

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*

PROVISIONAL AGENDA

RTBF - RADIO TELEVISION BELGE FRANCOPHONE
Brussels – Belgium



AGJPB | AVBB

INTERFEDERAL
CENTRE
FOR EQUAL
OPPORTUNITIES

CSA
CONSEIL SUPERIEUR
DE L'AUDIOVISUEL



INSTITUTE
FOR THE EQUALITY
OF WOMEN
AND MEN



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

EUROPEAN MEDIA ENCOUNTER

THE MEDIANE ROADSHOW

A Journey towards Diversity Inclusiveness in the Media

RTBF

Salle: Rue des Décors
52, Bd Auguste Reyers
Brussels – Belgium
M° / Bus Station - Diamant

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.

12 NOVEMBER 2014

1.00 pm *Registration & Welcoming Coffee*

2.00 pm **WELCOMING AND INTRODUCTORY SESSION**

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

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

Salla SAASTAMOINEN Director, Directorate Equality, Directorate General Justice, **European Commission**

Claudia LUCIANI Director, Democratic Governance Directorate,
Council of Europe

Plenary session

Simultaneous interpretation in English / French / Dutch

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?

François TRON, TV Channels' Director,
RTBF

Muriel HANOT, Director of Studies and
Researches, **CSA**, High Council on Audio-
visual

Jean Philip DE TENDER, General Manager of
the TV Commissioning Department, **VRT**,
Vlaamse Radio en Televisieomroep

François RYCKMANS, President, **AGJPB**,
General Association of Professional Journalists
of Belgium

Christophe BERTI, Chief Editor, **Le Soir**

François DELEU, Collaborator, **Interfederal
Centre for Equal Opportunities**

Sandrine WARSZTACKI, Chief Editor, **Alter
Echos / Agence Alter**

Michel PASTEEL, Director, **Institute for
Equality between Women and Men**

Facilitated by **Safia KESSAS**, Producer, "Tout ça ne nous
rendra pas le Congo", **RTBF**

Ricardo GUTIEREZ VELAZQUEZ, Journalist /
Secretary General, **EFJ** - *European Federation
of Journalists*

Plenary session

Simultaneous interpretation in English / French / Dutch

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

Sean Ó SIOCHRÚ

MARS and MEDIANE Programmes' Evaluator, Consultant

Plenary session

Simultaneous interpretation in English / French / Dutch

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

Reynald BLION *Media & Diversity and MEDIANE Programme Manager, CoE*

Diane KEMP *MEDIANE Encounters' Consultant & European Encounter Anchor, **BCU Birmingham School of Media**, United Kingdom (UK)*

*Plenary session - Streaming online
Simultaneous interpretation in English / French / Dutch*

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**

Reynald BLION *Media & Diversity and MEDIANE Programme Manager, CoE*

Diane KEMP *MEDIANE Encounters' Consultant & European Encounter Anchor, **BCU Birmingham School of Media**, UK*

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 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*

The Objective

During the day (from 9.30 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 invited to circulate between 12 different circles according a roadmap given at the beginning of this session; 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 will have:

- 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 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**

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 (Coffee break included)

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**

For each participant:

1.30 – 2.10 am	Fourth set of question and practice
2.15 – 3.15 am	Building of the Diversity Action Plan (Coffee break included)

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 group with realities on ground.

Exchange Visits to **GROUPS OF MEDIA ACTORS**

- 1 **RTBF TV Magazines' Unit**, *TV sector of the Public Service Broadcaster of the French Speaking Community in Belgium* - Contact Person: **Sandrine GRAULISCH**, Unit Director / **Safia KESSAS**, RTBF Producer
- 2 **RTBF Radio La Première**, *First Radio Channel of the Public Service Broadcaster of the French Speaking Community in Belgium* - Contact Person: **Corinne BOULANGIER**, La Première Director / **Safia KESSAS**, RTBF Producer
- 3 **RTBF / ARTE Belgium**, *European TV Channel / Online platform on diversity* - Contact Person: **Carine BRATLAVSKY**, ARTE Manager / **Safia KESSAS**, RTBF Producer
- 4 **RTBF / Diversity Group**, *Internal working group of RTBF on diversity* - Contact Person: **Stéphane HOEBEKE**, RTBF Legal Advisor
- 5 **Coup2Pouce**, *Télé Bruxelles weekly TV show made by young people of Brussels* – Contact Person: **Sabri DERINÖZ**, CSA / **Audrey N'GUESSAN N'GUESSAN** / **Louise LABIB**, Coup2Pouce
- 6 **MediArte**, *Social Fund of audio-visual sector and film production* - Contact Person: **Bertrand LEVANT**, CSA
- 7 **Agence Alter / Alter Echos**, *Non-profit organisation on journalism and research / media and social innovations* - Contact Person: **Sandrine WARSZACKI**, Alter Echos
- 8 **Radio Alma** – Local community radio – Contact Person: **David MARTINEZ**, Team coordinator
- 9 **AGJPB**, *General Association of Professional Journalists of Belgium* - Contact Person: **Martine SIMONIS**, AGJPB

