



# MEDIANE

## *Media in Europe for Diversity Inclusiveness*

*A 2013-2014 EUROPEAN UNION / COUNCIL OF EUROPE JOINT INITIATIVE*

### **MEDIANE THEMATIC ENCOUNTERS**

*Towards an Inclusive Approach in  
Media Content Design & Production*

**DRAFT AGENDA**

**12.-14. SEPTEMBER 13**

**PALACIO DE AIETE**

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**CMFE**

COMMUNITY MEDIA FORUM EUROPE



Donostiako Udala  
Ayuntamiento de San Sebastián



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by the European Union  
and the Council of Europe



EUROPEAN UNION

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CONSEIL DE L'EUROPE

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Implemented  
by the Council of Europe



## OBJECTIVES

To raise awareness among media professionals, via co-production and co-distribution ventures, about the principles of diversity inclusiveness for building innovative modes of production of truly inclusive media contents.

To encourage pairings of media professionals to be involved in a mid-term process (within the next 6 months) of co-research, co-produce and co-disseminate high-quality, professional and inclusive media reports (TV, Print Press, Radio, Online).

To contribute to the definition of conditions and criteria for media content to be inclusive and for increasing media capabilities to include diversity in the production process.

To contribute to the development of European network of media professionals for inclusive media coverage to enrich media contents while ensuring that everyone participates in public and democratic debates.

## AGENDA

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### THURSDAY, SEPTEMBER, 12, 2013

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2.30 pm

#### INTRODUCTORY SESSION

**Agus HERNAN**, PausuMedia

**Reynald BLION**, *Media & Diversity* and *MEDIANE* Manager, Council of Europe

**Stefan TENNER**, *MEDIANE* Coordinator, CMFE

**Diane KEMP**, *MEDIANE* Encounter Consultant, *BCU School of Media*

*Plenary Session*

*Simultaneous interpretation in **English & French***

3.15 pm

**DIVERSITY INCLUSIVENESS IN NEWS REPORTING** – Quiz & Presentation of current news reports for analysing their diversity inclusiveness

**Reynald BLION**, *Media & Diversity* and *MEDIANE* Manager, Council of Europe

**Diane KEMP**, *MEDIANE* Encounter Consultant, *BCU School of Media*

3.45 pm

**PRACTICAL WORKSHOPS** on Media Diversity Inclusiveness in Media Production – Overview on media practices & initiatives, results and impact based on examples of media reports of the participants

*Participants will present their own material and media practices. Each group present in 4 shifts with each time 3 participants present 5 minutes presentation. After presentations, 10 minutes discussion about these topics and media background and analysis about diversity inclusiveness in participants' media practices.*

*Facilitators*     **Larry FERGESON**, Director, *CCMC*  
**Diane KEMP**, *MEDIANE* Consultant, *BCU School of Media*  
**Stefan TENNER**, *MEDIANE* Coordinator, *CMFE*

*3 Working groups*  
*Coffee break included in the working group session*

6.00 pm     **WORKSHOPS' CONCLUSIONS**

*Facilitators*     **Larry FERGESON**, Director, *CCMC*  
**Diane KEMP**, *MEDIANE* Consultant, *BCU School of Media*  
**Stefan TENNER**, *MEDIANE* Coordinator, *CMFE*

*Plenary Session*  
*Simultaneous interpretation in **English & French***

**7.30 pm**     **DINNER**



**Restaurante NI NEU**

Avda de la Zurriola, 1

20002 Donostia - San Sebastián

Tel – 34 943 00 31 62

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**FRIDAY, SEPTEMBER, 13, 2013**

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9.00 am     **INTRODUCTION**

**Reynald BLION**, *Media & Diversity* and *MEDIANE* Manager, Council of Europe  
**Diane KEMP**, *MEDIANE* Encounter Consultant, *BCU School of Media*

*Plenary Session*  
*Simultaneous interpretation in **English & French***

9.30 am     **PRACTICAL WORKSHOPS** on guidelines for implementing and improving media diversity inclusiveness in media production – *First session*

*"What limits you?" - Each group needs to answer this question regarding own limits on news reporting, while include diversity in the topics and media outlets they working for and start to discuss about, how to overcome these limits on a practical way, using examples of practices introduced previously. Participants will start to*

*analyse their own conditions of production and share experiences and concrete solutions with other participants, on how to improve diversity inclusiveness and give each other answers.*

*Facilitators*      **Larry FERGESON**, Director, CCMC  
**Diane KEMP**, MEDIANE Consultant, BCU School of Media  
**Stefan TENNER**, MEDIANE Coordinator, CMFE

