

# 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*

**REPORT**

**RTBF - RADIO TELEVISION BELGE FRANCOPHONE - Brussels – BELGIUM**  
[www.coe.int/mediane/brussels](http://www.coe.int/mediane/brussels)



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## INTRODUCTION & OBJECTIVES

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The last MEDIANE European encounter was on a 3-day structure; two half days (12.11.14 afternoon & 14.11.14 morning) focusing on main issues and challenges in relation to diversity inclusiveness and one full day (13.11.14) totally dedicated to introducing and using the MEDIANE Box on Media Diversity Inclusiveness, the MEDIANE self-monitoring and action support tool for implementing inclusive diversity in the Media. This European encounter had three main objectives and consisted on:

Sharing 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,

Launching and promoting the MEDIANE Box on Diversity Inclusiveness ([www.coe.int/mediane/index](http://www.coe.int/mediane/index)) and foster its dissemination and use by setting up a network of "Box Ambassadors",

Facilitating networking between European media actors with the shared interest of promoting more inclusive reporting in all aspects of news and production.

### MEDIA DIVERSITY INCLUSIVENESS – *Some Key Elements*

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[www.coe.int/t/dg4/cultureheritage/mars/mediane/source/index/OSIOCHRU-MDI-Does-it-have-an-impact-OK.pdf](http://www.coe.int/t/dg4/cultureheritage/mars/mediane/source/index/OSIOCHRU-MDI-Does-it-have-an-impact-OK.pdf)

Based on an online survey targeting all participants of the joint EU/CoE 2011-12 MARS – *Media Against Racism in Sport* - & 2013-14 MEDIANE – Media in Europe for Diversity Inclusiveness – programmes, Seán Ó SIOCHRÚ, MEDIANE Evaluation Consultant, introduced the main challenges and issues media professionals dealt with diversity inclusiveness approach when engaged in one or several MARS or MEDIANE activities or more globally in their daily work once back to their newsroom or their professional environment. These issues and challenges have discussed during the whole 3-day encounter, in particular during the two main panels (12.11.14 & 14.11.14) but they also structured most of exchanges between participants during the MEDIANE Roadshow (13.11.14)

MEDIANE had a core goal, which was to promote 'diversity inclusiveness' in media. The main outcome of MEDIANE is the investment and the significant mobilisation of professionals in the media sector, broadly defined, across virtually every country of the EU. MEDIANE Participants came from all backgrounds, especially journalism (over a third) but also trainers and educator (about 16% in total), editors and news managers (about 14%) and researchers (8%), and with some regulators, HR managers and publishers. They came from every corner of the EU, and represented a good gender balance with slightly more women than men. The very fact that so many were motivated to devote time to this, many returning for more, suggests that they gained some advantage.

The online survey was designed to explore and assess each of the stages of change, based mainly on self-reporting of surveys. Many aspects of the media sector, media production, training, education, regulation tend to resist mechanisation: it is a knowledge producing and processing sector. Hence human interaction components - communicating, exchanging ideas and co-producing – are central to its change and evolution. The survey focused on five different stages - stage 1: Changing thinking, stage 2: Changing practices, stage 3: Reinforcing through communication, stage 4: Cooperating and collaborating and stage 5: Influencing others.

#### **Changing thinking**

After MEDIANE Encounters, 85% of participants agreed that they had gained a "*better understanding of what an inclusive approach means... in practice*"; 46% were in strong agreement. Virtually all of those completing exchanges - 98% - agreed, 60% strongly. The important point here is how much of that carried forward into long-term changing in thinking, the subject of enquiry of the Impact Survey completed a period of time

afterwards. This asked whether participation had *"changed the ways I think about the media diversity"*. A total of 81% agreed that it had, and over one third agreed strongly with this. *Thus over four fifths of participants in Encounters and Exchanges moved, in Stage 1, from raised awareness and better understanding, to longer-term changes in thinking about media diversity.*

### **Applying Learning and Changing Practices**

After each MEDIANE encounter, participants were asked if they agreed that the experience had *"demonstrated new ways of implementing an inclusive approach to media content"*; and 85% did so with 64% in strong agreement. Those completing exchanges were asked if they had been able *"to work on new ways of implementing an inclusive approach to media content"* and 94% agreed, 53% strongly. The online survey looked directly at whether their earlier participation has *"changed in some way my work practices in relation to diversity and non-discrimination practices"*: 77% agreed that it had, and 32% agreed strongly. The similarity of this and the figures in Stage 1 above indicates strongly that virtually all those who had changed their thinking regarding media diversity inclusiveness went on to apply the learning to modify their work practices.

### **Communicating and Reinforcing New Practices**

The evaluation approach adopted for MEDIANE here argued that new practices are reinforced through communication with others, especially others who have been involved in the programme. When asked whether they had, in the course of their work, *"communicated with other MEDIANE participants on issues related to diversity and inclusiveness"*, 89% of participants agreed that they had, and 30% that they had done so frequently. When asked if it had engaged in *"ongoing networking with one or more of those involved in MEDIANE"* almost as many, 82% of participants agreed that they had. The implication here is that the impact of MEDIANE on work practices is real, based on the assumption on that communicating with others from the programme tends to be a reinforcing factor.

### **Cooperating and Collaborating on Diversity Inclusiveness Outputs**

Cooperation and direct collaboration is a step beyond communication and confirms the idea that knowledge gained and practices engaged in are being further deployed to produce products or interventions of various kinds that embody the diversity inclusiveness approach. These products proceed to have their own impact, but what is at issue here is the fact that such cooperation and collaboration is likely to deepen the practical knowledge of and commitment to the diversity inclusiveness among those engaging in it. In short, the MEDIANE online survey shows that, about three in four cooperated at least occasionally, and one in seven engaged in frequent concrete cooperation. For over half, MEDIANE led to tangible outcomes with other participants.

### **Influencing Others**

From the impact perspective, this is particularly important. For MEDIANE to have had an impact on those who actually participated is positive, especially since that impact has been among so many and so significant. However, that impact is multiplied further, potentially to a huge (though undeterminable) extent if their participation has motivated and enabled them to influence others, in thinking or actions, in their workplace in their approach to media diversity. This was the subject of a separate question in the Outcomes Survey. MEDIANE participants were asked if they thought their experience *"enabled me to influence others in my workplace or professional/ networks, in their approach to media diversity inclusiveness"*. 76% agreed that it did, and 30% agreed strongly. That three in four felt that participation in MEDIANE enabled them to influence others indicates both a strong commitment to the idea and the confidence that they could extend the practice to others.

## **A ROADMAP TOWARDS DIVERSITY INCLUSIVENESS IN THE MEDIA**



*Fig. 1 - The MEDIANE Roadshow Circles*

The roadshow was based on the idea of presenting the MEDIANE Box for Media Diversity Inclusiveness (launched and available online at the end of the encounter) while offering participants the opportunities to discuss the challenges of media diversity inclusiveness and to discover European media & diversity practices referenced in the Guide to Practices of the MEDIANE BOX.

During the whole day (from 9.30 am to 3.30 pm), participants examined the content of the

MEDIANE BOX: the MEDIANE self-monitoring and action support tool on media diversity inclusiveness. Participants were invited to circulate between 12 different circles according a roadmap given at the beginning of the roadshow; each circle representing a question of the MEDIANE BOX and a media diversity practice belonging to the Reference Guide to Practices including in the MEDIANE BOX. Each participant had:

- to carry out a sequence dealing with 4 questions of the self-monitoring part of the MEDIANE BOX, according his/her own roadmap delivered by the organisers. Each question was 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) were introduced as a possible way for strengthening capacities of media outlets and professionals for including diversity in all kind of media content. Each team discussed and weighed up how they could be used,
- to design a “diversity inclusiveness action plan” incorporating any debate and further questions raised. Action plans were presented and discussed during the exchange visits (see below) scheduled from 4 to 6 pm but also during a last plenary session on 14.11.14.

An initial session was common to all circles with no practice presentation and more focusing on the presentation of the MEDIANE BOX as such. After this initial session, each participant had to choose the next circle he/she wanted to go (indication of themes and practices were given in the back of the Roadmap).

