



**Workshop
Information & Diversity in Europe
Focus on recruitment and editorial choices**

*Thursday 8th October 2009 - Palais de l'Europe
9.15-12.15*

Council of Europe / Speak out against discrimination Campaign

CONTENT

For more than 15 years, or less for others, several European media, in particular the audiovisual ones, have been developing various voluntary actions both in recruitment policies and editorial lines. These voluntary actions aim at promoting the expression of diversity and at fighting against discrimination within our European societies. Today, these voluntary practices are spreading all over Europe. But a lot of questions are being raised regarding their results, their limits and their real global impact. Based on concrete examples taken from Hungarian, Turkish, British, French or Italian editors and broadcasters, the workshop « *Information & Diversity in Europe; What recruitment for what content?* », organised in the framework of the *Speak out against discrimination* Campaign of the Council of Europe, wants to highlight these various practices and to encourage the exchange with participants in the workshop who come from different media and European countries. With this exchange on practices, this workshop aims at reflecting on possible actions to be initiated within the media industry for strengthening the fight against discrimination and the promotion of diversity in Europe.

FACILITATOR

Réjane EREAU, Chief Editor, Respect Magazine - France

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CONTRIBUTORS

BBC – Sue Caro, Senior Diversity Manager - London – United Kingdom

CDN - Cultural Diversity Network (British TVs Network (BBC, Chanel 4, ITN...)) – Robin Elias, Managing Editor ITN, ITV - London – United Kingdom

France Télévisions – Marijosé Alie – Coordinator for diversity / Member of the France Télévisions Committee on Diversity – Paris – France

La Repubblica – Gennaro Schettino, Chief Editor, Rome – Italy

MTV – Magyar Televisio, Hungarian Public Television – Judith Klein, Head of the Diversity Department - Budapest – Hungary

Radio France – Jean-Luc Aplogan, Responsible for diversity and integration - Paris – France

The Creative Collective Media Limited – Joy Francis, Managing Director – London – United Kingdom

TRT – Turkish Public Radio and Television – Semra Güzel Korver, Documentary director / Producer, in charge of diversity - Istanbul – Turkey

VRT - Flemish Public Radio Television – Gianni Marzo, Responsible for diversity, Brussels – Belgium

OBSERVERS

Eric MACE – Sociologist – Université de Bordeaux – Author of CSA Report on *Perception de la diversité dans les programmes de télévision*

ALIE Marijosé - France

France Télévisions

Directrice en charge des relations culturelles et de la coopération régionale

Coordinatrice pour la représentation de la diversité dans les programmes de France Télévisions. Membre du Comité Diversité de France Télévisions

Created in 2000, **France Televisions** is the first French broadcasting group: every day, it is 4 Frenchmen on 10 that look at the programs of our chains. Public service to treat it, the group has a role in this respect in the social



and cultural life which imposes on the group an ambition and a constant requirement in the definition of its offer of programs / Créé en 2000, France Télévisions est le premier groupe audiovisuel français : chaque jour, ce sont près de 4 Français sur 10 qui regardent les programmes de nos chaînes. Service public de l'audiovisuel, le groupe possède à cet égard un rôle dans la vie sociale et culturelle qui lui impose une ambition et une exigence

constante dans la définition de son offre de programmes. Une première délégation à l'Intégration et à la Diversité a été créée en 2003 au sein du groupe France Télévisions. Par la suite, le Groupe Télévisions a créé en 2009 un comité Diversité présidé par M. Hervé Bourges. Ce Comité a pour objectif de mettre en place des indicateurs de suivi et d'aider le groupe à promouvoir la diversité tant à l'écran que dans l'entreprise.

Née en 1951, **Marijose Alie** est titulaire d'une licence de sociologie et diplômée de l'Ecole Supérieure de Journalisme de Paris. Elle débute sa carrière en 1973 à l'ORTF en Martinique avant de devenir présentatrice du JT



de FR3Bourgogne en 1977. Journaliste à FR3 Martinique en 1980, elle rejoint RFO Martinique à sa création et devient grand reporter en 1989, puis rédacteur en chef régional. En 1993. Elle est appelée à la rédaction parisienne en 1996 comme directeur adjoint de l'Information et devient 2 ans plus tard rédacteur en chef chargée de la conception et du suivi éditorial des magazines. En 1999, elle est la première femme désignée au poste de directeur régional de RFO Martinique. De retour à Paris trois ans plus tard, elle est nommée directrice des Relations internationales. Depuis

novembre 2004, elle mène le projet musical «9 semaines et un jour», et devient en février 2005 directrice en charge des Relations culturelles et de la Coopération à RFO. En 2008, elle initie l'émission «France Ô Folies» qui met en lumière de jeunes talents musicaux de la banlieue parisienne. Depuis mars 2009, elle est chargée par Patrick de Carolis, président de France Télévisions, d'assurer la réflexion sur la représentation de la diversité dans les programmes pour toutes les chaînes de France Télévisions. Elle est chevalier de l'ordre national du mérite. En février dernier, elle a publié un recueil de Poèmes intitulé *Elle & Elle*.

