

MEDIANE

Media in Europe for Diversity Inclusiveness

MEDIANE - A 2013-2014 European Union / Council of Europe joint initiative for an inclusive approach to media production

12. – 14. Nov. 2014

EUROPEAN MEDIA ENCOUNTER

THE MEDIANE ROADSHOW

*A Journey towards Diversity
Inclusiveness in the Media*

PRESENTATION

RTBF - RADIO TELEVISION BELGE FRANCOPHONE
Brussels – Belgium



Funded
by the European Union
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

TITLE**EUROPEAN MEDIA ENCOUNTER****THE MEDIANE ROADSHOW**

A Journey towards Diversity Inclusiveness in the Media

**DATES &
LOCATIONS**

RTBF – RADIO TELEVISION BELGE FRANCOPHONE – BRUSSELS – BELGIUM – 12. – 14. November 2014

REGISTRATION

Deadline for registration – **10 October 2014**

**PARTICIPANTS’
COMMITMENT**

Participants are encouraged to bring their own material and examples of diversity inclusiveness in media content. This may include reports, training tools, articles, audio-visual reports including TV, video, radio show in CD/DVD format and other media production. Their own or organisation's ideas of how media content production can be more inclusive are very welcome.

Each **participant** must be aware that this last and third MEDIANE European Encounter will **focus on presenting and promoting the MEDIANE BOX for Media Diversity Inclusiveness**, *the MEDIANE self-monitoring and action support*: www.coe.int/mediane/index

During this last encounter we will propose a global overview of the activities implemented by MEDIANE to raise awareness on the MEDIANE Box and its possible use and to propose a global strategy for promoting the Box.

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

- to **bring examples** of their professional practice in relation to media diversity Inclusiveness,
- to **contribute** to the promotion the MEDIANE approach on Media Diversity Inclusiveness, in particular the MEDIANE BOX.

**CONDITIONS OF
PARTICIPATION**

Participants living outside the hosting country will be provided with a **prepaid travel ticket** (no extra travel expense will be covered) by the EU/CoE Mediane Joint Initiative (Contact – Francesca LIONETTI, francesca.lionetti@coe.int)

Participants living in the hosting country and outside the hosting city shall organise their journey directly and will have their **travel expenses reimbursed** (invoice to be provided).

Participants living outside the hosting city and needing accommodation will be provided a per diem of **130€ per night spent in the city** (max. of 2 nights will be covered / hotel invoice to be provided / no extra night will be covered even in the case of flights "obliging" to a 3-night journey) and **each participant is asked to organise his/her own accommodation** (List of hotels available on request).

BACKGROUND

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 seen, they are being denied their voice in some democratic debate!

Through the sources they can use, the subjects they select and the treatment they choose to do of them, the media should influence the agenda (what to think about) and the public's perception (how to think) of contemporary debates. The Council of Europe believes that truly inclusive information - where people can participate as witnesses, players and producers - is crucial for democracy and social cohesion.

This is why the joint European Union (EU)/Council of Europe (CoE) MEDIANE - *Media in Europe for Diversity Inclusiveness* - programme focuses on the media's abilities and capacities (*inclusiveness*) to include the 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 public opinion.

Building upon various recommendations of the CoE bodies about media pluralism and diversity expression and 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 media content, design and production.

Since January 2013, MEDIANE offered to the media and their professionals (journalism students and trainers, journalists, media managers, etc.) the opportunity to share professional practices during European and thematic encounters but also European exchanges of media practices. Finally, the MEDIANE BOX on Media Diversity Inclusiveness has been built for supporting media outlets and professionals in their efforts to finding ways to implement truly inclusive modes of media content design and production.

OBJECTIVES

- To promote the MEDIANE BOX on Diversity Inclusiveness (www.coe.int/mediane/index) and foster its dissemination and use by setting up a network of "Box Ambassadors",
- To share the various MEDIANE productions and achievements (training tools, reportages, guidelines), the Council schemes on Media & Diversity in the intergovernmental sector or with the media stakeholders (Campaign *Speak Out Against Discrimination*, MARS and MEDIANE) and encourage their dissemination and use,
- To facilitate networking between European media actors with the shared interest of promoting more inclusive reporting in all aspects of news and production.