Each circle dealt with one question and one practice of the MEDIANE BOX on Media Diversity Inclusiveness. The questions were selected in one of the three plate-forms (Journalists, Journalism Trainers and Mangers) of the MEDIANE BOX. After having introduced the question, a discussion was led by the



*Fig. 2 - Exchanges in a MEDIANE Roadshow Circle*



facilitator about the possible answers and then introduced the “suggested” answer. After this first session around a question, each facilitator introduced his/her co-facilitator who presented his/her own diversity practice. Here are the main themes introduced, via the questions in each circle, and the nature of the introduced practices:



Fig. 3 - The MEDIANE Roadshow Circles

	<p><b>QUESTIONS</b>  <a href="http://www.mediane-box.eu/en">www.mediane-box.eu/en</a></p>	<p><b>MEDIA DIVERSITY PRACTICE</b>  <a href="http://www.mediane-box.eu/en/Guide-Practices">http://www.mediane-box.eu/en/Guide-Practices</a></p>
<p><b>CIRCLE N°1</b></p>	<p><b>ETHICS</b></p> <p><i>MEDIANE BOX Journalism Trainer Platform</i> <b>Question 1.3.</b>  <a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalism-Trainers.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalism-Trainers.html</a></p> <p><i>Facilitator – Mihaela DANGA</i>, Deputy director, <b>Center for Independent Journalism</b>, Romania</p>	<p><b>TRAINING TOOLS</b></p> <p><i>MEDIANE BOX Practices:</i></p> <p><b>1 – Toolbox Journalism Training, Discrimination &amp; Diversity</b>  <a href="http://www.coe.int/t/dg4/anti-discrimination-campaign/ressources/Training_toolbox/Toolbox_Journalisme_Training_Discrimination_Diversity_en.pdf">http://www.coe.int/t/dg4/anti-discrimination-campaign/ressources/Training_toolbox/Toolbox_Journalisme_Training_Discrimination_Diversity_en.pdf</a></p> <p><b>2 – MARS European Media &amp; Diversity Practitioners Database</b>  <a href="http://www.coe.int/t/dg4/cultureheritage/mars/Resources/human_resources_en.asp">http://www.coe.int/t/dg4/cultureheritage/mars/Resources/human_resources_en.asp</a></p> <p><i>Practice Presenter – Diane KEMP</i>, MEDIANE Consultant on Encounters, Senior academic in broadcast journalism, <b>Birmingham City University - School of Media</b>, United Kingdom</p>
<p><b>CIRCLE N°2</b></p>	<p><b>DIVERSITY INCLUSIVENESS</b></p> <p><i>MEDIANE BOX Journalism Trainer Platform</i> <b>Question 1.7.</b>  <a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalism-Trainers.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalism-Trainers.html</a></p>	<p><b>TRAINING TOOLS</b></p> <p><i>MEDIANE BOX Practice:</i></p> <p><b>Diversity Reporting Handbook</b>  <a href="http://www.unesco.org/fileadmin/MULTIMEDIA/FIELD/Venice/pdf/news/Diversity%20Reporting%20Handbook_EN.pdf">http://www.unesco.org/fileadmin/MULTIMEDIA/FIELD/Venice/pdf/news/Diversity%20Reporting%20Handbook_EN.pdf</a></p>

	<p><i>Facilitator – Kate SHANAHAN, Head of Journalism and Communications, <b>Dublin Institute of Technology</b>, Ireland</i></p>	<p><i>Practice Presenter – Marina TUNEVA, Board Member, <b>EJTA - European Journalism Training Association</b>, FYROM</i></p>
<b>CIRCLE N°3</b>	<p><b>SEXUAL MINORITIES</b></p> <p><i>MEDIANE BOX Journalism Trainer Platform <b>Question 2.5.</b></i>  <a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalism-Trainers.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalism-Trainers.html</a></p> <p><i>Facilitator – Annelies VAN SANTEN, Management/director/producer, <b>OOG - Omroep Organisatie Groningen</b>, The Netherlands</i></p>	<p><b>GUIDELINES</b></p> <p><i>MEDIANE BOX Practices:</i></p> <p><b>1 – NUJ Guideline for Reporting on LGBT</b>  <a href="https://www.nuj.org.uk/news/new-nuj-guidelines-on-reporting-lgbt/">https://www.nuj.org.uk/news/new-nuj-guidelines-on-reporting-lgbt/</a></p> <p><b>2 – NUJ Guidelines on Race Reporting</b>  <a href="http://ethicaljournalisminitiative.org/en/contents/nuj-guidelines-on-race-reporting">http://ethicaljournalisminitiative.org/en/contents/nuj-guidelines-on-race-reporting</a></p> <p><i>Practice Presenter – Mike SMITH, National Executive and Equality Council, <b>NUJ - National Union of Journalists</b>, United Kingdom</i></p>
<b>CIRCLE N°4</b>	<p><b>WORKING PRACTICES</b></p> <p><i>MEDIANE BOX Journalism Trainer Platform <b>Question 3.1.</b></i>  <a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalism-Trainers.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalism-Trainers.html</a></p> <p><i>Facilitator – Anna FRENYO, Freelancer Radio Journalist, Germany</i></p>	<p><b>GUIDELINES</b></p> <p><i>MEDIANE BOX Practice:</i></p> <p><b>The Ethical Journalism Initiative</b>  <a href="http://ethicaljournalisminitiative.org/en">http://ethicaljournalisminitiative.org/en</a></p> <p><i>Practice Presenter – Ricardo GUTIERREZ, Secrétaire général, <b>EFJ - European Federation of Journalists</b>, Belgium</i></p>
<b>CIRCLE N°5</b>	<p><b>GENDER</b></p> <p><i>MEDIANE BOX Journalists' Platform <b>Question 1.5.</b></i>  <a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalists.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalists.html</a></p> <p><i>Facilitator – Simon KAMM, Journalist <b>Freelance</b>, United Kingdom</i></p>	<p><b>BAROMETERS / GUIDELINES</b></p> <p><i>MEDIANE BOX Practice:</i></p> <p><b>La Représentation de l'homosexualité dans les médias de la Fédération Wallonie Bruxelles</b>  <a href="http://csa.be/documents/2434">http://csa.be/documents/2434</a> (en)  <a href="http://csa.be/documents/2384">http://csa.be/documents/2384</a> (fr)</p> <p><i>Practice Presenter – Sabri DERINÖZ, Advisor <b>CSA - Conseil supérieur de l'audiovisuel Fédération Wallonie Bruxelles</b>, Belgium</i></p>
<b>CIRCLE N°6</b>	<p><b>AUDIENCES</b></p> <p><i>MEDIANE BOX Journalists' Platform <b>Question 1.10.</b></i></p>	<p><b>PROFESSIONAL PRACTICES</b></p> <p><i>MEDIANE BOX Practice:</i></p> <p><b>24 hours in a newsroom</b></p>

	<p><a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalists.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalists.html</a></p> <p><i>Facilitator</i> – <b>Caoimhin MAC RAGHNAIL</b> (alias Kevin REYNOLDS), Radio Producer, <b>RTÉ - Raidió Teilifís Éireann</b>, Ireland</p>	<p><a href="http://www.24hdansuneredaction.com/en/">http://www.24hdansuneredaction.com/en/</a></p> <p><i>Practice Presenter</i> – <b>Brigitte BESSE</b>, Associated lecturer, Head of TV department, <b>IJBA - Institut du Journalisme de Bordeaux Aquitaine</b>, France</p>
<b>CIRCLE N°7</b>	<p><b>SOURCES</b></p> <p><i>MEDIANE BOX Journalists' Platform</i></p> <p><b>Question 2.1.</b></p> <p><a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalists.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalists.html</a></p> <p><i>Facilitator</i> – <b>Kattia HERNANDEZ</b>, Producer, <b>Discovery Networks Latin America</b>, Mexico</p>	<p><b>BAROMETER / DATABASES</b></p> <p><i>MEDIANE BOX Practices:</i></p> <p>1 – <b>CSA Diversity Barometer</b>  <a href="http://csa.be/documents/2436">http://csa.be/documents/2436</a> (en)  <a href="http://www.csa.be/documents/2381">http://www.csa.be/documents/2381</a> (fr)</p> <p>2 – <b>Expert Database in Belgium</b>  <a href="http://www.expertendatabank.be/">http://www.expertendatabank.be/</a></p> <p><i>Practice Presenter</i> – <b>Muriel HANOT</b>, Directrice des Etudes et Recherches, <b>CSA - Conseil supérieur de l'audiovisuel Fédération Wallonie Bruxelles</b>, Belgium</p>
<b>CIRCLE N°8</b>	<p><b>REPRESENTATION</b></p> <p><i>MEDIANE BOX Journalists' Platform</i></p> <p><b>Question 3.7.</b></p> <p><a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalists.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Journalists.html</a></p> <p><i>Facilitator</i> – <b>Ignacio IRIGOIEN</b>, Producer, Journalist, <b>NEAR Media Coop / NEARfm</b>, Ireland</p>	<p><b>BAROMETERS</b></p> <p><i>MEDIANE BOX Practice:</i></p> <p><b>AJP Diversity Barometer</b>  <a href="http://www.ajp.be/diversite/">http://www.ajp.be/diversite/</a></p> <p><i>Practice Presenter</i> – <b>Martine SIMONIS</b>, National Secretary, <b>AGJPB – Association générale des journalistes professionnels de Belgique</b>, Belgium</p>
<b>CIRCLE N°9</b>	<p><b>STRATEGIC DEVELOPMENT</b></p> <p><i>MEDIANE BOX Media Managers' Platform</i></p> <p><b>Question 1.2.</b></p> <p><a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Media-Managers.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Media-Managers.html</a></p> <p><i>Facilitator</i> – <b>Marie WENNERSTEN</b>, Producer/Director, <b>SR - Swedish Radio</b>, Sweden</p>	<p><b>PROFESSIONAL PRACTICE</b></p> <p><i>MEDIANE BOX Practice:</i></p> <p><b>Look who's talking</b> – Report  <a href="http://www.nuffield.ox.ac.uk/Resources/Guardian/Documents/lookwhostalking.pdf">http://www.nuffield.ox.ac.uk/Resources/Guardian/Documents/lookwhostalking.pdf</a></p> <p><i>Practice Presenter</i> – <b>Mukti Jain CAMPION</b>, Executive Producer, <b>Culture Wise Productions</b>, United Kingdom</p>
<b>CIRCLE N°10</b>	<p><b>HUMAN RESOURCES</b></p> <p><i>MEDIANE BOX Media Managers' Platform</i></p> <p><b>Question 1.9.</b></p>	<p><b>BAROMETERS / GUIDELINES</b></p> <p><i>MEDIANE BOX Practice:</i></p> <p><b>Young People and Media: Good Practices and Barometer</b></p>



