



Plenary Session
Information & Diversity in Europe
The next steps

Thursday 8th October 2009 - Palais de l'Europe
2.00 pm – 4.00 pm

Council of Europe / *Speak out against discrimination* Campaign

CONTENT

In Europe, the fight against discrimination and the promotion of cultural diversity of European societies within the media industry are major issues of social cohesion and intercultural dialogue. Because the media and their professionals contribute to informing the public and building opinion, the production and dissemination of high quality and professional information should contribute to the fight against discrimination and to the expression of cultural diversity.

In several European countries, various initiatives have been developed either by law, in particular for broadcasters, or by media stakeholders themselves (editors, broadcasters, journalists...) in order to produce and disseminate information that contributes – at least does not unsettle – social cohesion. Based on a first survey made within the framework of the *Speak out against discrimination* of the Council of Europe, this plenary session will present a state-of-the-art of the actions initiated in Europe, in particular in terms of ethics, and action proposals for the future.

The various European networks of editors, broadcasters, journalists, of regulatory and self-regulatory bodies and also the participants, will be asked to improve, to discuss, to criticize and to complete this state-of-the-arts and the proposals in order to find ways to go forward with the fight against discrimination and the expression of cultural diversity in the information produced and disseminated by the media industry in Europe.

FACILITATOR

Ahmed El Keiy, Journalist, *Toutes les France* - France Ô / *ForumDEBAT* - BeurFM - France

Kattia Hernandez Ocana, Producer / Documentary maker, RTP - Portugal

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CONTRIBUTORS

- ACT** Association of Commercial Televisions in Europe - Mr BIGGAM Ross, General Director
- AEJ** Association of European Journalists – Zdenko DUKA, member of the AEJ Executive Committee, AEJ Croatia
- AIPCE** Alliance of independent press councils in Europe
Ms Ella WASSINK, Public Relations Manager, Deutscher Presserat, former 2008 chairmanship of the AIPCE
William GORE, Public affairs director, PCC UK (AIPCE Secretariat)
- CMFE** Community Media Forum Europe - Mme Nadia BELLARDI Nadia, deputy chair
- EBU** European Broadcasting Union - Mr Frans Jennekens, Journalist, Chairman EBU Intercultural and Diversity Group / Head of NPS Diversity Department (The Netherlands)
- IFJ** International Federation of Journalists – Mme Pamela POLINIÈRE, Ethical Journalism Initiative Manager
- WAN / IFRA** World Association of Newspapers and News Publishers - Ms Mirjana Milosevic, Deputy director Press Freedom and Development Programmes

OBSERVERS

- M. Stephen Whittle**, Consultant, Chair Broadcast Training & Skills Regulator – London – United Kingdom

BELLARDI Nadia - Switzerland / Suisse

Community Media Forum in Europe

Deputy chair

The **CMFE** was founded to strengthen the participation of the "Third Media Sector" in European discussion and decision-making processes at a moment when freedom of expression and free access to information are increasingly endangered by the consequences of concentration in the media field. The "Third Media Sector" is made up of non profit-making media serving a local community and has as such a clearly distinct identity alongside the national public service sector and private commercial media. The CMFE is a common platform for networks, national federations and projects active within this sector. On the one hand, it enables the participating organisations to bring up their concerns on a European and international level and, on the other hand, it represents a channel through which European institutions can spread information on relevant questions to CMFE participants / Le Forum des Media Associatifs Europe a été fondé afin que les media du "Tiers secteur" participent pleinement aux discussions et à la prise de décisions, à un moment où la liberté d'expression et un libre accès à l'information sont de plus en plus menacés par les conséquences de la concentration dans le secteur médiatique. Le CMFE est un réseau d'experts, d'organisations et de fédérations qui a pour but de soutenir le rôle des media associatifs en Europe.



