



MEDIANE

Media in Europe for Diversity Inclusiveness

A 2013-2014 EUROPEAN UNION / COUNCIL OF EUROPE JOINT INITIATIVE

MEDIA EUROPEAN ENCOUNTER

From Media Diversity Coverage to Media Diversity Inclusiveness

10 – 12 JUNE 2013

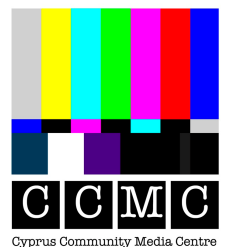
PROVISIONAL AGENDA

CHATEAU STATUS

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Tel – + 357 777 711 67

In partnership with

CCMC – CYPRUS COMMUNITY MEDIA CENTRE
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EUROPEAN UNION



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

09 JUNE 2013

Outside Participants Arrival

Free evening

10 JUNE 2013

1.00 PM

WELCOMING LUNCH

2.30 PM

Plenary Session

Streaming Online

via CCMC website

WELCOME TO CYPRUS

Larry FERGESON, Director, CCMC

2.40 PM

Plenary Session

Streaming Online

via CCMC website

INTRODUCTORY SESSION – Welcome to MEDIANE

Irena GUIDIKOVA, Head of Division, Council of Europe (CoE)

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

Diane KEMP, *MEDIANE Encounters'* Consultant, BCU / School of Media

3.20 PM

Plenary Session

Streaming Online

via CCMC website

FROM MEDIA DIVERSITY COVERAGE TO MEDIA DIVERSITY INCLUSIVENESS – Some Concrete Examples to think about...

Alexander VOJVODA, *MEDIANE Programme*, CoE

3.30 PM

Plenary Session

Streaming Online

via CCMC website

SOAP BOX – A quick hit on diversity inclusiveness

Martine SIMONIS, Secretary General, AJPB, Belgium

Robin ELIAS, Managing Editor, *ITN*, United Kingdom

Interviews by **Marina LALOVIC**, Journalist, *Babel TV / Sky / Radio3Mondo*

3.45 PM

COFFEE BREAK

4.00 PM

6 Working Groups

WORKSHOPS ON MEDIA DIVERSITY INCLUSIVENESS in Journalism Training, Journalism Practice & Media Production – Small working groups to discuss and share practices, ongoing research and new initiatives in order **to give a concrete and practical content** to Media diversity Inclusiveness

Facilitators **Pascale COLISSON**, IPJ, France – G1 (*French / English Interpretation*)

Nadia BELLARDI, CMFE, Switzerland – G2

Robin WILSON, Consultant, United Kingdom / Northern Ireland – G3

Larry FERGESON, CCMC, Cyprus – G4

Catherine Mary SHANAHAN, DIT, Ireland – G5

Zubeda LIMBADA, ConnectJustice, United Kingdom – G6

5.30 PM

Plenary Session

Streaming Online

via CCMC website

WORKSHOPS' CONCLUSIONS

Facilitators **Reynald BLION**, Council of Europe

Diane KEMP, *MEDIANE* Encounters' Consultant

6.00 PM

Live Radio

Session on

www.mycradio.eu

ON AIR – Latest News on Diversity

Anchor **Michalis SIMOPOULOS**, CCMC

(Live session with participants as guests in the CCMC Studio)

FREE EVENING

11 JUNE 2013

9.00 AM

WELCOME COFFEE

9.30 AM

Plenary Session

Streaming Online

via CCMC website

INTRODUCTION to the day's themes

Facilitators **Reynald BLION**, Council of Europe

Diane KEMP, *MEDIANE* Encounters' Consultant

9.45 PM

*Plenary Session
Streaming Online
via CCMC website*

SOAP BOX – A quick hit on diversity inclusiveness

Walther Tjon Pian Gi, Freelance, *NYUKWHA*, The Netherlands

Lydia Lange, Equal Opportunity Manager, *RBB*, Germany

Interviews by **Marina Lalovic**, Journalist, *Babel TV / Sky / Radio3Mondo*

10.00 AM

*Plenary Session
Streaming Online
via CCMC website*

MIDI – A MEDIA INDEX ON DIVERSITY INCLUSIVENESS – A diversity self-monitoring and action tool

Presentation – Dr Myria Georgiou, *MEDIANE* Index Consultant

10.20 AM

*6 working groups
Coffee break
Included*

WORKSHOP for guiding the development of **MIDI** - Small groups work to share tips, guidelines and frameworks, as well as defining the audience.

