

# **“PANORAMA OF GOOD PRACTICES” IN DIVERSITY AND EQUALITY IN THE MEDIA**

## **OVERVIEW**

The aim of the *Plan for diversity and equality in audio-visual media* launched in March 2010 was, through dialogue and emulation, to enhance the diversity and equality in the ways our society is represented on television in the Wallonia-Brussels Federation. In addition to the regular quantitative analysis of the state of diversity and equality on French-speaking audio-visual channels in Belgium, it provided for the publication of a *Panorama*, a qualitative brochure designed to give examples of existing good practices, encourage the sharing of these practices and put new ones in place.

The first *Panorama* (2010) took stock of the various initiatives that had been taken in both Wallonia-Brussels and abroad. The aim was straightforward: to share experiences so that they could be widely disseminated. The different meetings with producers showed not only that it was possible to talk about diversity and equality but also that among the classic concerns of audio-visual professions, there were a number of positive but relatively unknown initiatives in favour of equality and diversity.

The second *Panorama* (2011) continued along the same lines but also discussed with players from not only the media but also associations and universities the results of the statistical analyses of the first *Equality and Diversity Barometer*, which they now needed to take into consideration. A break was taken to try to understand and draw early lessons that would help to make progress in other ways and propose possible solutions.

The third edition of this good practices guide (2013), which marked the end of the *Plan for diversity and equality in audio-visual media*, looked to the future. It provided producers with business enterprise diversity plans, professional tools and specific regulations existing abroad and asked them to assess their relevance for their everyday work, their organisation, structures and practices. With the future of audio-visual policy in mind, these ideas were submitted to the audio-visual players of the Wallonia-Brussels Federation. Their replies provided a map of what could be a future diversity and equality policy in the French-speaking Belgian audio-visual media, including the setting of own objectives and responsible self-evaluation.

The three *Panoramas* take a look at a wide variety of practices: recruitment policy, the diversity of political debates, charters of ethics, access to infrastructure, “cartes blanches” programmes, programmes produced by groups of citizens/viewers), the dynamics of “diversity” events, activities to raise the awareness of managers, work-linked training for young people from deprived areas, classes preparing for audio-visual professions, “diversity funds” for fiction, volunteer quotas, in-house training, representativeness in studios, databases of experts...

Les *Panoramas* (in French) can be consulted on: <http://www.csa.be/diversite>