Nadia Bellardi is a public relations and intercultural communication specialist with experience in both the corporate and NGO sector. Her project work and research focuses on intercultural, migration and gender issues. Nadia is Vice President of CMFE (Community Media Forum Europe) and Board member of AMARC Europe (the World Association of Community Radio Broadcasters). Nadia is currently in charge of public relations and fundraising at Radio LoRa, a community radio station in Zurich, Switzerland and a member of its collective management team. There she has been involved in several intercultural radio projects. Nadia was awarded a BA Degree in Political Science from Università Cattolica, Milan with a dissertation on the history of the women's emancipation movement in Turkey and a MA Degree in Intercultural Mediation from Venice University with a research on intercultural training for journalists and diversity in the media.

BIGGAM Ross - Belgium / Belgique

ACT - Association of Commercial Television in Europe

Director General

The **Association of Commercial Television** in Europe (ACT) is a trade association representing the interests of the commercial broadcasting sector in Europe. The ACT has 27 member companies active in 34 European countries operating over 380 free-to-air and pay-tv channels and distributing 540 channels and 170 new services / L'Association des Télévisions Commerciales Européennes est une organisation représentative défendant les intérêts du secteur privé de diffusion en Europe. L'ACT compte 27 entreprises dans 34 pays européens diffusant plus de 380 chaînes gratuites ou payantes et diffusant 540 chaînes ainsi que 170 nouveaux services.



DUKA Zdenko - Croatia / Croatie

AEJ - Association of European Journalists

President of Croatian journalist Association / AEJ Croatian Section



The **AEJ** was set up in 1961 in the then six EEC-countries and was founded by 70 journalists who believed in the potential of journalism to promote European harmony and were determined to defend the freedom of information and freedom of the press in Europe. Most activities of the AEJ are arranged by the sections at national level. One of the aims of the international association is to create links between individual journalists, to exchange contacts, information and ideas. The AEJ partners with the European Journalism Centre (EJC), an independent institution for further training of journalists. There are now more than 20 sections independently established in countries that belong to the Council of Europe. I am representing Croatian AEJ section and at the same time the Croatian Journalists' Association, the only professional journalist organization in Croatia with 3300 members.

ZDENKO DUKA, Born January 18th 1956, Split. Graduated in comparative literature and philosophy in 1980, Zagreb



University. 1976, Articles in Studentski list, Kulturni radnik and Oko. 1981 – 1997, Večernji list daily; journalist; interior politics. 1985 - 1986 and 1990-1991, desk editor. 1991 – 1997, Reporter on Parliament sessions; head of the Parliament sessions' reporters. 1997, Tjednik, weekly magazine, ceased to be published in 1998. 1998 – 2006, Jutarnji list daily. 1998 – 2000, desk editor. 2001 – 2006, Political columns and comments. 2001 head of the Parliament sessions' reporters. 2006, Novi list daily, editor, columnist. Other works: 2003 (with Ivica Buljan) book on Croatian parties, politicians and history of elections in Croatian Elections: Apparition of parties and mind of politicians (Profil International). 2005, book on former Croatian prime-minister «Račan – biography» (Profil International). 2003, Vice-president of Croatian Journalists' Association (CJA). 2004, Non-Parliament member of the Media Committee of Croatian Parliament. 2007, President of the CJA, Head of AEJ Croatian section

EL KEIY Ahmed - France

France Ô / BeurFM

Journaliste / Animateur

France Ô - Diffusée sur la TNT en Ile-de-France et sur le câble et le satellite en France métropolitaine, France Ô vise à faire découvrir et à faire partager au plus grand nombre la richesse et l'actualité de l'outremer. « *Toutes les*



France », présenté par Ahmed El Keiy (photo), propose un débat quotidien sur des grands thèmes d'actualité avec des invités reflétant toutes les sensibilités françaises. L'émission du vendredi est plus spécifiquement consacrée aux questions et réactions des internautes. L'objectif est de traiter l'information autrement en tenant compte de la diversité des

composantes de notre pays et en donnant l'occasion à des personnalités habituellement peu visibles dans les médias d'exprimer leur point de vue. Dans un décor dépouillé, véritable agora où circule librement la parole, l'émission est un talk show dynamique et percutant. « *Toutes les France* » décrypte l'actualité politique, économique, sociale et culturelle nationale et internationale en permettant aussi bien aux spécialistes (chercheurs, écrivains, journalistes) qu'aux acteurs de la société civile de donner des points de vue décalés sur des thèmes qui interpellent nos concitoyens. **Beur FM** est une radio généraliste. Elle est la radio de la diversité à l'image de la France d'aujourd'hui. Elle est un lieu de débats et d'échanges, dans un esprit de tolérance et de pluralité. Beur FM est