APLOGAN Jean-Luc - France

Radio France

Chargé de mission auprès du président pour la diversité culturelle et l'intégration

First French radio group, with 13,2 million daily listeners, **Radio France** is the cultural reference firm, with its 7 radios and his web radios: France Inter, France Information, France Blue, France Culture, France Music, FIP and Mouv '. France Bleu : a network of 41 local radios, 29 reporters in residence, 5 local micro-programmes, 1 head of network and 5 radio creation Workshops.> + of 600 journalists. 501 336 hours of programs broadcast in 2007. + of 400 available programs in podcast. 17 880 467 downloadings for «



podcast » of Radio France over April-June, 2008, that is about 196 400 downloadings a day /

Premier groupe radiophonique français, avec 13,2 millions d'auditeurs quotidiens, Radio France est l'entreprise culturelle de référence, avec ses 7 radios et ses web radios: France Inter, France Info, France Bleu, France Culture, France Musique, FIP et le Mouv'. France Bleu : un réseau de 41 radios locales, 29 reporters en résidence, 5 micros-locales, 1 tête de réseau et 5 Ateliers de Création radiophoniques. > + de 600 journalistes. 501 336 heures de programmes diffusés en 2007. + de 400 émissions disponibles en podcast. 17 880 467 téléchargements pour l'offre « podcast » de Radio France sur avril-juin 2008, soit environ 196 400 téléchargements par jour.

Jean-Luc APLOGAN est né le 21 février 1962. Délégué à la Diversité culturelle et à l'intégration du groupe Radio France, depuis septembre 2004. Journaliste d'origine béninoise, a fait des études de Lettres modernes et de



sociologie à l'université nationale du Bénin 1986, début de sa carrière de journaliste à la radio nationale du Bénin et dans la presse écrite du Bénin. De 1990 à 2004, correspondant régional de Radio France Internationale (RFI). Basé à Cotonou au Bénin, il couvrait le Bénin, le Nigeria, le Togo et le Ghana. Correspondant aussi du quotidien La Croix au Nigeria. De 1994 à 1998, correspondant de reporters sans frontières au Bénin. De 1995 à 2001, du journal économique, La Lettre Afrique Expansion. De 1994 à 2004, correspondant de l'agence de presse britannique REUTERS. Il a aussi collaboré

de façon ponctuelle avec des médias français comme Libération, Le Monde diplomatique. Jean-Luc APLOGAN est membre du Club Averroès et du 21ème siècle

CARO Sue - United Kingdom / Royaume-Uni

BBC Diversity Centre

Senior Diversity Manager

The **BBC** is one of the world's leading media organisations. Its mission is to 'enrich people's lives with Programmes and services that inform, educate and entertain'. They see their audience 'at the heart of everything' that they do. The Diversity Centre within the BBC has the sole purpose of promoting and ensuring Diversity in this huge organisation. By establishing clear goals in diversity employment the BBC can measure and fully evaluate an initiative when it has run its course. To achieve these targets certain initiatives have been put in place. All staffs are



given training courses on diversity, from online training to practical courses in how to reach out and find diverse contributors. This helps to produce inclusive Programming and supports other initiatives by laying a clear foundation of understanding / La BBC est l'une des organisations médiatiques les plus importantes au monde. Sa mission est d'enrichir la vie des gens grâce à des programmes et services qui informent, éduquent et divertissent. Le *Diversity*

Centre créé au sein de la BBC a pour but de promouvoir la diversité dans l'ensemble de cette immense organisation. Ayant établi des objectifs précis en matière de recrutement de personnes issues de la diversité, la BBC a les moyens de mesurer et d'évaluer pleinement une initiative menée à son terme. Pour atteindre ses objectifs, un certain nombre d'actions ont été entreprises ; ainsi, l'ensemble du personnel bénéficie de formations, depuis des outils en ligne jusqu'à des ateliers pratiques destinés à identifier et cibler des contributeurs de diverses origines. Cette démarche favorise la production de programmes qui touchent le plus grand nombre et contribuent à une meilleure compréhension mutuelle.