	<p><a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Media-Managers.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Media-Managers.html</a></p> <p><i>Facilitator – Larry FERGESON, Board Member, <b>CMFE Community Media Forum Europe</b>, Cyprus</i></p>	<p><a href="http://csa.be/documents/2433">http://csa.be/documents/2433</a> (en) <a href="http://csa.be/documents/2383">http://csa.be/documents/2383</a> (fr)</p> <p><i>Practice Presenter – Bertrand LEVANT, Advisor <b>CSA - Conseil supérieur de l'audiovisuel Fédération Wallonie Bruxelles</b>, Belgium</i></p>
<b>CIRCLE N°11</b>	<p><b>INDIVIDUAL APPROACH</b></p> <p><i>MEDIANE BOX Media Managers' Platform</i></p> <p><b>Question 2.1.</b></p> <p><a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Media-Managers.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Media-Managers.html</a></p> <p><i>Facilitator – Nadia BELLARDI, Vice-President, <b>CMFE Community Media Forum Europe</b>, Switzerland</i></p>	<p><b>ACTION PLAN</b></p> <p><i>MEDIANE BOX Practices:</i></p> <p>1 – <b>RTBF Diversity Action Plan</b> 2 – <b>EBU Core Values</b></p> <p><a href="http://www3.ebu.ch/files/live/sites/ebu/files/Knowledge/Publication%20Library/EBU-Empowering-Society_EN.pdf">http://www3.ebu.ch/files/live/sites/ebu/files/Knowledge/Publication%20Library/EBU-Empowering-Society_EN.pdf</a></p> <p>2 – <b>European Media Diversity Action Plans</b></p> <p><a href="http://creativdiversitynetwork.com/information-hub/taking-action/">http://creativdiversitynetwork.com/information-hub/taking-action/</a></p> <p><a href="http://www.francetelevisions-diversite.com/">http://www.francetelevisions-diversite.com/</a></p> <p><i>Practice Presenter – Stéphane HOEBEKE, Legal Councillor, <b>RTBF</b>, Belgium</i></p>
<b>CIRCLE N°12</b>	<p><b>CULTURE</b></p> <p><i>MEDIANE BOX Media Managers' Platform</i></p> <p><b>Question 2.5.</b></p> <p><a href="http://www.mediane-box.eu/En/The-Mediane-Box-for-Media-Managers.html">http://www.mediane-box.eu/En/The-Mediane-Box-for-Media-Managers.html</a></p> <p><i>Facilitator – Mélanie CHALLE, Photojournalist, <b>NUJ - National Union of Journalists</b>, France</i></p>	<p><b>GUIDELINES</b></p> <p><i>MEDIANE BOX Practice:</i></p> <p><b>Getting the Fact Right: Reporting on Ethnicity and Religion</b></p> <p><a href="http://www.media-diversity.org/en/additional-files/documents/b-studies-reports/EJI_study_FINAL%20for%20Web.pdf">http://www.media-diversity.org/en/additional-files/documents/b-studies-reports/EJI_study_FINAL%20for%20Web.pdf</a></p> <p><i>Practice Presenter – Yuk Lan WONG, Campaigns and project officer, <b>EFJ - European / International Federation of Journalists</b>, Belgium</i></p>

The practice presentation was short and included questions from participants. The main goal of this second session was to present globally a practice explaining the reasons why this practice has been developed, its main results and its impact with regards to media diversity inclusiveness. The main expectation from practices presenters, while introducing their practice, was to give key ideas to participants on what could be developed on their side for strengthening diversity inclusiveness in the own professional environment and their daily work. After this first double session, participants were asked to move to another circle.

After the 4<sup>th</sup> session, participants stayed in their circle to build their "own action plan" on media diversity inclusiveness. This "action plan" had to be based on the main ideas developed by participants from their learning received during the three different sessions they went through and had to be discussed during the exchange visit ending the whole day of the roadshow.

## CONFRONTING DIVERSITY INCLUSIVENESS TO MEDIA GROUPS AND MEDIA USERS – THE EXCHANGE VISITS

The exchange visits were based on the idea of meeting media groups or groups of media users of Belgium to exchange on media diversity inclusiveness. The following exchange visits were organised for concluding the participants' roadmap:

**Circle 1** **Amazone** – *Support structure to women' organisations and resource centre on equality* - Contact Person: Elodie Debrumetz, Institute for Equality between Women and Men ([elodie.debrumetz@iefh.belgique.be](mailto:elodie.debrumetz@iefh.belgique.be)) / Constance Isaac, Amazone Communication and Project manager ([c.isaac@amazone.be](mailto:c.isaac@amazone.be)) – Location: **Amazone, Brussels**

**Circle 2** **Interfederal Centre on Equal Opportunities** – Exchange with Rom community leaders on diversity inclusiveness and media practices – Contact Person: François Deleu ([francois.deleu@cntr.be](mailto:francois.deleu@cntr.be)) / Jörg Gebhard ([joerg.gebhard@cntr.be](mailto:joerg.gebhard@cntr.be)) – Location: **Interfederal Centre on Equal Opportunities - Brussels**

**Circle 3** **Genres Pluriels** – *Organisation on gender issues (Transgender, transqueer...)* - Contact Person: Elodie Debrumetz, Institute for Equality between Women and Men ([elodie.debrumetz@iefh.belgique.be](mailto:elodie.debrumetz@iefh.belgique.be)) / Max Nisol, Genres Pluriels, ([contact@genrespluriels.be](mailto:contact@genrespluriels.be))

**Circle 4** **Agence Alter / Alter Echos**, *Non-profit organisation on journalism and research / media and social innovations* - Contact Person: Sandrine Warsztacki, Alter Echos ([sandrine.warsztacki@alter.be](mailto:sandrine.warsztacki@alter.be)) – Location: **Alter Echos, Brussels**

**Circle 5** **Coup2Pouce**, *Télé Bruxelles weekly TV show made by young people of Brussels* – Contact Person: Sabri Derinöz, CSA / Audrey N'Guessan / Louise Labib ([louise.labib@cvb-videp.be](mailto:louise.labib@cvb-videp.be)), Coup2Pouce – Location: **Coup2Pouce, Brussels**



Figure 3 – Coup2Pouce Exchange Visit

**Circle 6** **RTBF TV Magazines' Unit**, *TV sector of the Public Service Broadcaster of the French Speaking Community in Belgium* - Contact Person: Sandrine Graulich, Unit Director ([sgra@rtbf.be](mailto:sgra@rtbf.be)) / Safia Kessas, RTBF Producer ([skes@rtbf.be](mailto:skes@rtbf.be)) – Location: **RTBF, Brussels**

**Circle 7** **RTBF / ARTE Belgium**, *European TV Channel / Online platform on diversity* - Contact Person: Carine Bratlavsky, ARTE Manager ([cbr@rtbf.be](mailto:cbr@rtbf.be)) / Safia Kessas, RTBF Producer ([skes@rtbf.be](mailto:skes@rtbf.be)) – Location: **RTBF, Brussels**