CONTENT

Based on **participants' practices and experiences**, the third MEDIANE European Encounter will develop and implement various sessions aiming at **raising awareness** among European media outlets and professionals on the MEDIANE BOX FOR *Media Diversity Inclusiveness* (The Roadshow) and at **building a shared strategy for promoting the MEDIANE BOX** as way for giving **very concrete and practical content** to the approach of **diversity inclusiveness** in media context.

The **MEDIANE BOX on Media Diversity Inclusiveness** aims at supporting media efforts to include diversity in their daily work and production. This **MEDIANE BOX on Media Diversity Inclusiveness** is conceived for being both:

- a **self-monitoring tool** to monitor the capacities of the media and their staff members to improve their diversity inclusiveness in production and professional practices,

- an **action support tool** for strengthening diversity inclusiveness in media content design and production.

This last and third MEDIANE European Encounter will also be a last opportunity to network and build common activities between various actors as a way for deepening approaches on media diversity inclusiveness after the end of the joint EU/CoE MEDIANE initiative (end of December 2014).

PARTICIPANT PROFILE

130 participants, 40 from Belgium and 90 from other EU countries.

Journalism trainers, media educators, journalists, news editors and directors, human resources managers, unions' leaders, media networks leaders, academics...

Representatives of the main European media networks and of their members in relation to **ACTE, AER, CMFE, EBU, EFJ, EJTA, minority and diversity media, regulatory and self-regulatory bodies.**

BELGIAN PARTNERS



RTBF, Radio and Television of the Belgian French Community, is an autonomous public company in charge of the cultural public service radio and television for the French Community of Belgium (Wallonia and Brussels). It proposes: Radio, TV, and Internet. RTBF is a member of the European Broadcasting Union (EBU) and shareholder of Euronews channel at 0.60%, TV5 11.1%, RMB 99%, CasaKafka Pictures 100%, Sonuma (Digitization society of audio-visual archives) in 40% and 49% Dreamwall.



AGJPB (General Association of Professional Journalists of Belgium) is the representative organization of professional journalists in Belgium. This organization federalizes the AJP (French and German Journalists) and the VVJ (Dutch journalists). Its membership rate is 80%. It is active in all matters concerning journalists' conditions for exercising freedom of the press, ethics (co-founder of the Council of Journalistic Ethics), media education, collective agreements on working conditions, copyright (creation of a management company rights for journalists), legal service and legal assistance. Both AJP and VVJ (The AGJPB two bodies) have developed activities in the field of equality and diversity in news and staff (GMMP 2010, Survey ON equality and diversity in daily newspapers IN 2011, Diversity experts' database, etc.).



The **CSA**, High Council on Audio-visual, is responsible for the regulation of broadcasters of the Federation Wallonia-Brussels (Belgium). Primarily, to monitor compliance with the obligations of publishers, distributors and network of operators (cable, Belgacom, RTBF, etc.). The CSA is built on two colleges: an instance responsible for giving opinions on any matter relating to broadcasting and a decision-making body responsible for awarding broadcasting licenses to private radio and television stations established in Wallonia-Brussels, to monitor compliance with the obligations of publishers, distributors and network of operators and to take relevant decisions in case of violation of these obligations.



INTERFEDERAL CENTRE FOR EQUAL OPPORTUNITIES AND OPPOSITION TO DISCRIMINATION AND RACISM is an interfederal, independent public service specialising in policy on equal opportunity and non-discrimination. Founded on human rights, its mission is to promote equal opportunities and rights for all citizens and to fight against discrimination. This mission is conducted with a view to contribute to collective development and in a spirit of dialogue, collaboration and respect.



INSTITUTE
FOR THE EQUALITY
OF WOMEN
AND MEN

INSTITUTE FOR THE EQUALITY OF WOMEN AND MEN - The Institute for the Equality of Women and Men, which was created in December 2002, is the federal public service to guarantee and promote the equality of women and men and

to fight against any form of discrimination and inequality based on gender in all aspects of life through the development and implementation of an adequate legal framework, appropriate structures, strategies, instruments and actions. The Institute aims at anchoring this equality in society so that it becomes an obvious fact in mentalities and in practices.

