

MEDIANE

Media in Europe for Diversity Inclusiveness



28-30 April 2014

MEDIANE THEMATIC ENCOUNTER

Practical
Information

Split City Museum – 28.4.14

Hotel Park – 29. – 30.4.14

SPLIT - Croatia

CMFE

COMMUNITY MEDIA FORUM EUROPE

GENZURA PLUS

UDRUGA ZA PROMICANJE Ljudskih prava i medijskih sloboda

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by the European Union
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EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

USEFUL INFORMATION

Arrival

The MEDIANE European Encounter will be held in Split at the Split City Museum on the first day, and second and third day will be held at the [Hotel Park](#).

On your arrival at the Split airport two options present themselves to arrive to the center of Split. One is by bus (the price of the ticket is 4,50 euros one way) and the second is by taxi (the price is 35 euros in one way).

The bus stops in the center of city, next to the ferry port.

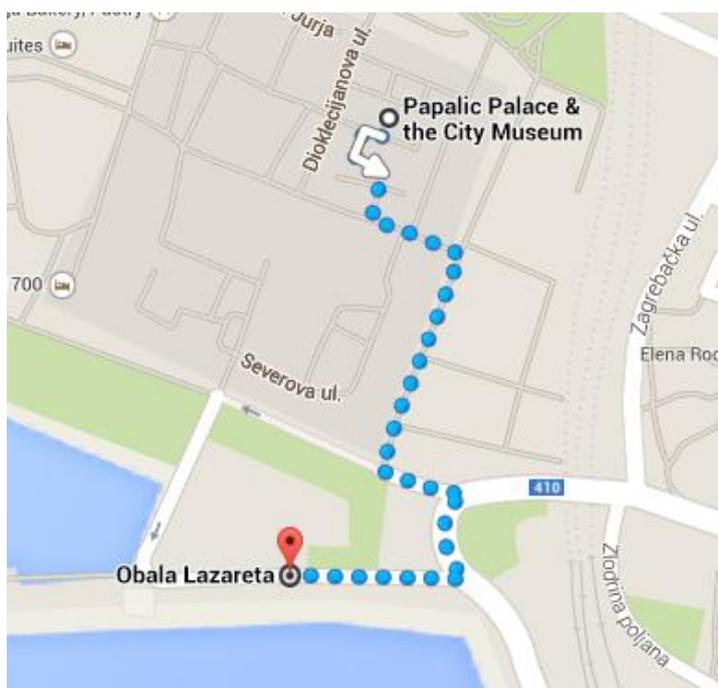
Remember that the taxi costs cannot be taken in charge and reimbursed by the MEDIANE EU/CoE joint-programme.

Conference

First day: Split City Museum, Papalic Palace 1, Split

<http://www.mgst.net/>

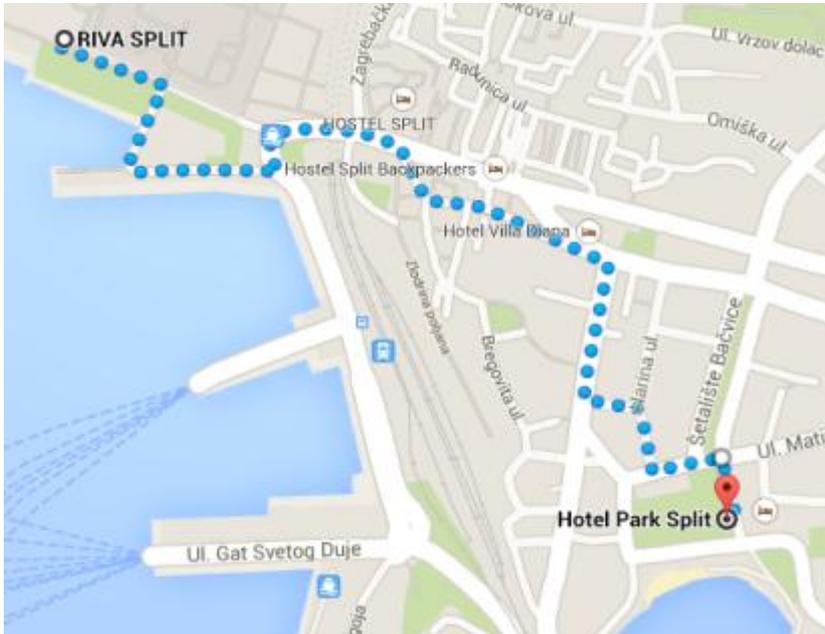
Participants should get out of the bus near the ferry harbour (Lazareta) and walk maximum 5 minutes to the Museum of the City of Split.



SECOND AND THIRD DAY: HOTEL PARK, HATZE PARK 3, SPLIT

<http://www.hotelpark-split.hr/>

The hotel is located in the elite part of town, next to the famous beach Bačvice, 10 minutes walking from the centre (Diocletian's Palace or Riva) and 5 minutes walking from the ferry, bus, and railway terminals.



Welcome dinner

Welcome dinner will be held at Reastaurant Adriatic Grašo, Uvala Baluni, 21000 Split.

T: +385 (0) 99 339 8560

www.adriaticgraso.com

Restaurant Adriatic - Grašo is located on Sustipan cliff at the foot of Marjan hill, just 10 minutes walk from the city center. That is a unique position with a view of the city lights, the beautiful sea and the islands of the archipelago.

USEFUL TELEPHONE NUMBERS

Police: 192

Emergencies/Ambulance: 112

MEDIA & DIVERSITY INCLUSIVENESS – WHAT IS THE PROBLEM?

Today, in Europe, too many people are not very visible; in fact some remain invisible, on screen!

Even worse, when these same groups appear in the media, they are confined to very specific roles and consigned to limited topics. Thus, as different groups are barely visible, they are being denied their voice in the democratic debate!

This is why the joint European Union (EU)/Council of Europe (CoE) MEDIANE – *Media in Europe for Diversity Inclusiveness* - programme has chosen to focus on the media's abilities and capacities to include diversities of today's European societies in the production process as well as in the design of media content, in particular of news that contributes to inform the public opinion.

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

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

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

Some key figures about the problem!

In Europe, only a quarter of news items feature women, even though they account for over half of the European population (GMMP, 2010)

Immigrants represent around 10% of the EU population (*Eurostat, 2011*); they appear for less than 5% of the main actors in the news (*Ter Wal, 2004*)

Lesbian, Gay, Bisexual and Transgender (LGBT) people account for roughly 6% of the population of the United Kingdom but are represented as less than 1% on screen

Still in the UK, 20% of the population is disabled, but they are less than 1% to be represented on British TV (*CDN 2009-10 Progress Report*)

In Belgium (CSA, 2012), persons with disabilities still appear in secondary roles and only as subjects in relation to disability

Still in Belgium, women and ethnic minorities appear mostly in secondary roles or as extras in the information (CSA 2012, AJPB 2011), rarely as an expert or a spokesperson

In France (CSA, 2008), while ethnic minorities account for 19% of actors in all TV news, they are represented more heavily in sports and music stories, than in political, social and economic news: more than a third, compared with less than 10%.

In Europe generally (Ter Wal, 2004), these minorities appear less than 5% in political coverage, with women (GMMP 2010) account for less than 5% of actors in the economic or scientific news

... Something to add?