Sue Caro is a Senior Diversity Manager at the BBC, promoting the business and creative case for diversity; internally and externally, nationally and internationally. She interacts and works with senior management and other BBC colleagues, internal staff networks, external opinion formers and interest groups, license fee payers, a wide range of diverse talent and represents the BBC at events both in the UK and overseas. Before she took up her current role



she worked in production, commissioning and editorial management for ITN, Channel 4, ITV, Sky - and in the independent production sector. She began my TV career working in News, historically a very male dominated and macho area of production. Many of her ideas about diversity and inclusivity were forged in the deadline focused, adrenaline fuelled environment of news where for example women's issues were dismissed by the all male News Editors as 'minority' interests'.

ELIAS Robin - United Kingdom / Royaume-Uni

Cultural Diversity Network

Managing editor of ITV News / Représentant de ITN au sein du CDN

For over 50 years, **ITN News** has built a strong reputation as the UK's leading provider of independent broadcast news, delivering powerful, authoritative, world-class coverage. ITN News produces high-quality news programming for the country's two biggest commercial broadcasters, ITV1 and Channel 4. It also provides regular news updates online and on mobile. ITN has won countless prestigious awards across the globe including International Emmys, Monte Carlo and RTS awards.



Robin has worked in television news for more than 25 years, and was programme editor during some of the defining moments of the last quarter century. He started his career as a local newspaper reporter in Surrey. He worked in Fleet Street, and from there he joined ITN. He was made Managing Editor in 2003. In this role he has responsibility for more than 100 journalists working for ITV News. He has a particular interest in Diversity issues, and has been a member of the Cultural Diversity Network for four years. Robin is married with two children, and is a keen cyclist.

EREAU Réjane - France

Respect Magazine

Rédactrice en chef Respectmag.com

Rédactrice en chef International / Cultures

Respect Magazine : magazine « porte-voix » d'une génération ouverte à sa diversité, abordant les questions de société (culture, emploi, politique, lien social, etc.) sous l'angle d'une pluralité de regards, dans une volonté de dépasser les préjugés et les cloisonnements, créer des passerelles, favoriser la rencontre et l'identification de solutions. Equipe éditoriale reconnue en France et à l'international pour son expertise et son engagement sur les questions de diversité, de jeunesse et de vivre-ensemble, constituée de gens d'horizons sociaux, culturels et professionnels différents (journalistes, acteurs associatifs, entrepreneurs, artistes, historiens, étudiants...) Edition trimestrielle en kiosque (diffusion en France métropolitaine et outremer) et édition en ligne. www.respectmag.com



Journaliste, rédactrice en chef International et Culture de Respect Magazine, rédactrice en chef de Respectmag.com, **Réjane Ereau** a travaillé comme reporter et grand reporter en édition, presse magazine et télévision sur des sujets « peuples et territoires », « entrepreneuriat social » et « cultures alternatives ».

FRANCIS Joy - United Kingdom / Royaume-Uni

The Creative Collective Media Limited

Managing director

The Creative Collective (Media) Ltd is a media and organisational development consultancy established in 2000. We positively engage organisations to implement the tools to communicate with their target audience, develop their workforce and create sustainable initiatives. We deliver through consultancy, training and events. Our areas of



specialism include diversity and equalities, media relations, PR and strategic communications, public/community engagement, positive action internship/mentoring programmes and social enterprise development. In 2007, The Creative Collective, in partnership with the British Council Southern Africa's science

communication programme, launched the continent's first African Science Cafés, which has been recognised as a model of good practice by the Wellcome Trust.



An experienced journalist, editor and trainer, **Joy Francis** has written and broadcast on diversity, the arts, social policy and the media since 1992. In 2000 she was runner up in the Commission for Racial Equality Race in the Media Award. That year she also launched the UK's first national print media internship programme for black and minority ethnic journalism students, which ran for three years. This internship model has been adapted for the PR industry and has been a rolling programme since 2006 at Transport for London's Press Office. The Creative Collective's initiative was this year recognised by the European Commission as a top 30 media diversity project in Europe.

GÜZEL KORVER Semra – Turkey / Turquie

TRT

Productrice / Documentariste

Director of educational and Cultural Programmes Department



Turkish Radio and Television Corporation, TRT, was set up as a public corporation on May 1, 1964 on the basis of a special law for the transmission of radio and television broadcasts. Steadily developing since its inception, TRT has increased the number of its TV and radio channels, adding, in the meantime, teletext and Internet services to its radio and television broadcasts. TRT, boasting 2 international and 5 national TV channels, 15

radio channels including the Voice of Turkey which broadcasts in 29 languages, a Teletext service on TRT 1, TRT2 and TRT INT and its web site (www.trt.net.tr) has today evolved into a universal broadcasting corporation.