CoE MEDIANE PARTNERS



CMFE – Community Media Forum Europe - Founded in 2004, CMFE links various members of the Third Media Sector at the European level. 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.



EFJ - The European Federation of Journalists - As the regional organisation of the International Federation of Journalists, EFJ has been within the framework of the IFJ Constitution to represent the interests of journalists' unions and their members. The EFJ links about 260.000 journalists in over thirty European countries.



EJTA – The European Journalism Training Association - Grouping 55 Journalism centres, schools and universities from 23 countries across Europe, EJTA aims at improving journalism education in Europe, enabling members to collaborate on exchanges and teaching and research projects, and meeting regularly to exchange ideas and information.



Media Animation - Conceived as a media education resource centre and lifelong learning organization for the Brussels Wallonia Federation, Media Animation is recognized and subsidized by the Ministry of Education and Ministry of Culture. The centre is specialised for implementing research, information, training and educational resources for teachers, social workers, adults and professionals in the educational sector.

OUTPUTS

Concrete recommendations to provide tangible content to diversity inclusiveness approach in media content design and production.

Media Reports on Diversity Inclusiveness in the context of Belgium, in particular Brussels

EXPECTED OUTCOMES & RESULTS

Enlargement of the MEDIANE constituencies for a greater dissemination and commitment of media actors towards on media diversity inclusiveness approach, in particular via the MEDIANE BOX.

Regular networking between European media networks and actors in relation to MEDIANE diversity inclusiveness approach and the MEDIANE BOX

LANGUAGES

English / French (*the two official languages of the Council of Europe*) - Simultaneous interpretation will be provided for the first plenary sessions (12.11.14).

English – Due to the proposed dynamic of the encounter, English will be the communication language on 13. & 14.11.14.

**PROVISIONAL
AGENDA**

12 NOVEMBER 2014

- 1.00 pm *Registration & Welcoming Coffee*
- 2.00 pm **WELCOMING AND INTRODUCTORY SESSION**
*Plenary session - Streaming online
Simultaneous interpretation in English / French*
- 2.45 pm **DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...**
- 2.50 pm **SHARING DIVERSITY INCLUSIVENESS IN BELGIUM – A DIALOGUE BETWEEN THE MEDIA AND OFFICIAL AND PROFESSIONAL BODIES IN BELGIUM ON MEDIA & DIVERSITY**
*First part – The past: what has been done? What are the results, outcomes and impact?
Second part - The future: what about the MEDIANE approach on media diversity inclusiveness and what else could be done?*
*Plenary session - Streaming online
Simultaneous interpretation in English / French
3.45 pm - Coffee Break*
- 5.15 pm **FROM MARS TO MEDIANE – ACHIEVEMENTS AND OUTCOMES** – Results of a survey on your commitment towards media diversity inclusiveness
- 5.35 pm **THE MEDIANE ROADSHOW – Your trip towards diversity inclusiveness in the media**
Presentation of the MEDIANE approach & First introduction to the next two days
*Plenary session - Streaming online
Simultaneous interpretation in English / French*
- 6.00 pm - ... **WELCOMING COCKTAIL**
- 7.30 pm - ... *End of the day / Free evening*

13 NOVEMBER 2014

(Language - English)

- 8.30 am *Arrival of participants*
- 9.00 am **YOUR TRIP TO DIVERSITY INCLUSIVENESS IN THE MEDIA**
Building of the teams & Defining objectives
Plenary session
- 9.15 am **THE MEDIANE ROADSHOW**
Exploring the MEDIANE BOX, testing some of its practical suggestions and using your expertise to offer solutions relating to DI.