**Circle 8** **AGJPB**, *General Association of Professional Journalists of Belgium* - Contact Person: **Martine Simonis**, AGJPB ([martine.simonis@ajp.be](mailto:martine.simonis@ajp.be)) – **AGJPB, Brussels**

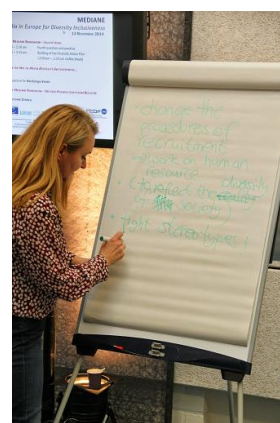
**Circle 10** *MediArte, Social Fund of audio-visual sector and film production* - Contact Person: Bertrand Levant, CSA ([bertrand.levant@csa.be](mailto:bertrand.levant@csa.be)) - Location: **Mediarte, Brussels**

**Circle 11** *RTBF / Diversity Group, Internal working group of RTBF on diversity* - Contact Person: Stéphane Hoebeke, RTBF Legal Advisor ([sho@rtbf.be](mailto:sho@rtbf.be)) – Location: **RTBF, Brussels**

**Circle 12** *Radio Alma* – Local community radio – Contact Person: David Martinez, Team coordinator ([david@radioalma.eu](mailto:david@radioalma.eu)) - Location: **Radio Alma, Brussels**

## **THE MEDIANE ROADSHOW – MAIN CONCLUSIONS & PROPOSALS OF ACTION**

Participants were divided in 11 working groups and invited to formulate 5 simple and concrete proposals for spreading and sharing the MEDIANE approach and Box on Media Diversity Inclusiveness. During this session, each team discussed and shared findings for integrating them in their own practice, as well as suggesting specific ways to promote the MEDIANE approach on diversity inclusiveness amongst colleagues and the wider media. This session reflected much of the debate and discussion which had been aired in many of the encounters, whether during reflection on good practice or engagement with the contents of the MEDIANE Box. As ever with MEDIANE all the action plans which small groups came up with, were practical, took into account different countries and resources and focused on the importance of individuals taking responsibility, becoming 'change-agents'. The proposals from the 11 working groups are summarized hereafter:



### **Working Group 1**

- Check your contacts
- Look at mobile App for this
- Upgrade the importance of teaching ethics
- Divide 'instant news' from 'analysis'
- Get diversity into all topics covered
- Look for different stories/ views and investigative journalism
- Raise newsroom awareness of issues

### **Working Group 2**

- Use social media, Facebook and twitter etc., to spread information about this.
- Form partnerships with schools of media/ universities.
- Incorporate MEDIANE in other groups' training.
- Use unions and out MEDIANE box on their websites.
- Make it available for LGBT groups.
- Encourage feedback.

### **Working Group 3**

- It's about including diversity in everything
- Share the vision!
- Identify issues and provide guidelines

Communicate this to colleagues through exchanging ideas, workshops and creating awareness

- Expose yourself to other views/ diversity of sources/ go out of your comfort zone
- Human resources - take diversity into consideration
- Involve young people, more media literacy for them but also confirming all have same right to views / representation regardless of diversity
- Database of interviewees

### **Working Group 4**

- Take the bus, tram, public transport
- Slow down, step back, listen and adopt - in reporting
- Discriminate positively/ inclusively
- Take a risk - be the first monkey!
- Diversify your sources
- Be uncomfortable, get humble
- Be brave. Convince your boss that you are right
- Ask direct questions at press conferences
- Emphasise in editorial teams, the idea of diversity "convert your colleague"
- Use tools of 'underrepresented experts'.

### **Working Group 5**

Consider your audience as a source: monitoring activity, check trending topics, understand the opinion leaders

Lobby for an experts' database: talk to media directors, journalist associations, politicians

Share experience such as the Belgian/Flemish database

Ethics training: ongoing training for journalists, teachers to talk about this at universities

Include diversity courses in journalism schools with practical work / in the field

Equality/gender: Include more women presenters and experts

Mentoring: young people and journalists to get into senior roles, to encourage more diverse groups into industry, to use the MEDIANE box.

### **Working Group 6**

Awareness of power dynamics/imbances in a changing media environment

Promotion of the MEDIANE box: translate into local languages (tidy up English), develop local projects to use it

Create mailing list/ platform for further exchanges and productions

Incorporate into journalism training

Be an Ambassador for MEDIANE

Take opportunities for change, don't wait until everything is perfect

Keep a balance between freedom of expression and (self) censorship, recognise media people as agents for change

### **Working Group 7**

Lobby for legislation, compare laws, advocate for change

Write and talk about any examples and advise legislators re laws on diversity

Share MEDIANE box with work, universities, in the media

Update practices and links

Apply for grant to keep on building on the Box

### **Working Group 8**

Be conscious of stereotypes - don't automatically follow

Flexible working hours should adapt to people's needs - even at top management

Change the procedures of recruitment: work on human resources to reflect diversity of society

See diversity as a positive!

Give media space to non-professional people of diverse backgrounds

Decision making on professional basis - not on bias.

Diversity of representation and in expression and ideas - example 'coup 2 pouce.'

### **Working Group 9**

Organise dialogues between coordinators on the station - 30 of them - so they know each other

Monthly committees could now have MEDIANE box as focus for training, raise diversity awareness

Develop Intercultural shows

Develop support /resources on website to accompany

### **Working Group 10**

Database of experts from minority groups both regional and national

Greater education about the subject

Support community media as a base for training capacity among diverse groups

Build bridges between community and mainstream media

### **Working Group 11**

Start up a twitter (or other social media) campaign. Along lines of German '#non-inclusive!' Which highlighted examples of stories, programmes which weren't inclusive

Greater media literacy through education at all levels: start by doing it individually

Monitor diversity and call attention to it

Monitor human resources / Call attention to it

Although of course it will take time to find out what continues in the years to come, nevertheless, the relationships formed and ideas planned suggest that this has been a very effective project in terms of getting individuals to feel that this, diversity inclusiveness in the media, is personal to them.'

## **DIPS IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS – Participants' Views on MEDIANE**

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To give rhythm and to give breath to the encounter, regular repeated session “*Dip in the Hat*” offered the opportunity to all participants to share some of the views and perspectives of MEDIANE participants collected via evaluation surveys or its global outcome survey organised in September 2014. Short sentences summarising some of these ideas and thoughts were printed on paper and put in a strange black hat from which participants were invited to pick up them and read them to the whole public. Here are the main ideas dipped in the MEDIANE Brussels' Encounter hat:

- *It's given me 'An awareness that diversity and inclusiveness need to be introduced to colleagues by way of face to face conversation.'*
- *It's given me 'examples of initiatives to empower and upskill women to be able to say yes to offers of interviews and/or panel participation.'*
- *It's led to me 'being more aware of using minority sources talking about other issues than minority ones. Sources can be doctors, teachers... It's about 'Normalization'.*
- *I understand 'the concept of, when reporting, diversity cannot be the centre of the story. You need to focus on the real problems from real people, universal issues can be really inclusive.'*
- *One of the best things was 'Direct one-to-one exchange of experiences with other delegates. Shared experiences will strengthen our resolve to better implement steps regarding diversity inclusiveness for our mutual benefit.'*
- *I think these meetings are very helpful because they give you a point of view that did not have before, and you can learn how journalists in other countries had done these things and stay with what most interests you or you could use in your work.*



*Fig. 5 – The Jean-Paul Philippot's (RTBF Administrator General) Dip in the MEDIANE Hat for Diversity Inclusiveness!*