d'expression française. Sa vocation est triple : informer, divertir et cultiver de façon laïque et indépendante. Beur FM possède un réseau national, outre ses fréquences FM et AM, elle est diffusée sur : NOOS, Numéricable, Bouquet radio, Neuf TV (Canal 908), Bouquet radio de l'offre FREEBOX TV (Canal 99). Elle est aussi diffusée en Europe et au Maghreb sur CANALSAT, et partout dans le monde avec son site internet www.beurfm.net. Le Forum Débat animé par Ahmed El Keiy - du lundi au Jeudi - 18h30/20h est un temps où avec ses invités, Ahmed El Keiy décortique l'information, réagit sur des sujets brûlants et répond aux questions des auditeurs.



Ahmed El Keiy - Ahmed El Keiy est juriste de formation (diplômé de 3e cycle en droit international) et trilingue français/anglais/arabe. Après des expériences professionnelles en tant que juriste, il s'oriente vers le théâtre, le cinéma et le journalisme. Il collabore notamment avec *Le Nouvel Observateur*, la BBC, CNN, AL AHRAM... et intervient, depuis sa création, sur la chaîne France 24. Il intègre Beur FM en 2003 pour y animer la tranche d'information du soir, « Le Forum Débat ». En 2005, il est nommé rédacteur en chef de la station. Durant l'année 2006, dans le cadre d'un partenariat initié par France Ô, Ahmed El Keiy est l'un

des éditorialistes de l'émission « l'Hebdo » et présente aujourd'hui « Toutes les France » sur la chaîne multiculturelle du groupe France Télévisions.

GORE William - United Kingdom / Royaume-Uni

AIPCE / Press Complaints Commission

Public Affairs Director

AIPCE is a loose network of independent content regulators for both press and broadcast media. Its annual conferences provide a forum for Media and Press Council representatives to discuss topical issues, to exchange ideas and to offer and receive advice. There is no formal membership and no central secretariat. **The PCC** is an independent self-regulatory body which deals with complaints about the editorial content of newspapers and magazines (and their websites). We keep industry standards high by training journalists and editors, and work

pro-actively behind the scenes to prevent [harassment](#) and media intrusion. We can also provide [pre-publication advice](#) to journalists and the public.



Will Gore has considerable experience of press regulation, having worked with the Press Complaints Commission (PCC) since 2000. After several years of service as a case officer, Will was appointed an Assistant Director of the Commission in 2004. In September 2008 he was promoted to Public Affairs Director, taking on responsibility for the development and delivery of the PCC's public affairs and public relations strategy. He oversees the Commission's international work and represents the organisation externally. In addition, he continues to keep his hand in with complaints work, handling some of the Commission's high-profile cases. Will has acted as an adviser to the press councils of Ukraine, Bulgaria, Sri Lanka and Bosnia & Herzegovina among others. Before joining the PCC, Will had read for a degree in modern history at Oxford University.

HERNANDEZ OCANA Kattia - Portugal

RTP - NOS

Productrice TV



"NÓS" / RTP was conceived as an "information bridge" between immigrants and Portuguese society. It is weekly multicultural magazine with 12 minutes current affairs interview and 7-9 short reports on life stories, culture, music, traditions, sports, gastronomy, etc. And various short informative segments on immigration practical matters. It has been on air since

February 2004. The programme is being Produced by a multicultural staff of journalist. "NÓS" is sponsored by the High Commissionaire for Immigration and Intercultural Dialogue and by the National Television RTP (Radio e Televisão Portuguesa)



