

MEDIANE

Media in Europe for Diversity Inclusiveness

28-30 April 2014

MEDIANE THEMATIC ENCOUNTER

Draft Agenda

Split City Museum – 28.4.14

Hotel Park – 29. – 30.4.14

SPLIT - Croatia

www.coe.int/mediane / [#mediane_hr](https://twitter.com/mediane_hr)

Facebook/Groups – *Journalistsfordiversity*

CMFE

COMMUNITY MEDIA FORUM EUROPE

GENZURA PLUS

UDRUGA ZA PROMICANJE Ljudskih Prava i Medijskih Sloboda

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MEDIANE THEMATIC ENCOUNTER

Towards an Inclusive Approach in Media Content Design & Production

- OBJECTIVES**
- To raise awareness among media professionals, after they experienced co-production and co-distribution ventures, about the principles of media diversity inclusiveness
 - 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
 - To develop and contribute to the evaluation of the MEDIANE Box
 - To contribute to the development of European network of media professionals for inclusive media coverage

MONDAY 28 APRIL 2014

Venue **SPLIT CITY MUSEUM** – *Public Session*

1.00 pm *Participants Arrival & Registration*

2.00 pm **WELCOMING SESSION**

Željana BUNTIĆ-PEJAKOVIĆ Executive Board, **CenzuraPlus**

Stefan TENNER MEDIANE Coordinator, **CMFE**

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

2.30 pm **INTRODUCTORY SESSION ON MEDIA DIVERSITY INCLUSIVENESS**

Diane KEMP MEDIANE Encounter Consultant, **BCU School of Media**

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

3.00 pm **MEDIA DIVERSITY INCLUSIVENESS IN MEDIA PRODUCTION** – *Presentation of media reports produced during the exchanges*

PAIRS *Exchanges Completed
Exchanges in Mid-work Flow
Joint Work Proposals*

FACILITATORS **Anna FRENYO**, MEDIANE Exchanges Consultant
LARRY FERGESON, Director, **CCMC**

Coffee break included

6.00 pm *End of the Day*

7.30 pm **WELCOME DINNER**



RESTAURANT ADRIATIC GRAŠO

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TUESDAY 29 APRIL 2014

Venue **HOTEL PARK**

9.00 am **INTRODUCTION**

Diane KEMP

MEDIANE Encounter Consultant, **BCU School of Media**

Reynald BLION

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

9.30 am **SOAP BOX – A quick hit on Media Diversity Inclusiveness in Croatia**

Jurica PAVIČIĆ

Journalist

Željana BUNTIĆ-PEJAKOVIĆ

Executive Board, **CenzuraPlus**

Interview

Reynald BLION, *Media & Diversity* Manager, **CoE**

10.00 am **EUROPEAN EXCHANGES & MEDIA DIVERSITY INCLUSIVENESS – How does (did) it work?**
Q & A

Diane KEMP

MEDIANE Encounter Consultant, **BCU School of Media**

10.30 am *Coffee Break*

11.00 am **WORKSHOPS I** – Three mixed groups (EEMP's finalized or in process) 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 in guidelines for implementing media diversity inclusiveness in media production - *How your output reflects diversity inclusiveness? How the planning and communication process prepared you for the production process? There was any evolution of your output during the exchange? What kind of tools and resources did you used, to focus on diversity inclusiveness? Did you publish your output and what kind of editorial reaction did you receive?*

Facilitators

Larry FERGESON, Director, **CCMC**
Barbara SCHOFIELD, Senior Lecturer, City University
London
Stefan TENNER, MEDIANE Coordinator, **CMFE**

1.00 pm *Lunch*

2.00 pm **SOAP BOX** – *A quick hit on Media Diversity Inclusiveness – European Perspectives*

Christina CASTELLOTTI

Editor-in-Chief, **RAI Radio Tre**, Italy

Liane GRUB

Producer & Reporter, **RBB**, Rundfunk Berlin-Brandenburg,
Germany

Interview

Reynald BLION, *Media & Diversity Manager*, **CoE**

2.30 pm **WORKSHOP II** – *EEMPs Learning, Development and Building*

Group 1

EEMPs learning - Participants who already finished or preparing an exchange will develop concrete Exchange guideline

Diane KEMP, MEDIANE Encounter Consultant, **BCU**

Group 2

EEMPs Development - Participants who already have a partner but who did not implement their exchanges or implemented it partially will be given the opportunity to discuss their project and to enrich it.

Larry FERGESON, Director, **CCMC**

Group 3

EEMPs Building - Participants who is looking for a partner will join the speed dating session for pairing media professionals to implement common MEDIANE activities

Stefan TENNER, MEDIANE Coordinator, **CMFE**

3.30 pm *Coffee Break*

4.00 pm **THE MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS – Introduction & Testing**

Reynald BLION

Media & Diversity and MEDIANE Manager, **CoE**

Testing Facilitators

Larry FERGESON, Director, **CCMC**

Anna FRENYO, MEDIANE Consultant on Exchanges

Stefan TENNER, MEDIANE Coordinator, **CMFE**

5.30 pm *End of the Day*

Free evening

WEDNESDAY 30 APRIL 2014

Venue **HOTEL PARK**

9.00 am **INTRODUCTION**

Diane KEMP

Professor, **BCU School of Media**

9.15 am **SOAP Box – A quick hit media diversity inclusiveness – Disseminating MEDIANE ideas and approach?**

Marina LALOVIC

Journalist, **RAI Radio Tre**, Italy

Mélanie CHALLE

Freelance, **Photojournalist**, France

Interview

Reynald BLION, *Media & Diversity* Manager, **CoE**

9.45 am **WORKSHOP III – Participants will be split in three groups for producing concrete, practical and operational guidelines to implement diversity inclusiveness in media content design and production**

Facilitators

Larry FERGESON, Director, **CCMC**

Barbara SCHOFIELD, Senior Lecturer, City University
London

Stefan TENNER, MEDIANE Coordinator, **CMFE**

Coffee break included

11.45 am **FEEDBACK ON WORKSHOPS I, II & III – Main Proposals**

Diane KEMP

Professor, **BCU School of Media**

Reynald BLION

Media & Diversity and MEDIANE Manager, **CoE**

12.15 pm **CONCLUSIONS & NEXT STEPS**

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

Stefan TENNER *MEDIANE Coordinator, CMFE*

Željana BUNTIĆ-PEJAKOVIĆ *Executive Board, CenzuraPlus*

1.00 pm *Departure of participants*

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.

CONTACTS

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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 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?