- *It was great to get 'examples from community radio practice, in particular in inclusion of diverse staff and gender mainstreaming/equality in programming. The encounters also supported networking and the exchange of ideas and contacts amongst participants.'*
- *I came to 'understand that encounters or exchanges are important in our work, and reflexion about our role as journalist. It's not only a trip, it's a possibility to create something about our cultures and ways to do our job.'*
- *I understand better the importance of diversity in media production. To look at every possible angle in my daily work. I think that young journalists must be more included, and as one participant said, we should 'talk with people and not talk for people'.*
- *I have just transformed my magazine journalism course into a course of inclusive magazine journalism, and am delivering it currently to the first two groups: All in all, I feel that every student graduating from our institution will now get the basic acquaintance of the principles of inclusive journalism during their education."*
- *MEDIANE was a chance to think and reflect on these issues further and to get new great friends with a different background. New friendships with several journalists with very diverse background has personally given me a lot and made me think and act to change racism and prejudice in my country and within my work both as a freelance journalist and as a teacher. I always try to think myself into other people's situation so I think MEDIANE has helped me feel even more empathy.*
- *I work mainly for a regional newsroom, but my 'personal' borders are now, after participating in Mars and Mediane, much wider. i.e. I discovered I was relatively isolated in my work, and MARS MEDIANE allowed me to gain a wider perspective. Every journalist should certainly be able to do this.*
- *I did an exchange with a journalist of African origin. We did a vox pop style photo report and my colleague received some slightly racist comments. So I'm more aware now of having a good balance in interview partners and expert sources in terms of gender, race and background.*
- *"The MEDIANE Encounter in Lisbon contributed to the internalisation of diversity inclusiveness into my daily practice and analysis, making me more aware in assessing my working material.*
- *I have always been committed to the practice of a fair journalism, but the Mars and Mediane encounters offered data and examples of discrimination in the media that I had not seen. Since then I pay more attention to ensuring that my articles include different voices, particularly of women.*
- *I've organized seminars in my workplace, with newsrooms, administration and advertising teams, to discuss the issues of media inclusiveness. These seminars are each attended by an average of 20 people. They are based on MEDIANE case studies I've heard about during the encounters and on the documents I've brought back from Cyprus and Lisbon events.*
- *I am now more careful to be inclusive in my report AND in my daily thinking, which is very important!! I also spread the diversity /inclusiveness idea to my colleagues and friends.*
- *I feel I have matured in my approach to diversity issues, and don't feel as if it's something that some other people are experts in and I can't touch. Also now, it's more connected to curiosity than duty.*
- *These Mars and MEDIANE projects has strengthen my conviction that it is possible to improve media treatment and content. So, thanks, again.*



### 3 PLENARY SESSIONS FOR HIGHLIGHTING PRACTICES ON MEDIA DIVERSITY INCLUSIVENESS

#### MEDIA DIVERSITY INCLUSIVENESS & PUBLIC SERVICE BROADCASTERS IN EUROPE

[http://www3.ebu.ch/files/live/sites/ebu/files/Knowledge/Publication%20Library/EBU-Empowering-Society\\_EN.pdf](http://www3.ebu.ch/files/live/sites/ebu/files/Knowledge/Publication%20Library/EBU-Empowering-Society_EN.pdf)

This session held on November, 14, 2014 choose to focus on possible specific responsibilities of European public service media. It was facilitated by Anita Bhalla, journalist, BBC Birmingham United Kingdom and chaired by Jean-Paul Philippot, RTBF Administrator General and EBU Chair, Belgium. It focused mainly on the EBU Core Values and consisted on exchanging practices between media managers, chief editors and news anchors from various media groups in Europe. The main contributors to this session were:



Fig. 6 - from left to right)

**Tom Mc Guire**, TRE,  
Ireland

**Carolin Mayer**, RBB,  
Germany

**Jean-Paul Philippot**,  
RTBF & EBU, Belgium

**Anita Bhalla**, BBC,  
United Kingdom

**Klas Wolf-Watz**, SR,  
Sweden

**Patricia Loison**, France  
3, France

**Cristiana Castellotti**,  
RAI Radio 3, Italy

**RTBF - Jean-Paul PHILIPPOT**, General Administrator, **RTBF & Chair, EBU**, Belgium - 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. / **Jean-Paul Philippot** (54 ans) est Administrateur général de la RTBF (Radio Télévision Belge de la Fédération Wallonie-Bruxelles) depuis février 2002. Sous son impulsion, l'entreprise publique s'est profondément réorganisée, transformée et modernisée. Dans un environnement numérique de plus en plus concurrentiel, elle peut ainsi se targuer aujourd'hui d'une production de nombreux contenus originaux à travers trois chaînes de télévision, cinq de radios et plusieurs plateformes numériques. Cette offre complémentaire et diversifiée traduit l'ambition forte d'un média soucieux de rencontrer tous ses publics. Jean-Paul Philippot exerce aussi des fonctions dirigeantes dans des sociétés filiales de la RTBF telles que RMB (Régie Média Belge), CKP (société de tax-shelter), Dreamwall et Keywall (studios d'animation graphique) ainsi que la Sonuma (société de numérisation des archives). Il est enfin président de l'UER (Union Européenne de Radiodiffusion) depuis 2009. Il est diplômé de l'école Solvay de l'Université Libre de Bruxelles. Avant de rejoindre la RTBF, il avait rempli de nombreuses missions de consultance dans le secteur des soins de santé et dirigé ensuite le réseau des hôpitaux publics bruxellois (IRIS).

**FRANCE TÉLÉVISIONS - Patricia LOISON**, Journalist / Anchor, Grand Soir 3 (*National evening TV news show*),



**France 3**, France - <http://www.francetelevisions-diversite.com/> - Premier groupe audiovisuel français, France Télévisions se compose de cinq chaînes de télévision nationales – France 2, France 3, France 4, France 5 et France Ô –, auxquelles il faut ajouter les 24 antennes régionales de France 3, ainsi que 9 antennes et autant de radios ultramarines, les 1ères, et une offre complète de services numériques associés. /

**Patricia Loison**, née le 16 février 1971 à New Delhi en Inde, est une journaliste et présentatrice de télévision française d'origine indienne, ancienne élève de l'École supérieure de journalisme de Lille. Journaliste spécialisée dans l'actualité internationale, elle présente de 1994 à 2004 Le journal du monde sur LCI. À partir de 2005, elle travaille pour i>Télé, une autre chaîne d'information en continu, où elle présente Le journal de l'international puis le magazine quotidien Un jour dans le monde. En septembre 2009, elle rejoint France 3 pour succéder à Laurent Bignolas aux commandes de l'émission Faut pas rêver. Fin janvier 2011, elle devient la présentatrice du journal télévisé Soir 3 en semaine sur France 3. En septembre 2011, Patricia Loison succède à Élise Lucet à la présentation du magazine d'investigation Pièces à Conviction. Dès le 25 mars 2013, suite aux aménagements réalisés dans le journal du Soir 3 qui devient dans la même occasion le Grand Soir 3, elle est désormais accompagnée de Louis Laforge.

**RAI, Radio Televisione Italiana - Cristiana CASTELLOTTI**, Chief Editor, **RAI Radio Tre**, Italy -



Radiotelevisione italiana is Italy's national public broadcasting company. Radio3 is an Italian radio channel operated by the state-owned public-broadcasting organization RAI specialized in culture and classical music. Radio3Mondo is Radio3's radio show that broadcasts news reports from around the world, international press review, stories,

interviews and on-the-spot reporting including highlights. Website: [mondo3.rai.it](http://mondo3.rai.it) / I'm editor in chief of radio3 programme Radio3mondo as well as Tutta la città ne parla, these two programmes deal with foreign affairs and domestic issues. Mediane would be very helpful for me to get in touch with other European colleagues in order to share experiences, contacts and some future projects. Diversity inclusiveness represents a constant issue in my every day work and on my opinion we have to learn much more about it while preparing our contents for our programmes.

**RTÉ, Raidió Teilifís Éireann - Tom McGUIRE**, Director, **RTÉ Radio 1**, Ireland - **Tom McGuire** is Head of RTÉ



Radio 1, Ireland's most listened to radio station. RTÉ Radio 1 offers Ireland's most comprehensive, trusted quality radio service with award-winning, informative and entertaining home-production across all genres. It offers a mixed –genre schedule, with an in-depth news and current affairs programming and entertainment programming in its peak time schedule across the day. More specialist genres such as drama, documentary, arts and specialist music programming are also well represented in the off peak and weekend schedule. Over 50% of adults listen to RTÉ's radio services every week. RTÉ Radio 1 is the only radio station in Ireland with over a million listeners. RTÉ Radio 1 is the national flagship radio station - a core service within the wider RTÉ portfolio of services and at the heart of Public Service Broadcasting in Ireland.

**RBB, Rundfunk Berlin Brandenburg - Carolin MAYER**, Political and Investigative Magazines Editor, **RBB /**



**ARD**, Germany - Rundfunk Berlin Brandenburg (RBB) is one of 10 German public broadcasting corporations and member of ARD. This cooperative association produces one nationwide television programme and shares a pool of international correspondents. With their mandates defined in a state contract, the broadcast corporations' mission is to serve the public as a whole with comprehensive programmes providing information, education and entertainment. RBB produces a regional television programme and six radio programmes. Ad hence to the corporations' public programming mandate is monitored by broadcasting councils made up of public advocacy representatives from organized groups such as trade unions, churches, sports and cultural organisations, and

industry. Their task is to represent the interests of the general viewing and listening public. / **Carolyn Mayer** is a Berlin based journalist working for RBB - Rundfunk Berlin Brandenburg / ARD. She is in charge of RBB political investigative television magazine. Prior to this position she served as Personal Advisor of the networks programme director, focusing on strategic tasks. She started her journalistic career in TV News/Current Affairs. During the preparation of the 4th World Conference on Women she worked with the United Nations Department of Public Information (Human Rights and Development Section) in New York and the UN Information Centre in Bonn. Carolyn Mayer holds a Master's degree in Political Science.