Kattia Hernandez Ocana is born in Mexico. Started working in TV and radio from the age of 16 in youth, music and film diverse projects. In 1995 finished my degree in Communication with a "Non verbal Communication" thesis. In 1996, with a grant from the Dutch government, undertook a TV Production course at Radio Nederland's. Back in Mexico developed some cultural projects in local TV. After doing a 1997 PA in MTV New in New York worked for them in Mexico for different projects. In 1999 participate as reporter, scrip writer and presenter in TV Azteca. In 2000 joined the launch team of Disney Channel Latin America. Lectured "radio report" during a year at the "Carlos Septi3n Garc3a" journalism University. After another project for MTV came to live in Portugal. Since 2003 worked to conceive and produce "N3S", with the help of a dynamic team with a strong mission of social inclusion. Currently developing other intercultural projects and recently made public the radio project "Conversas na Casa da America Latina", a online radio programme of interviews with Latin American immigrants in Portugal sponsored by the "Casa da America Latina" of the Lisbon municipality.

JENNEKENS Frans - The Netherlands / Pays-Bas

NPS - Netherlands Programme Service

Chairman of EBU Intercultural and Diversity Group

NPS Head of Diversity Department



The **European Broadcasting Union** is the largest association of national broadcasters in the world. We promote cooperation between broadcasters and facilitate the exchange of audiovisual content. The EBU works to ensure that the crucial role of public service broadcasters is recognized and taken into consideration by decision-makers. Dutch public broadcaster **NPS** is a legally based, independent and discerning broadcasting organisation. Without any ties to political, social or religious movements the NPS has an open mind to all

developments and opinions in society. The programs of NPS are related to the areas Art, Culture, Current Affairs, History, Children and Diversity. The NPS presents itself as an independent and discerning broadcasting company with an open mind to all developments and opinions in society.



Frans Jennekens has been Head of Diversity at Dutch public broadcaster NPS (Netherlands Programmes' Service) since 2008. He is also chairman of the EBU's Eurovision Intercultural and Diversity Group. Jennekens has been initiating and organizing projects concerning diversity in the company since 2001. He has also commissioned several multicultural programmes on prime time Dutch television. Some programmes attract a great deal of attention. He has also been

chief editor of a daily news programme, is an award-winning radio and television documentary maker, and studied educational sciences at the University of Nijmegen.

MILOSEVIC Mirjana - France

WAN-IFRA - World Association of Newspapers and News Publishers

Deputy Director Press Freedom & Development Programmes

Founded in 1948, the **World Association of Newspapers** groups 78 national newspaper associations, individual newspaper executives in 122 nations, 10 news agencies, and 10 regional press organisations. It is a non-profit, non-government organisation. In all, the Association represents more than 18,000 publications on the five continents. The World Association of Newspapers has three major objectives: 1/ defending and promoting press freedom and the economic independence of newspapers as an essential condition for that freedom, 2/ contributing to the development of print and digital news publishing by encouraging contact and discussion between executives and



editors from different regions and cultures et 3/ promoting co-operation between its member organisations, whether national, regional or worldwide. In pursuit

of these objectives, the World Association of Newspapers notably represents the newspaper industry in all international discussions on media issues, to defend both press freedom and the professional and business interests of the press / Créée en 1948, l'Association Mondiale des Journaux (AMJ) regroupe 71 associations nationales d'éditeurs de journaux, des directeurs individuels dans 100 pays, 13 agences de presse nationales et internationales, une fondation pour les médias et 9 associations régionales de presse. Il s'agit d'une organisation non gouvernementale, à but non lucratif. L'Association représente au total plus de 18 000 publications sur les cinq continents. L'Association Mondiale des Journaux a trois objectifs principaux : 1/ défendre et promouvoir la liberté de la presse et l'indépendance économique des journaux, condition essentielle de cette liberté, 2/ contribuer au développement de la presse écrite en favorisant les échanges et les contacts entre les responsables de presse de différentes régions et cultures et 3/ promouvoir la collaboration entre ses organisations membres au plan national, régional ou international. Pour réaliser ces objectifs, l'Association Mondiale des Journaux représente l'industrie de la presse lors de toutes les réunions internationales sur les médias, pour défendre à la fois la liberté de la presse et les intérêts professionnels et commerciaux de la profession.