*3 Working Groups*

10.30 am      *Coffee Break*

11.00 am      **DIVERSITY & THE CITY OF SAN SEBASTIAN**

**Juan Karlos IZAGIRRE**, Mayor, City of San Sebastian / Donostia

**Martxelo OTAMENDI**, Director, *Berria*

**Aitziber ZAPIRAIN**, Coordinator, *Antxeta Irratia*

**Reynald BLION**, *Media & Diversity* and *MEDIANE* Manager, Council of Europe

*Plenary Session*

*Simultaneous interpretation in **English, French, Spanish and Basque***

11.30 am      **PRACTICAL WORKSHOPS** on guidelines for implementing and improving media diversity inclusiveness in media production – *Second session*

*"How to improve & guarantee?" - Discussion in Duos and later presentation in the working group. Participants will have to develop together concrete activities in their own media / daily work for improving and ensuring inclusion of diversity in media content design and production*

*Facilitators*      **Larry FERGESON**, Director, CCMC  
**Diane KEMP**, MEDIANE Consultant, BCU School of Media  
**Stefan TENNER**, MEDIANE Coordinator, CMFE

*3 Working Groups*

1.00 pm      *Lunch*

2.30 pm      Introduction on **MEDIANE EUROPEAN EXCHANGES OF MEDIA PRACTICES**

**Anna FRENYO**, MEDIANE Exchanges Consultant

*Plenary Session*

*Simultaneous interpretation in **English & French***

3.00 pm **SPEED-DATING SESSION** for pairing media professionals to implement common MEDIANE activities, including the Production and European Exchanges of Media Practices, Time for researches and first drafts

*Building duos within 10 minutes frames, to exchange concrete EEMP's plans*

*Facilitators* **Larry FERGESON**, Director, CCMC  
**Diane KEMP**, MEDIANE Consultant, BCU School of Media

*Coffee break included in the session*

4.30 pm **WORKING SESSION BY PAIRS** to define and prepare a draft joint work proposal for their planned exchanges

6.30 pm *End of the Day / Free Evening*

## **SATURDAY, SEPTEMBER, 14, 2013**

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9.00 am Introduction on **MEDIA INDEX ON DIVERSITY INCLUSIVENESS** (MIDI) and potential contribution of the exchanges to its development

**Reynald BLION**, *Media & Diversity* and *MEDIANE* Manager, Council of Europe

*Plenary Session*

*Simultaneous interpretation in **English & French***

9.30 am **WORKSHOPS ON JOINT WORK PROPOSALS** for the exchanges

*Within each group, each pair will be asked to present their joint work proposal and to discuss it with participants.*

*Each working group will have to present, during the conclusion session, to summarise the main guidelines given to each pair of production to enrich and improve their proposal in relation to media diversity inclusiveness.*

*During this session, each working group will be invited also to imagine an online supportive platform for its members who will be involved in a process of co-production during the 6 months following the encounter.*

*Each working group will end by an online registration session to EEMPs and so participants are invited to bring their own laptop.*

*Facilitators* **Larry FERGESON**, Director, CCMC  
**Diane KEMP**, MEDIANE Consultant, BCU School of Media  
**Stefan TENNER**, MEDIANE Coordinator, CMFE

11.00 am *Coffee Break*

11.30 am **CONCLUSIONS** of the **JWP WORKSHOPS**

*Facilitators* **Larry FERGESON**, Director, *CCMC*  
**Diane KEMP**, MEDIANE Consultant, *BCU School of Media*  
**Stefan TENNER**, MEDIANE Coordinator, CMFE

*Plenary Session*  
*Simultaneous interpretation in **English & French***

12.30 pm **CONCLUSIONS** & Next Steps

**Diane KEMP**, MEDIANE Encounter Consultant, *BCU School of Media*

**Stefan TENNER**, MEDIANE Coordinator, CMFE

**Agus HERNAN**, PausuMedia

**Reynald BLION**, *Media & Diversity* and *MEDIANE* Manager, Council of Europe

*Plenary Session*  
*Simultaneous interpretation in **English & French***

1.00 pm *Departure of participants*

**PARTICIPANTS' COMMITMENT**

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

Each **participant** must be aware that the encounter will **focus 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 a **second encounter, participants** will be **asked to present the report** they will have produced during their exchanges, to share their main feedbacks on their exchange experiences and to deliver recommendations and criteria for the 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 of media production.

To summarise, once **participants** commit to be part of this encounter, they also **commit**:

- to **bring examples** of media reports,
- to build a pair and **to be part of at least one European Exchange** of Media Practice
- **to be part of a second encounter** for which the location and dates are still to be confirmed.

**CONDITIONS OF PARTICIPATION**

**Participants living outside Spain** 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 San Sebastian** 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.

**CONTACTS**

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**Agus Hernan**  
PausuMedia  
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## 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 designing 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 ongoing 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 a one-to-one basis, through the 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 influences the agenda (what to think about) and the public's perception (how to think) of contemporary debates. This is why the CoE of Europe considers truly inclusive information - where people can participate as witnesses, players, producers etc. - which is 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?***