Semra GÜZEL KORVER. She graduated from Istanbul University Communication Faculty Radio-TV. master degree. She worked as director assistant, researcher and director for VTR Production in advertisements, news, documentaries, video clips between 1992-98. She has been working as director and producer at TRT since 1999. She made a lot of TV documentaries, and cultural TV programmes at TRT. Now she is director of Educational and Cultural Programme Department. She is board member of EBU Diversity and Intercultural Group and Head of the Association of Documentary Filmmakers in Türkiye.

KLEIN Judit - Hungary / Hongrie

MTV Hungarian Television Co.

Head of Department

MTV is the public service television in Hungary. Started to broadcast 1957. Has two channels, one is terrestrial one is satellite. My department is 31 years old; we started to produce programs in the languages of the minorities, living in Hungary. We produce 4 hours a week for all 13 minorities.



Judit Klein started to work for the public service radio during my studies and continued almost 10 years ago for MTV. She works in one of the regional studios of MTV. She works also as a producer for MTV and is responsible for the minority programs.

MACE Eric - France

Université de Bordeaux - Département de sociologie - LAPSAC - CADIS

Chercheur



Université de Bordeaux – Département de sociologie – Laboratoire d'Analyse des Problèmes Sociaux et de l'Action Collective (LAPSAC) / University of Bordeaux – Department of Sociology – Laboratory for the Analysis of Social Problems and Collective Action (LAPSAC)

Eric Macé est professeur à l'Université de Bordeaux où il enseigne la sociologie des médias, des genres et des ethnicités. Il a publié en 2008 une étude pour le Conseil Supérieur de l'Audiovisuel sur les représentations ethnoracialisées des personnes apparaissant dans les programmes de la télévision française. Il dirige actuellement une recherche sur les discriminations sexistes et ethnoraciales en France dans les domaines de l'école, du travail, de la politique et des médias / Eric Mace is professor at the University of Bordeaux, where he teaches Sociology and Cultural Studies. He has published a study in 2008 for the High Council for Audiovisual on race representations in French television programs. He currently leads a research on gender and racial discriminations in France in the areas of school, work, politics and media.



MARZO Gianni - Belgium / Belgique

VRT - Vlaamse Radio en Televisieomroep

Stalmedewerker beleidsondersteuning cel diversiteit

The Flemish Radio- and Television Network (VRT) is the public broadcasting network of the Flemish Community. The VRT's objective is to 'reach a maximum number of viewers and listeners with a range of programmes which excite and satisfy the interest of viewers and listeners. This objective and the conditions associated with it, are laid down in the coordinated media decrees as well as in the management contract with the Flemish government. The management contract regulates the rights and obligations of the Flemish Community and the VRT, and specifies the annual financial envelop granted by the Flemish government. The first two management contracts (1997-2001 and 2002-2006) were closed successfully. The third management contract extends until the end of 2011. **The VRT Diversity Unit** - The VRT diversity unit has been installed within the Flemish Public Broadcaster in 2003. It's mission is to implement diversity in both tv and radio programming of the VRT, as well as in the personnel working for it. Ethnic minorities and disabled people are the



core business of the VRT diversity policy and the diversity cell, which however also focuses on gender, age and sexual orientation issues. This policy implies a series of affirmative action towards minority groups. The cell provides general and specialized training, structural support and advice on diversity issues for all programme makers. In this, it tries to work as inclusive as possible. It also organises different actions and activities to attract and recruit people from minority groups: introduction days and interactive workshops for youngsters and a hands-on training programme for media talents. The diversity cell also creates new networks with different minority groups, and tries to connect the public broadcasters with these groups. Our goal is to make both our programs and our staffs more diverse, to make sure that our public broadcaster reflects the Flemish society in his whole, which is as a very diverse one. Apart from constantly advising and working together with programme makers and the broadcaster's Television and Radio management, and also creating new networks between the ethnic minority communities and our broadcaster, we organise the following activities:



Gianni Marzo studied at the University of Leuven, and got a master degree in classical philology and ancient culture, arts & literature. He worked for several non-profit organisations and NGO's in Flanders and Brussels that focus on integration, ethnic minorities, equal opportunities and diversity, including the Regional Integration Centre of Brussels and the Forum of Ethnic Minorities, a national NGO, where he worked on the field of equal rights and opportunities within media and education. During several years he worked on a freelance basis for several regional Radio stations in Flanders and Brussels, mainly as a musical journalist and music programmer. In 2005, he started to work for the Diversity Unit of the VRT (Vlaamse Radio- en Televisieomroep), the public broadcaster for the Flemish community of Belgium.

SCHETTINO Gennaro - Italy / Italie

Metropoli / La Repubblica

Rédacteur en chef / Journaliste