MEDIA USERS

- 10 **Amazone** – *Support structure to women' organisations and resource centre on equality* - Contact Person: **Elodie DEBRUMETZ**, Institute for Equality between Women and Men / **Constance ISAAC**, Amazone Communication and Project manager
- 11 **Genres Pluriels** – *Organisation on gender issues (Transgender, transqueer...)* - Contact Person: **Elodie DEBRUMETZ**, Institute for Equality between Women and Men / **Max NISOL**, Genres Pluriels
- 12 **Interfederal Centre on Equal Opportunities** – Exchange with Rom community leaders on diversity inclusiveness and media practices – Contact Person: **François DELEU** / **Jörg GEBHARD**, Interfederal Centre on Equal Opportunities

6.00 pm - ... *End of the day*

7.30 pm **MEDIANE DINNER**



LA MANUFACTURE

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14 NOVEMBER 2014

(Language - English)

8.30 am *Arrival of participants*

9.00 am **DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...**

9.05 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?

12 working groups

9.35 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.

Facilitator **Diane KEMP**, MEDIANE Encounters' Consultant & European Encounter Anchor, **BCU Birmingham School of Media**, UK

Plenary session

10.05 am *Coffee Break*

10.35 am **A LAST DIP IN THE HAT OF MEDIA DIVERSITY INCLUSIVENESS...**

10.40 am **MEDIA DIVERSITY INCLUSIVENESS – WHAT'S NEXT? A PERSONAL VIEW**

Feedback(s) and observations on 20 years of initiatives on media & diversity in Europe. A conversation between:

Reynald BLION *Media & Diversity and MEDIANE Programme Manager, CoE*

and

Diane KEMP, MEDIANE Encounters' Consultant & European Encounter Anchor, **BCU Birmingham School of Media**, UK

Plenary session

11.20 am **MEDIA DIVERSITY INCLUSIVENESS – WHAT'S NEXT? PUTTING THE MEDIA ON THE SPOTLIGHT** - *Perspectives of Public Service Broadcasters in Europe – A specific responsibility?*

RTBF

Jean-Paul PHILIPPOT, General Administrator, **RTBF** & Chair, **EBU**, Belgium

FRANCE TÉLÉVISIONS

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

RAI, *Radio Televisione Italiana*

Cristiana CASTELLOTTI, Chief Editor, **RAI Radio Tre**, Italy

RTÉ, *Raidió Teilifís Éireann*

Tom McGUIRE, Director, **RTÉ Radio 1**, Ireland

RBB, *Rundfunk Berlin Brandenburg*

Carolin MAYER, Political and Investigative Magazines Editor, **RBB / ARD**, Germany

SR, Sveriges Radio

Klas WOLF-WATZ, Head of "P1 – Morgon",
(*National morning Radio news show*), **SR Radio P1**, Sweden

Interview by

Anita BHALLA, Journalist, **BBC Birmingham** /
Director and Chair, **Creative City Partnership**,
United Kingdom

Plenary session

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

by **Marina LALOVIC**

Journalist, Daily Radio3Mondo Show, **RAI Radio Tre**, Italy

Plenary session

1.00 pm - ... *Closing Lunch*

End of the encounter & Departure of participants

ENCOUNTER ANCHOR

Prof. Diane KEMP, *MEDIANE Encounters' Anchor*, **BCU Birmingham School of Media**, *United Kingdom*
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CoE MEDIANE MANAGER

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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?