organisation Action Plan

No.	Action Plan Item
1.	Participate in Media Relations/Advocacy training, in order to improve your organisation’s ability to get its message across through the media.
2.	Develop contacts and relationships with media organisations and journalists.
3.	Identify a member of your staff as a media liaison officer for dealing with all relations with media organisations.
4.	Identify and build up a list of experts whom you can recommend to the media to comment on issues and events.
5.	Create a more sophisticated database of experts, including short video screen tests, in

	cooperation with other CSOs and media organisations, that media organisations can use to find experts to comment on issues and events.
6.	Produce factsheets on your field/area of interest, including demographic figures, accurate statistics, arguments and counter-arguments, graphics and images, that can be sent to the media.
7.	Develop relationships with celebrities and public figures to champion your cause and attract media attention.
8.	Employ a media relations consultant to help your organisation develop a media relations strategy.
9.	Cooperate and partner with media organisations in order to secure funding from donors to fund joint activities such as content, training, creation of an expert database, and other actions.
10.	Provide the media with content ideas and possibly cooperate with them to produce content. For example: human interest stories, candid/secret camera recordings of discrimination, speed-befriending, translation of existing good content from other countries, talk-shows, wife-swap, background swap etc.
11.	Organise off-the-wall/unusual events and then invite the media to cover them. Speed-befriending for example, instead of speed dating. Interesting and unusual events will attract the media's attention, and serious issues can be presented in a quirky, funny and more engaging way.
12.	Initiate and attend 3-party debates/roundtables between policymakers, civil society organisations and media organisations on the role of media in reflecting diversity and related fundamental human rights and combating discrimination in order to identify emerging issues and opportunities and exchange best practices, or on diversity/fundamental rights issues alone.
13.	Monitor media coverage and keep statistics. Send feedback to media organisations about their coverage and ask for meetings to discuss this.
14.	Cooperate with other CSOs and media organisations to set up a national award to award the best diversity content, and also possibly to highlight content that is not diversity friendly ('name & shame'). Also, optionally, build a website to list all the good and bad examples of diversity content highlighted by the awards.
15.	Develop relationships with journalism faculties at universities, in order to learn about how the media works and work with student media. This will give you insights into how the media work and enable you to reach young people before they enter a career in the media.
16.	Improve your online presence in order to make your website a useful resource for the media.
17.	Translate good quality content, useful handbooks and manuals and other existing resources and distribute to media organisations.

Policy Maker Action Plan

No.	Action Plan Item
1.	Introduce stricter regulations at the EU and national level, including overseeing of implementation, to encourage more responsible coverage of diversity and related fundamental human rights (both media organisations and CSOs supported this action).
2.	Support diversity/fundamental rights training at all levels within media organisations (management staff as well as production staff).
3.	Support media relations training for CSOs to assist them in improving their communication and advocacy skills.
4.	Encourage cooperation between CSOs and media organisations (inter-sectoral approach). For example, fund projects partnering CSOs and Media organisations.
5.	Support media awards for diversity at the national and European level.
6.	Fund study visits for media organisations to visit media organisations with well established diversity policies and programmes (for example, the BBC and UK Channel 4).
7.	Set up a fund to establish and support diversity/fundamental rights friendly media content produced by either media organisations or CSOs.
8.	Support networking projects, events and dialogue platforms, which facilitate exchanges of good/creative practices among media diversity projects, and media organisations and CSOs.
9.	Support the establishment of specialised courses on reporting diversity/fundamental rights in university journalism departments and journalism schools.
10.	Support an internet portal on Media and Diversity issues as a central platform to disseminate news and resources.