**SR, Sveriges Radio - Klas Wolf-Watz**, Head of "P1 – Morgon", (*National morning Radio news show*), **SR sverigesradio Radio P1**, Sweden - Swedish Radio is the nationwide public service radio station, with 3 800 000 of the Swedish population (9 500 000) listening sometime during the course of a day. Radio Drama is one of the arts and cultural departments with an audience of about 250 000-400 000 listeners per radio play, producing 2-7 new plays weekly. / **Klas Wolf-Watz** is Head of the Swedish Radio's daily news and current affairs show "P1-morgon" (P1 Morning). Mr Wolf-Watz joined the Swedish Radio in 1998. He has served as, among other things, reporter, editor and host and has been Head of the morning show since 2011. P1-morgon is the news show with the highest ratings in Sweden and is broadcasted weekdays in the Swedish Radio's leading talk channel P1.

**Anita BHALLA**, Journalist, **BBC Birmingham** / Director and Chair, **Creative City Partnership**, United Kingdom - Anita's 26-year media career with the BBC has been varied; from being one of the first regionally based bi-media correspondents to being Head of the BBC's Public Space Broadcasting. She has also presented Channel 4's Eastern Eye and other national programmes. Anita is currently Chair of the Creative City Partnership and MAC (Midlands Arts Centre), and Chair of Performances Birmingham (Town Hall and Symphony Hall). Set up BBC Asian Network in the West Midlands; now a national digital service. Documentary producer national television and radio. Head of BBC Political & Community Affairs – England. Head of Public Space Broadcasting for the BBC overseeing a network of Big Screens which deliver a variety of community experiences from interactive games to live relays from the Royal Opera House, Last Night of the Proms to London 2012 Olympic and Paralympic Games. First woman President of Circom a European wide group of public service broadcasters. A trained teacher who turned her hand to becoming a Community Relations Officer in Leicester, a Community Worker in Handsworth, Birmingham, where she set up and ran one of the first hostels for Asian Women, as well as dealing with wider issues around welfare and social care. She has also worked as a lecturer teaching language and employment skills to Industrial workers, alongside training their managers in effective communications. Anita has a strong commitment to public service and her portfolio in this area ranges from being a member of Birmingham's recent Social Inclusion Commission to being a past chair of Grestone Junior and Infant School, past member of the governing body of Birmingham City University to currently being a trustee of the Children's University. Anita is the Chair of the Creative City Partnership which is a sub group of the Birmingham and Solihull LEP. The Creative City – an initiative of the Greater Birmingham & Solihull Local Enterprise Partnership, was set up to support the creation of jobs and wealth in Greater Birmingham. This partnership of private and public sector and networks of independent creative and cultural businesses has identified interventions to develop and promote aspiring innovative and entrepreneurial talent, develop a local market for cultural and creative activity and enhance our reputation as a place to do business. Anita has won several awards including the CRE's Race in the Media National Television News Award. In 2009 she was awarded an OBE for her services to Broadcasting and Communities.



## **MEDIA DIVERSITY INCLUSIVENESS - A DIALOGUE BETWEEN THE MEDIA AND OFFICIAL AND PROFESSIONAL BODIES ON MEDIA & DIVERSITY IN BELGIUM**

This session held on November, 12, 2014 choose to focus on media & diversity issues and practices within the Belgian context. It was conceived as a dialogue between media groups (from Radio, TV or print press) and Belgian institutions (Regulator, Professional Union, Non-discrimination bodies, etc.) that committed, for several years, in various initiatives to increase the inclusion of diversity within media content design and production. Some key practices were highlighted such as the CSA barometers and Guides of Good Practices ([www.csa.be/diversite](http://www.csa.be/diversite)) or the AJP (Association of Professional Journalists) Diversity Barometer on Belgian French-speaking Print Press, on diversity within Belgian newsroom, etc. ([www.ajp.be/diversite/](http://www.ajp.be/diversite/)). This debate gave also the opportunities to all participants to share their own practices to get a greater inclusion of diversity within news such as the VRT (Flemish Public Radio and Television, [www.vrt.be/werken-bij-vrt/diversiteit](http://www.vrt.be/werken-bij-vrt/diversiteit)) or the expert database implemented by VVJ in the Flemish speaking part of Belgium ([www.expertendatabank.be](http://www.expertendatabank.be)). If it looked on the past, this debate allowed also participants to develop their own perspectives for future and complementary initiatives towards diversity inclusiveness in the Belgian Media. The debate was facilitated by Safia KESSAS, RTBF Producer and Ricardo GUTIEREZ VELAZQUEZ, Journalist / EFJ Secretary General. The main contributors to this session were:

**AGJPB - François RYCKMANS**, President – [www.ajp.be](http://www.ajp.be) - 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.)

**Alter Echos / Agence Alter - Sandrine WARSZACKI**, Chief Editor – [www.alterechos.be/media-lab](http://www.alterechos.be/media-lab) - Alter Echos is a bi-monthly publication of Agence Alter. Our media analyse social issues in Belgium. Our regular readers are policy makers, professionals working on the social area, and all engaged and curious citizens. Alter Echos regularly opens its publications and web pages to non-professional writers, students and citizens interested in social issues. In May 2014, we published a special edition of our magazine about inclusion of people with disabilities, by giving the pen, microphone and camera to people with disabilities. The objective for the Agency Alter is developing solid citizen journalism approach called "Alter Media Lab" and to provide access to public media voices to people that are not often heard in the media.

**CSA - Muriel HANOT**, Director of Studies and Researches - [www.csa.be](http://www.csa.be) - 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.

**Institute for Equality between Women and Men - Françoise GOFFINET**, Sociologist - <http://igvm-iefh.belgium.be> - 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.

**Interfederal Centre for Equal Opportunities - François DELEU**, Collaborator - [www.diversiteit.be](http://www.diversiteit.be) /



[www.diversiteit.be](http://www.diversiteit.be) - 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.

**Le Soir - Christophe BERTI**, Chief Editor – [www.lesoir.be](http://www.lesoir.be) - Le Soir est un quotidien généraliste belge de langue française fondé en 1887 par Émile Rossel. Se présentant comme progressiste et indépendant, ce journal est de tradition libérale et historiquement à gauche de l'échiquier politique belge. C'est le quotidien francophone le plus lu en Belgique après les titres régionaux du groupe Sud Presse et avant le quotidien populaire La Dernière Heure. Il constitue avec l'autre journal de langue française à grand tirage La Libre Belgique l'horizon quotidien de la plupart des Belges francophones en matière de presse écrite. Depuis le 15 novembre 2005, il paraît au format berlinois et sur quatre cahiers.

LE SOIR

**RTBF - Stéphane HOEBEKE**, Legal Councillor – [www.rtbf.be](http://www.rtbf.be) - **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.

**VRT - Jean Philip DE TENDER**, TV Commissioning Department General Manager – [www.vrt.be](http://www.vrt.be) - VRT - This



is our story. 3 pillars - Community, Democracy, Quality. 4 values - Flemish Identity, Involve everyone, Independent, high quality and efficient, Transparent, open and focused on collaboration. 5 focus areas - Information, Culture, Education, Sport and Entertainment. 12 brands - MNM – Stubru – Radio 1 – Radio 2 – Klara - Één – Canvas – Op12 - Ketnet - Sporza – deredactie - cobra.

**Safia KESSAS**, RTBF Producer - Licenciée en Sciences-Politiques à L'ULB en 95 ( Erasmus à Manchester) , j'entame ensuite un Master en politique européenne à l'Institut d'Etudes Européennes de l'ULB. En 1997, je décroche mon premier emploi au Ministère des Affaires étrangères où j'exerce la fonction d'expert en désarmement. Au terme de trois années passées à représenter la Belgique dans des domaines tels que les mines antipersonnel ou les armes biologiques, je décide de postuler et je rentre à la RTBF en 2000 comme journaliste au sein de l'information régionale bruxelloise ; quotidienne bruxelloise en télévision et en radio.



