

MEDIANE

*Media in Europe
for Diversity
Inclusiveness*



28. – 30. April 2014

MEDIANE Thematic Encounter

Zlatna Vrata Cinema

www.zlatnavrata.hr

Hotel Park

www.hotelpark-split.hr

Split - Croatia

CMFE
COMMUNITY MEDIA FORUM EUROPE

GENZURA PLUS
UDRUGA ZA PROMICANJE LJUDSKIH PRAVA I MEDIJSKIH SLOBODA

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

TITLE**MEDIANE THEMATIC ENCOUNTERS*****TOWARDS AN INCLUSIVE APPROACH OF DIVERSITY
IN MEDIA CONTENT DESIGN & PRODUCTION*****DATES & LOCATION** CROATIA – SPLIT – 28. – 30. APRIL 2014**REGISTRATION** *Deadline for pre-registration*CROATIA **28 March 2014** (*Final Selection and confirmation 31.03.2014*)**PARTICIPANTS’
COMMITMENT**

In September 2013, at the former MEDIANE Encounter in Groningen or San Sebastian participants were **encouraged on building pairs** that **commit in European Exchanges** of Media Practices: http://www.coe.int/t/dg4/cultureheritage/mars/mediane/EEMP_en.asp

In this follow up Encounter **participants** will be **asked to present the joint work output** they produced during their exchanges, to share their main feedbacks on their exchange experiences and to deliver recommendations and guidelines for MEDIANE Index building regarding diversity inclusiveness in the field media production: http://www.coe.int/t/dg4/cultureheritage/mars/mediane/index_en.asp

Participants who didn't take part in the former Encounter can apply as well, to present own reports, learn and discuss about diversity inclusiveness media coverage and prepare a European Exchange of Media Practices.

**CONDITIONS OF
PARTICIPATION**

Participants living outside the hosting country will be provided a **prepaid ticket** by the EU / CoE MEDIANE Joint Initiative (Contact – Ellsworth Camilleri, ellsworth.camilleri@coe.int)

Participants living outside city and needing accommodation will be provided a per diem of **130€ per night spent in the city** (hotel invoice to be provided) and **each participant is asked to organise his/her own accommodation** (list of hotels available on request)

National participants living outside the city will have their **travel costs reimbursed** (invoice to be provided)

Per diem and travel costs will be **reimbursed** via **bank transfer after the encounter**; a minimum of 6 weeks is needed before participants receive their reimbursement.

BACKGROUND

Today, in Europe, too many people are not very visible; in fact some remain invisible, on screen! Even worse, when these same groups appear in the media, they are confined to very specific roles and consigned to limited topics. Thus, as different groups are barely visible, they are being denied their voice in the democratic debate!

Through the sources they use, the subjects they select and the treatment they choose, the media influences the agenda (what to think about) and the public's 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. – which is crucial for democratic participation and social cohesion.

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 designing 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 during thematic encounters on journalism training, editorial management or production. Based on this sharing of experiences and practices, MEDIANE wants to support the media and their professionals in their efforts for finding ways to implement truly inclusive modes of media content design and production.

OBJECTIVE

To raise awareness among media professionals, after they experienced co-production and co-distribution ventures, about the principles of diversity inclusiveness for building innovative modes of production of truly inclusive media contents.

To present, discuss and analyse the results of various media productions that participants produced in the last 6 months during an Exchange. To reflect experiences and methods during the production process. New participants will get the chance to present own reports, that focussing on diversity inclusiveness.

To develop and contribute to the evaluation of the Mediane Index – The Monitoring and Action Tool.

To contribute to the development of European network of media professionals for inclusive media coverage to enrich media contents while ensuring that everyone participates in public and democratic debates

CONTENT

The media encounter will focus on professional practices.

Participants have to present their media reports in pairs that they produced during an exchange. They will share experiences and has to explain the background and context in front of an auditorium and discuss with other European journalists.

Participants has to take part in small group discussions and workshops to analyse the content of the reports, and reflect the benefits from partnerships at European level and for developing inclusive approach of media content design and production.