The Method
10 to 15 teams acting as a media outlet, regulator, civil society organisation, professional organisation

15 questions / debates from the *MEDIANE BOX* on Media Diversity Inclusiveness
15 media practices on diversity inclusiveness
15 action plans on media diversity inclusiveness

The Objective

During the day (from 10.00 am to 3.30 pm), participants will examine the content of the *MEDIANE BOX*: the *MEDIANE* self-monitoring and action support tool on media diversity inclusiveness. Participants will be divided into 10-15 teams of 8 persons; each team representing one type of player in the media sector (TV, radio, training organisation, regulators, print press, journalists' organisation, civil society organisation, etc.). Each team will be asked to nominate a team leader and are tasked:

- to carry out a sequence dealing with 4 questions of the self-monitoring part of the *MEDIANE Box*. Each question will be introduced by a moderator as well as the suggested answer by the *MEDIANE BOX*,
- after each question, European media diversity practices, part of the *MEDIANE BOX Reference Guide to Practices* (the action tool of the box) will be introduced as a possible way for strengthening capacities of media outlets and professionals for including diversity in all kind of media content. Each team will discuss and weigh up how they could be used,
- to design a "diversity inclusiveness action plan" taking into account the profiles of the group of media players it represents and incorporating any debate and further questions raised. Action plans will be presented and discussed during the exchange visits (see below) scheduled from 4 to 6 pm.

All these activities will follow the schedule introduced below.

9.25 am	DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...
9.30 am	THE MEDIANE ROADSHOW - First steps <i>For each team:</i> 09.30 – 10.20 am Question 1 / Practice 1 10.25 – 11.15 am Question 2 / Practice 2 11.20 – 12.10 am Question 3 / Practice 3 <i>(Coffee break included)</i> 10.20 / 11.15 am DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...
12.15 noon	Lunch
1.30 pm	THE MEDIANE ROADSHOW – Second steps <i>For each team:</i> 1.30 – 2.10 am Question 4 / Practice 4 2.15 – 3.15 am Building of the Action Plan <i>(Coffee break included)</i> 2.10 / 3.15 pm DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...

- 3.30 pm *Departure for local exchange visits*
- 4.00 pm **THE MEDIANE ROADSHOW – OUTSIDE PERSPECTIVES FROM BELGIUM** – There are many examples of ways in which the media is tackling diversity inclusiveness. This afternoon participants are invited to meet different newsrooms and media user groups of Belgium. These exchanges are intended to confront action plans designed by each team with realities on ground.
Exchange visits to the Media and Civil Society Organisations
- 6.00 pm - ... *End of the day*
- 7.30 pm **MEDIANE DINNER**

14 NOVEMBER 2014

(Language - English)

- 8.30 am *Arrival of participants*
- 9.00 am **CROSSING OUTCOMES OF YOUR MEDIANE ROADSHOW** - What were the surprises, revelations or confirmations from the previous day's meetings? Each team will discuss and share findings, integrating their own practice, as well as suggesting specific ways to promote the MEDIANE approach on diversity inclusiveness amongst colleagues and the wider media.
Plenary session - Streaming online
- 9.40 am **DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...**
- 9.45 am **MEDIA DIVERSITY INCLUSIVENESS – WHAT'S NEXT? A PERSONAL VIEW**
Feedback(s) and observations on 20 years of initiatives on media & diversity in Europe.
Plenary session - Streaming online
- 10.15 am **BRAINSTORMING – HOW DISSEMINATING MEDIA DIVERSITY INCLUSIVENESS?** – Participants will be divided in working groups and will be invited to formulate 5 simple and concrete proposals for spreading and sharing the MEDIANE approach and Box on Media Diversity Inclusiveness. After Brussels' encounter, how being an ambassador of the MEDIANE BOX and spreading the MEDIANE approach on media diversity inclusiveness?
- 10.45 am **DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...**
- 10.50 am **BRAINSTORMING PROPOSALS**
Plenary session - Streaming online
- 11.20 am **A LAST DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...**
- 11.25 am **MEDIA DIVERSITY INCLUSIVENESS – WHAT'S NEXT? PUTTING THE MEDIA ON THE SPOTLIGHT**
- Perspectives of Public Service Broadcasters in Europe – A specific responsibility?
Plenary session - Streaming online

12.30 pm - ... **ANOTHER PERSPECTIVE ON DIVERSITY**

Plenary session - Streaming online

1.00 pm - ... *Closing Lunch*

End of the encounter & Departure of participants

CONTACTS

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www.coe.int/mediane/brussels

Facebook/Groups - Journalistsfordiversity

#mediane_be

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 Monitoring and Action Box on Media 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?