Cherchant à m'exprimer dans des formats plus longs, en 2004, je démarche l'émission "Tout ça ne nous rendra pas le Congo" pour proposer un sujet sur le port du voile. Je suis aujourd'hui productrice de cette émission magazine. Je fais partie d'un groupe de réflexion sur la diversité créé récemment dans mon entreprise par Jean-Paul Philippot, Administrateur général de la RTBF. Le but de ce groupe qui implique des personnes clé de la radio, de la télévision, d'internet et des ressources humaines est d'améliorer la représentativité interne (recrutement) et sur antenne des personnes issues de cette diversité. Il est important à ce stade, de nous inspirer des politiques mises en place dans d'autres pays pour gérer encore mieux cet enjeu.

**Ricardo GUTIEREZ VELAZQUEZ**, Journalist / EFJ - General Secretary of the European Federation of Journalists (EFJ), Ricardo Gutiérrez worked as a journalist in the Belgian daily newspaper "Le Soir" from 1990 to 2013. He wrote about health policies and civil rights topics. He is also member of the Belgian Press Council. He holds a journalism diploma from the Université libre de Bruxelles (ULB) and he is a lecturer at the ULB. From 2007 to 2013, he was Council member of the "Association des Journalistes professionnels" (AJP).



**THE MEDIANE ROADSHOW – AN OPENING SESSION BY THE FOUR MAIN ORGANISING AND HOSTING PARTNERS OF THE MEDIANE ROADSHOW**

Held on November, 12, 2014, the opening session joined the Council of Europe, The European Union (as CoE joint partner for the 2013-14 MEDIANE – Media in Europe for diversity Inclusiveness, [www.coe.int/mediane](http://www.coe.int/mediane)), RTBF (as hosting organisation of the MEDIANE Roadshow) and the Federal Government of Belgium as hosting country and chair of the Committee of Ministers of the Council of Europe (November 2014 – May 2015) while the MEDIANE Roadshow was on the activities of the Belgian chairmanship. The main contributors to the opening session were:



**Jean-Paul PHILIPPOT** - General Administrator, **RTBF** and Chairperson, **EBU**, *European Broadcasting Union*,



Belgium - **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



OPERATING EUROVISION AND EURORADIO

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. / Jean-Paul Philippot (54 ans) est Administrateur général de la RTBF (Radio Télévision Belge de la Fédération Wallonie-Bruxelles) depuis février 2002. Sous son impulsion, l'entreprise publique s'est profondément réorganisée, transformée et modernisée. Dans un environnement numérique de plus en plus concurrentiel, elle peut ainsi se targuer aujourd'hui d'une production de nombreux contenus originaux à travers trois chaînes de télévision, cinq de radios et plusieurs plateformes numériques. Cette offre



complémentaire et diversifiée traduit l'ambition forte d'un média soucieux de rencontrer tous ses publics. Jean-Paul Philippot exerce aussi des fonctions dirigeantes dans des sociétés filiales de la RTBF telles que RMB (Régie Média Belge), CKP (société de tax-shelter), Dreamwall et Keywall (studios d'animation graphique) ainsi que la Sonuma (société de numérisation des archives). Il est enfin président de l'UER (Union Européenne de Radiodiffusion) depuis 2009. Il est diplômé de l'école Solvay de l'Université Libre de Bruxelles. Avant de rejoindre la RTBF, il avait rempli de nombreuses missions de consultance dans le secteur des soins de santé et dirigé ensuite le réseau des hôpitaux publics bruxellois (IRIS).



**Bart OUVRY** - Human Rights' Director, **Ministry of Foreign Affairs / Belgian Chairmanship of the Committee of Ministers of the Council of Europe**, Belgium - Bart Ouvry studied



history and communication sciences. Is a Belgian Diplomat since 1986. Held successively diplomatic postings in Kuwait, in Brussels at the cabinet of the Minister for Foreign Trade, in Vienna to the IAEA, in Brussels at the Permanent Representation

to the European Union and later in the Belgian European Coordination service, at the Belgian Embassy in Paris, as a Consul General and Deputy Permanent Representative to the UN in Geneva. From September 2008 to April 2011 he was spokesman for Foreign Affairs in Brussels. Specialties: European Affairs, Communication, Human Rights, Disarmament and Nuclear Non-proliferation, United Nations African Affairs, including institution building and development, International Multilateral negotiations, Economic diplomacy.



**Salla SAASTAMOINEN** - Director, Directorate Equality, Directorate General – **European Commission** - The



Directorate Equality contributes to the development and consolidation of an area of freedom, justice and equality, ensuring that citizens benefit from progress made at European level. To this end, the Directorate coordinates and promotes policy developments to combat discrimination on grounds of sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation, promotes awareness on gender equality and non-discrimination and coordinates policy developments in respect of the Roma. The Directorate is also responsible for the relationship to the European Institute for Gender Equality (EIGE). /Salla Saastamoinen is the Director in charge of Equality in the Directorate-General Justice, European Commission since 2014. Salla Saastamoinen headed the Unit Fundamental rights and rights of the child (2013-14) and the Civil Justice Policy Unit (2007-2013) in Directorate General Justice before taking over her current post. Salla Saastamoinen is a lawyer from the University of Helsinki, Finland. She has worked in the Commission for 18 years, in the beginning in the legal unit of the Directorate General Environment and then as legal and policy official in the Directorate General Justice, Freedom and Security in the unit Fundamental rights and citizenship.



[http://ec.europa.eu/justice/grants1/programmes-2014-2020/rec/index\\_en.htm](http://ec.europa.eu/justice/grants1/programmes-2014-2020/rec/index_en.htm)

**Claudia LUCIANI** - Director, Democratic Governance Directorate, **Council of Europe** – [www.coe.int/mediane](http://www.coe.int/mediane)



- The Council of Europe (CoE), based in Strasbourg (France), covers virtually the entire European continent, with its 47 member countries. Founded on 5 May 1949, the Council of Europe seeks to develop throughout Europe common and democratic principles based on the European Convention on Human Rights and other reference texts on the protection of individuals. The Council of Europe aims at creating a common democratic and legal area throughout the whole of the continent, ensuring respect for its fundamental values: human rights, democracy and the rule of law, which are the foundations of a tolerant and civilised society and indispensable for European stability, economic growth and social cohesion. The main objectives of the CoE are to protect human rights, pluralist democracy and the rule of law; to promote awareness and encourage the development of Europe's cultural identity and diversity; to find common solutions to the challenges facing European society; to consolidate democratic stability in Europe by backing political, legislative and



constitutional reform. / Claudia Luciani worked in the Directorate General of Political Affairs for a number of years as Director of Political Advice and Co-operation, she was appointed Director of Democratic Governance in September 2012 in the Directorate General of Democracy. This Directorate General was created in 2011 following a major reform of the Organisation in order to address the challenges of democracy on the continent and their impact on European citizens. The work of Claudia Luciani's Directorate focuses notably on the solidity of democratic institutions by ensuring an equal application of European standards across Council of Europe membership and by looking at the critical interaction between different levels of governance (local, regional, national); the need to "manage" the increasing diversity of our society in an harmonious manner fully respectful of fundamental rights and freedoms; and the wider implications of democratic principles and practices in relation to democratic transition processes outside Europe through the World Forum for Democracy.

## **A MOVIE TO CONCLUDE THE MEDIANE ROADSHOW AND EU / CoE 2013-14 JOINT PROGRAMME**

A movie, edited by Marina Lalovic (Journalist, **RAI Radio Tre**, Italy) was the choice made by the organisers for concluding the MEDIANE Roadshow and EU / CoE 2013-14 joint initiative. Made of various reports realised during the MEDIANE Encounters ([www.coe.int/mediane/encounters](http://www.coe.int/mediane/encounters)) and European Exchanges of Media Practices ([www.coe.int/mediane/exchanges](http://www.coe.int/mediane/exchanges)), this movie summarised the Mediane dynamic but also participants' commitment to achieve media diversity inclusiveness.