Participants has to test and analyse the Mediane Index – The Monitoring and Action Tool in its first stadium, while focussing on examples and definition of conditions and criteria for media content to be inclusive and for increasing media capabilities of include diversity in the production process.

CoE PARTNER



CMFE – Community Media Forum Europe - Founded in 2004, CMFE links various members of the Third Media Sector at the European level. The “Third Media Sector” is made up of non-profit-making media serving a local community and has as such a clearly distinct identity alongside the national public service sector and private commercial media. The CMFE is a common platform for networks, national federations and projects active within this sector. Currently, CMFE has 107 members (of which 26 are National Federations) from 25 European countries. Among its affiliate members it counts also individuals and organisations from Africa, Asia and North America.

LOCAL ORGANISER/S



CENZURA PLUS is a non-profit, civil society organization from Split, Croatia, that promotes human rights, media freedoms and works on the development of civil society, through methods of independent media (TV) production, out-institutional education and public advocacy, with the aim of building modern, democratic and fair society in Croatia.

PARTICIPANT PROFILE

lax. 40 participants (35 non locals + 5 locals) will be hosted during the encounter; 34 media professionals coming from public, commercial or community and minority media, including 4 national articipants, and 6 of CoE M EDIANE team and partners.

Participation priority given to participants of the first two encounters on production held in Spain and the Netherlands in 2013.

OUTPUTS

Set of guidelines, recommendations and/or criteria for inclusive approach of media content design and production to be used for building the M EDIANE Index on Diversity Inclusiveness

EXPECTED OUTCOMES & RESULTS

Permanent dialogue and exchange between media professionals at European level to sustain the implementation of truly inclusive approach of media content design and production.

Enrichment of professional media practices due to a greater awareness of intercultural dialogue, expression of diversity and non-discrimination based on the learning from different experiences.

Building bridges between various media support such as mainstream media, ethnic & diversity media and community media.

LANGUAGES

English & French – Simultaneous interpretation for plenary sessions and one working group

**PROVISIONAL
AGENDA**

DAY 1

- 1.00 pm *Participants Arrival & Lunch*
- 2.30 pm **Introduction**
- 3.00 pm **PRESENTATION SESSION** – on Media Diversity Inclusiveness in Media Production – Presentation of media reports produced during the exchanges in a TV or Radio News Shows format
- 4.00 pm *Coffee break*
- 4.30 pm **PRESENTATION SESSION** – on Media Diversity Inclusiveness in Media Production – Presentation of media reports produced during the exchanges in a TV or Radio News Shows format
- 7.30 pm *Dinner*

DAY 2

- 9.30 am **Introduction**
- 9.45 am **WORKSHOP I** – Analysing the content of the reports, and reflect the benefits from partnerships at European level and for developing inclusive approach of media content design and production.
- 11.00 am *Coffee Break*
- 11.30 am **WORKSHOP I** – Analysing the content of the reports, and reflect the benefits from partnerships at European level and for developing inclusive approach of media content design and production.
- 1.00 pm *Lunch*
- 2.30 pm **Introduction** on Mediane Index
- 3.00 pm **WORKSHOP II** - Test and analyse the Mediane Index – The Monitoring and Action Tool in its first stadium, while focussing on examples and definition of conditions and criteria for media content to be inclusive and for increasing media capabilities of include diversity in the production process.
- 6.00 pm *End of the Day*
- Free evening*

DAY 3

9.30 am **Introduction & Workshop Conclusions**

Working session by new pairs to define and prepare a draft joint work proposal for their planned exchanges

10.30 am *Coffee break*

11.45 am **Next steps**

1.00 pm *Departure of participants*

CONTACTS

Reynald BLION

MEDIANE Manager
Council of Europe
mediane@coe.int

Stefan TENNER

MEDIANE Coordinator
CMFE
stefan.tenner@cmfe.eu

Željana BUNTIĆ-PEJAKOVIĆ

Executive board
Cenzura Plus
zeljana.buntic-pejakovic@st.t-com.hr

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 Media Index on 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?