

# MEDIANE

## *Media in Europe for Diversity Inclusiveness*

11 – 13 April 2014 **Thematic Encounter on Journalism Practice** *Draft  
Agenda*

University of Applied Sciences  
Wurzburg  
Germany



Funded  
by the European Union  
and the Council of Europe



COUNCIL OF EUROPE



Implemented  
by the Council of Europe



**OBJECTIVE** To improve media diversity inclusiveness through higher standards of journalism practice. The thematic encounter will have a focus on youth and women in the news.

**FRIDAY, 11 APRIL 2014**

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1.00 pm *Participants Arrival & Lunch*

2.00 pm **Introductory Session**

**Michael Busch**, President, Bavarian Journalists' Union

**Pamela Morinière**, Project Officer, European Federation of Journalists (EFJ)

**Eladio Fernandez Galiano**, Head of the Democratic Initiatives Department, Council of Europe (CoE)

2:30 pm **What is diversity inclusiveness?**

**Reynald Blion**, *Media & Diversity* and *Mediane Programme* Manager, CoE

3.00 pm **Soap Box** – *Youth and women in the news: where do professional practices and ethics lie?*

**Alexandra Haderlein**, Deputy Chairperson, BJV Youth Committee

**Janneke Van Heugten**, Journalist, VIDM

Interviewed by **Yuk Lan Wong**, European Federation of Journalists (EFJ)

3.30 pm *Q&A*

4.00 pm *Coffee break*

4:20 pm **Soap Box** - *Engaging news, engaging audience - What are the practices that engage audiences, through representation of a diverse group, engaging youth, women and young journalists, in the news.*

**Dr. Aralynn McMane**, Executive director for young readership development

**Andrea Heinze**, Journalist and spoke person of German League of Women Journalists

Interviewed by **Wolfgang Grebenhof**, DJV

4.50 pm *Q&A*

5:30 pm *End of Day I*

7:30 pm Welcoming dinner at Castle

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**SATURDAY, 12 APRIL 2014**

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9.00 am **Soap box** - *Towards and ethical environment in the media: Impacting working conditions- How is ethics reflected in working conditions and policies in place? How can the social dialogue impact on journalism ethics? How to combine press freedom and inclusivity?*

**Ulrike Kaiser**, DJV Quality Journalism Initiative

**Martine Simonis**, General Secretary, AJPB

Interviewed by **Pamela Morinière**, European Federation of Journalists

9.30 am **The Mediane Box on Media Diversity Inclusiveness** – *Presentation*

**Reynald Blion**, *Media & Diversity* and *Mediane Programme* Manager, CoE

10.00 am **Working Group** – *Ethics and Journalism Practice in action: making inclusive gender equality in news reporting-learning by sharing*

*Participants share their own experiences and successful stories on making gender inclusive in news reporting.*

*Participants will be divided into TWO working groups to brainstorm and come up with an inventory list and their needs. These will feed into the MEDIANE box.*

*Facilitators* **Kerstin Klamorth**, Gender Council  
**Villy Dall**, Danish Journalists' Union

**Pamela Morinière**, Gender and projects officer, EFJ

**Rainer Reichert**, DJV

*English and French translation available for one of the working group*

*Coffee break included*

12.00 am **Introduction on EEMPs** - European Exchanges of Media Practices

*Speed-dating session for pairing media professionals and union officers to exchange practices and experiences. What can we learn from each other? What do others have and we don't to create a diverse and inclusive media?*

1.00 pm *Lunch*

2.00 pm **Reporting** back from the working groups

2.30 pm **Workshop** – *The workshop aims to allow participants exchange further on best practices examples and finding ways to improve journalism practices in the field of diversity inclusiveness. Each working group will have to produce an inventory list which will feed into the MEDIANE Box.*

Group 1 **Including youth and women in the unions**

*This is a union oriented workshop to assess and exchange on practices to involve youth and women in the unions and better support them in the workplace.*