MORINIERE Pamela - Belgium / Belgique

International Federation of Journalists

The International Federation of Journalists is the world's largest organisation of journalists. First established in 1926, it was relaunched in 1946 and again, in its present form, in 1952. Today the Federation represents around 600.000 members in more than 100 countries. The IFJ promotes international action to defend press freedom and social justice through strong, free and independent trade unions of journalists. The IFJ does not subscribe to any given political viewpoint, but promotes human rights, democracy and pluralism. The IFJ is opposed to discrimination of all kinds and condemns the use of media as propaganda or to promote intolerance and conflict. The IFJ believes in freedom of political and cultural expression and defends trade union and other basic human rights. The IFJ is the organisation that speaks for journalists within the United Nations system and within the international trade union movement. The IFJ supports journalists and their unions whenever they are fighting for their industrial and professional rights and has established an International Safety Fund to provide humanitarian aid for journalists in need / La Fédération Internationale des Journalistes est la plus vaste organisation de journalistes au monde. A

l'origine établie en 1926, elle sera relancée en 1946 pour être inaugurée en 1952 sous sa présente forme. Aujourd'hui, la FIJ représente environ 600.000 membres dans plus de 100 pays. La FIJ promeut les actions internationales visant à défendre la liberté de la presse et la justice sociale par le biais de syndicats nationaux de journalistes forts, libres et indépendants. La FIJ est indépendante sur le plan politique mais promeut les droits de l'homme, la démocratie et le pluralisme. La FIJ est opposée à toute forme de discrimination et condamne l'emploi des médias comme outils de propagande ou comme outils de promotion de l'intolérance et de conflits. La FIJ croit en la liberté de l'expression politique et culturelle et défend les droits syndicaux et les autres droits de l'homme fondamentaux. La FIJ est reconnue par les Nations Unies et par le mouvement syndical européen comme étant l'organisation habilitée à s'exprimer au nom des journalistes. La FIJ soutient les journalistes et leurs syndicats lorsqu'ils se battent pour leurs droits syndicaux et professionnels et a créé un Fonds international de sécurité afin de fournir une aide humanitaire aux journalistes dans le besoin.

has started a new programme at the Andrei Sakharov Museum and Public Center - a series of talks and debates on peace, progress and human rights.

journalists, and after she started to work in Magyar Szó as an apprentice. She finished Megatrend University, economics this September. In Magyar Szó she is working since September 2003. Since march 2006, she is the editor of the regional head Subotica.

WASSINK Ella - Germany / Allemagne

Deutscher Presserat

Leitende Referentin für Öffentlichkeitsarbeit

Founded in 1956 the **German Press Council** is a self-regulatory body of the press. Its Code of Practice (Press Code) was established in 1973 is constantly amended. The PC has a Plenary (Plenum) and three complaints committees. We will have about 1200 Complaints this year. It is the first year the PC is also in charge of working on complaints of journalistic internet sites. Also the PC is in charge of the self-regulation on editorial data protection.



Ella Wassink, 41 years, studied politics in Germany (Osnabrück) and London, worked for the South Korean Embassy in Bonn, the Green Party and since 1998 for the German Press Council as Public Relations manager.

WHITTLE Stephen - United Kingdom / Royaume-Uni

Broadcast Training & Skills Regulator

Chair

The **BTSR** was established in 2005 as a co-regulatory body working with Ofcom, the broadcasting industry and the sector skills council to ensure that the broadcasting industry is providing training and development opportunities that are relevant, inclusive and cost-effective for the thousands of people it employs. In essence, we are here to ensure broadcasters recruit fairly from diverse communities, manage the career progression of those they employ and offer equitable terms and conditions to all and they provide relevant, inclusive and cost-effective training and career development opportunities for those they employ and freelancers with whom they work





Stephen Whittle chairs the BTRS. Before that he was the BBC's Controller of Editorial Policy. His role was to ensure that the BBC observed the highest ethical and editorial standards. Stephen was previously Director of the Broadcasting Standards Commission (1996-2001) and before that Head of Religious Programmes at BBC Television. He works with the Reuters Institute of Journalism at Oxford University and the BBC's College of Journalism on issues around media ethics and regulation. He is also an expert adviser to the Council of Europe on media issues.