**Watch more about MEDIANE initiatives**



## THE MEDIANE ROADSHOW MANAGERS & NEWS' CONTACTS

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### CoE MEDIANE MANAGER

**Reynald BLION**, *Media & Diversity* and MEDIANE Programme Manager, **Council of Europe** – [themedianebox@gmail.com](mailto:themedianebox@gmail.com) - Reynald BLION – Programme Manager - Since September 2008, Reynald Blion is Media & Diversity Manager for the Directorate General Democracy. Until December 2010, he has been responsible for the implementation of the Media & Diversity part of the Speak out against discrimination Campaign of the Council of Europe. Within the same Directorate General, he joined the Directorate Democratic Governance, Culture and Diversity and its Division Cultural Policy, Diversity and Intercultural Dialogue to manage the European Union / Council of Europe joint programme MARS – Media Against Racism in Sport; programme he conceived and developed on the basis of previous actions of the Council of Europe in these fields. He contributed, to several publishing as, for example, Tell us about diversity! A practical Approach to Intercultural Media Content, Strasbourg, Council of Europe, 2011, To fight against discrimination and for cultural diversity: a major challenge for the media in: Cavdar A., Yildirim A.B. (Eds), Hate Crimes and Hate Speech, Istanbul, The International Hrant Dink Foundation Publication, 2010, Europe's ethnic and diversity media in: C. Dientz, P. Stamen (Eds), Media on the move. Migrants and minorities in the media, Aachen, CAMECO, 2009, Ethnic media and diversity in Europe in: Georgiou M., Transnational lives and the media, Londres, Routledge, Aug. 07, Parler de l'autre / Parler d'ailleurs. De la visibilité à l'expression des diversités en Europe in: Rigoni I., Les bannis des media, Paris, Aux lieux d'être, May 07...



### ENCOUNTER ANCHOR

**Prof. Diane KEMP**, MEDIANE Encounters' Anchor, **BCU Birmingham School of Media**, United Kingdom [diane.kemp@bcu.ac.uk](mailto:diane.kemp@bcu.ac.uk) - Diane Kemp is a Professor of broadcast journalism education and course director of postgraduate BJ programmes. She is also the consultant responsible for overseeing encounters on the MEDIANE project. Recently she was appointed the Deputy Chair of the Broadcast Journalism Training Council which sets training standards in the UK. Before moving to academia Diane worked for many years in broadcast news and current affairs. She started as a producer/presenter in local radio stations including; BBC Radio Shropshire, Cardiff Broadcasting, Radio Victory, Mercia Sound. She was a reporter/ presenter in BBC regional and national TV UK; Midlands Today, Midlands Reports, and a freelance reporter for Woman's Hour, BBC Radio Four. She has been an external examiner at various UK Universities including; Goldsmiths', Sheffield, City University, South Wales and Sunderland, and run journalism ethics sessions for the Fundamental Rights Agency of the EU and Transparency International.



### RTBF

**Safia KESSAS**, Producer, **RTBF** – [skes@rtbf.be](mailto:skes@rtbf.be) - **Safia KESSAS**, RTBF Producer - Licenciée en Sciences-Politiques à L'ULB en 95 ( Erasmus à Manchester) , j'entame ensuite un Master en politique européenne à l'Institut d'Etudes Européennes de l'ULB. En 1997, je décroche mon premier emploi au Ministère des Affaires étrangères où j'exerce la fonction d'expert en désarmement. Au terme de trois années passées à représenter la Belgique dans des domaines tels que les mines antipersonnel ou les armes biologiques, je décide de postuler et je rentre à la RTBF en 2000 comme journaliste au sein de l'information régionale bruxelloise ; quotidienne bruxelloise en télévision et en radio. Cherchant à m'exprimer dans des formats plus longs, en 2004, je démarque l'émission "Tout ça ne nous rendra pas le Congo" pour proposer un sujet sur le port du voile. Je suis aujourd'hui productrice de cette émission magazine. Je fais partie d'un groupe de réflexion sur la diversité créée récemment dans mon entreprise par Jean-Paul Philippot, Administrateur général de la RTBF. Le but de ce groupe qui implique des personnes clé de la radio, de la télévision, d'internet et des ressources humaines est d'améliorer la représentativité interne (recrutement) et sur antenne des personnes issues de cette



diversité. Il est important à ce stade, de nous inspirer des politiques mises en place dans d'autres pays pour gérer encore mieux cet enjeu.

**Régine CARPENTIER**, Internal Communication Officer, **RTBF** – [rcar@rtbf.be](mailto:rcar@rtbf.be) - Régine Carpentier (43) est chargée de Communication Interne à la RTBF (Radio Télévision belge francophone) depuis 2010. Elle a débuté sa carrière dans l'entreprise en 1991 dans le secteur de la production TV, où elle collabore à de nombreuses émissions de variétés et de divertissement. Viennent ensuite quelques années dans le secteur de la musique (organisation de festivals et management d'artistes). De retour à la RTBF, son expérience la mènera vers des postes de communication et de promotion, d'abord en radio et ensuite au service même de l'entreprise où elle gère plus particulièrement l'organisation de différents séminaires et autres événements destinés au personnel.



#### **More information at:**

[www.coe.int/mediane](http://www.coe.int/mediane)

[www.coe.int/mediane/brussels](http://www.coe.int/mediane/brussels)

#mediane\_be

Facebook/Groups – European Journalistsfordiversity

## **THE ACTORS – ALL MEDIANE PARTICIPANTS... THANKS TO ALL OF THEM**

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List of participants is available in appendix and biographies of Brussels' MEDIANE participants are available at: [www.coe.int/t/dg4/cultureheritage/mars/mediane/source/encounters/belgium/02-MEDIANE-EE-EN-Brussels-Bio-Online-OK-RB-0211.pdf](http://www.coe.int/t/dg4/cultureheritage/mars/mediane/source/encounters/belgium/02-MEDIANE-EE-EN-Brussels-Bio-Online-OK-RB-0211.pdf)



## **APPENDICES**

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**The MEDIANE Roadshow Agenda**

**The MEDIANE Roadshow Participants**





## THE MEDIANE ROADSHOW AGENDA

(Detailed agenda available at: [www.coe.int/mediane/brussels](http://www.coe.int/mediane/brussels))

### 12 NOVEMBER 2014

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- 1.00 pm      *Registration & Welcoming Coffee*
- 2.00 pm      **WELCOMING AND INTRODUCTORY SESSION**
- 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?*
- 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*
- 6.00 pm - ...      **WELCOMING COCKTAIL**
- 7.30 pm - ...      *End of the day / Free evening*

### 13 NOVEMBER 2014

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- 8.30 am      *Arrival of participants*
- 9.00 am      **YOUR TRIP TO DIVERSITY INCLUSIVENESS IN THE MEDIA**
- 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 diversity inclusiveness.*  
**The Method**  
*12 questions / debates from the MEDIANE BOX on Media Diversity Inclusiveness*  
*12 media practices on diversity inclusiveness, including participants' practices*  
*12 action plans on media diversity inclusiveness*  
  
*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**  
*For each participant:*  
09.30 – 10.20 am      First set of question and practice  
10.25 – 11.15 am      Second set of question and practice  
11.20 – 12.10 am      Third set of question and practice  
10.20 / 11.15 am      **DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...**

12.15 noon	Lunch
1.30 pm	<p><b>THE MEDIANE ROADSHOW – Second steps</b></p> <p><i>For each participant:</i></p> <p>1.30 – 2.10 am            Fourth set of question and practice</p> <p>2.15 – 3.15 am            Building of the Diversity Action Plan (Coffee break included)</p> <p>2.10 / 3.15 pm            <b>DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...</b></p>
3.30 pm	Departure for local exchange visits
4.00 pm	<p><b>THE MEDIANE ROADSHOW – OUTSIDE PERSPECTIVES FROM BELGIUM</b> – 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 group with realities on ground.</p>
6.00 pm - ...	End of the day
7.30 pm	<b>MEDIANE DINNER</b>

## 14 NOVEMBER 2014

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8.30 am	Arrival of participants
9.00 am	<b>DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...</b>
9.05 am	<p><b>BRAINSTORMING – HOW DISSEMINATING MEDIA DIVERSITY INCLUSIVENESS?</b> – 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?</p>
9.35 am	<p><b>CROSSING OUTCOMES OF YOUR MEDIANE ROADSHOW</b> - 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.</p>
10.05 am	Coffee Break
10.35 am	<b>A LAST DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...</b>
10.40 am	<p><b>MEDIA DIVERSITY INCLUSIVENESS – WHAT’S NEXT? A PERSONAL VIEW</b> <i>Feedback(s) and observations on 20 years of initiatives on media &amp; diversity in Europe. A conversation between:</i></p>
11.20 am	<p><b>MEDIA DIVERSITY INCLUSIVENESS – WHAT’S NEXT? PUTTING THE MEDIA ON THE SPOTLIGHT</b> - <i>Perspectives of Public Service Broadcasters in Europe – A specific responsibility?</i></p>
12.30 pm - ...	<b>ANOTHER PERSPECTIVE ON DIVERSITY</b>
1.00 pm - ...	Closing Lunch / End of the encounter & Departure of participants

## THE MEDIANE ROADSHOW PARTICIPANTS

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### PARTICIPANTS

#### **Madalina Crinela ALEXE**

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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 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?*