Facilitator **Alexandra Haderlein**, Deputy Chairperson, BJV Youth Committee  
**Mette Schmidt Rasmussen**, journalist & members of National Executive Committee at Danish Journalists' Union

Group 2 **Women and youth in the media**

*This group will look into ethical issues and journalism practices related to youth and women in the media environment. It will examine current practices and norms of news media, including also online journalism, blogging, digital photojournalism, social media and citizen journalism. Are women and youth better or worse represented online? How do we utilize the media to engage youth and women in the news?*

Moderator **Dr. Aralynn McMane**, executive director for young readership development  
**Pamela Moriniere**, EFJ

*Coffee break included*

**4.30 pm Media visits – what is the reality of daily practices in the newsroom?**

*Participants will be invited to meet colleagues working in different newsrooms or training schools to see how the daily practices of journalists and journalism training can include diversity inclusiveness. These visits will help deepen our discussions and exchanges on developing best practices examples and tools (for the MEDIANE BOX) to achieve diversity inclusiveness in our daily practices. Each group will report back their experiences and findings the next day and share with other participants.*

Group I **Main Post** - local newspaper in Würzburg with a daily circulation of 140.000 copies

Facilitator **Andreas Bittner, DJV**

Group II **Bayerischer Rundfunk**, Public TV and radio station

Facilitator **Michael Klehm, DJV**

Group III **Journalism school** of the University of Applied Sciences

Facilitator **Prof. Dr. Dagmar Unz**, University of Applied Sciences

7.30 pm *Free evening*

9.30 am **Reporting back**

- I. Working group report
- II. Media visits report

*11.00 am Coffee break*

11:30 am **Media Exchanges – Finding the perfect partner**

12.15 am **Conclusions**

**Prof. Dr. Dagmar Unz**, University of Applied Sciences

**Andreas K. Bittner**, treasurer and member of EFJ Steering Committee

**Reynald Blion**, Media & Diversity and Mediane Programme Manager, CoE

*1.00 pm Departure of participants*

**1.30 pm EFJ MEDIANE Group meeting** (for EFJ members only)

**PARTICIPANTS’  
COMMITMENT**

Each **participant** will be **asked to bring one or two examples of media practices** that he/she developed and he/she considered as being an inclusive approach of diversity in media content design and production.

Each **participant** must be aware that the first encounter will **encourage on building pairs** that will **commit in European Exchanges** of Media Practices:

[www.coe.int/t/dg4/cultureheritage/culture/Mediane/exchanges\\_en.asp](http://www.coe.int/t/dg4/cultureheritage/culture/Mediane/exchanges_en.asp)

During the **last encounter**, **participants** will be **asked to present the joint work output** they will have produced during their exchanges, to share their main feedbacks on their exchange experiences and to deliver recommendations and guidelines for MEDIANE Index building

([www.coe.int/t/dg4/cultureheritage/culture/Mediane/index\\_en.asp](http://www.coe.int/t/dg4/cultureheritage/culture/Mediane/index_en.asp))

regarding diversity inclusiveness in the field media production.

To summarise, once **participants** commit to be part of one of the encounters, they also **commit:**

- to **bring examples** of journalism practice,
- to build a pair and **to be part of at least one European Exchange** of Media Practice

**CONDITIONS OF  
PARTICIPATION**

**Participants living outside the hosting country** will be provided a **prepaid ticket** by the EU/CoE MEDIANE Joint Initiative (Contact – Ellsworth Camilleri, [ellsworth.camilleri@coe.int](mailto:ellsworth.camilleri@coe.int))

**Participants living outside city** and needing accommodation will be provided a per diem of **130€ per night spent in the city** (hotel invoice to be provided) and **each participant is asked to organise his/her own accommodation** (list of hotels available on request)

**National participants living outside the city** will have their **travel costs reimbursed** (invoice to be provided)

Per diem and travel costs will be **reimbursed** via **bank transfer after the encounter**; a minimum of 6 weeks is needed before participants receive their reimbursement.



## 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?*