Facilitators **Pascale Colisson**, IPJ, France – G1 (*French / English Interpretation*)

Nadia Bellardi, CMFE, Switzerland – G2

Robin Wilson, Consultant, United Kingdom / Northern Ireland – G3

Larry Ferguson, CCMC, Cyprus – G4

Catherine Mary Shanahan, DIT, Ireland – G5

Zubeda Limbada, ConnectJustice, United Kingdom – G6

12.30 PM

*Plenary Session
Streaming Online
via CCMC website*

WORKSHOPS' CONCLUSIONS

Facilitators **Reynald Blion**, Council of Europe

Diane Kemp, *MEDIANE* Encounters' Consultant

1.00 PM

LUNCH

2.30 PM

*Plenary Session
Streaming Online
via CCMC website*

SOAP BOX – A quick hit on diversity inclusiveness

Safia Kessas, Producer / Journalist, *RTBF*, Belgium

Eduardo Del Campo Cortés, Staff Editor, *El Mundo*, Spain

Interviews by **Marina Lalovic**, Journalist, *Babel TV / Sky / Radio3Mondo*

2.45 PM

Plenary Session
Streaming Online
via CCMC website

THE MEDIANE EEMPs – An Introduction to MEDIANE European Exchanges of Media Practices

Presentation **Anna FRENYO**, MEDIANE EEMPs Consultant

3.00 PM

Face-to-face
meeting
Coffee break
Included

'SPEED-DATING' SESSION for pairing media, education and editorial professionals to implement **common MEDIANE activities**, including **European Exchanges of Media Practice**

Facilitators **Anna FRENYO**, MEDIANE EEMPs Consultant

Diane KEMP, MEDIANE Encounters' Consultant

5.00 PM

Plenary Session
Streaming Online
via CCMC website

INDIVIDUAL PRESENTATION OF PAIRING IDEAS – Objectives, content & expected results...

Facilitators **Reynald BLION**, Council of Europe

Diane KEMP, MEDIANE Consultant

6.00 PM

Live Radio
Session on
www.mycradio.eu

ON AIR – Latest News on Diversity

Anchor **Michalis SIMOPOULOS**, CCMC

(Live session with participants as guests in the CCMC Studio)

7.30 PM

MEDIANE Dinner at Chateau Status



9.00 AM

WELCOME COFFEE

9.30 AM

Plenary Session
Streaming Online
via CCMC website

INTRODUCTION – *Brief discussion about obstacles to implementing inclusive diversity in professional journalism practice*

Facilitators **Reynald BLION**, Council of Europe

Diane KEMP, *MEDIANE* Consultant

9.45 PM

Plenary Session
Streaming Online
via CCMC website

SOAP BOX – *A quick hit on diversity inclusiveness*

Yasir MIRZA, Head of Diversity and Inclusion, *Guardian News and Media*, United Kingdom

Nadia BELLARDI, Vice-President, CMFE, Switzerland

Interviews by **Marina LALOVIC**, Journalist, *Babel TV / Sky / Radio3Mondo*

10.00 AM

6 Working Groups
Coffee break
included

WORKSHOPS ON "WHAT'S MISSING" – Small working groups to discuss what we can all do, as well as what can be added to *MEDIANE* activities, in particular to our planned thematic (*Journalism training, journalism practice and media production*) and European Encounters, in order to encourage and support a truly inclusive approach to journalism.

Facilitators **Pascale COLISSON**, IPJ, France – G1 (*French / English Interpretation*)

Nadia BELLARDI, CMFE, Switzerland – G2

Robin WILSON, Consultant, United Kingdom / Northern Ireland – G3

Larry FERGESON, CCMC, Cyprus – G4

Catherine Mari SHANAHAN, DIT, Ireland – G5

Zubeda LIMBADA, ConnectJustice, United Kingdom – G6

12.00 AM

Plenary Session
Streaming Online
via CCMC website

CONCLUSIONS & NEXT STEPS

Diane KEMP, *MEDIANE* Encounters' Consultant, BCU / School of Media

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

Larry FERGESON, Director, CCMC

12.30 PM

Live Radio

Session on

www.mycyradio.eu

ON AIR – Latest News on Diversity

Anchor

Michalis SIMOPOULOS, CCMC

(Live session with participants as guests in the CCMC Studio)

1.00 PM

CLOSING LUNCH

2.30 PM

DEPARTURE OF PARTICIPANTS

2.30 PM

Only for EFJ

delegates

CCMC Building

MEETING OF THE EFJ / IFJ MEDIANE REPRESENTATIVES

Facilitators

Yuk Lan WONG, EFJ / European Federation of Journalists

Pamela MORINIÈRE, EFJ / European Federation of Journalists

THE ENCOUNTER

Live stream

www.ustream.tv/channel/mediane

Facebook

www.facebook.com/groups/journalistsfordiversity

Twitter

#mediane_cy

https://twitter.com/CoE_Mediane

Simultaneous interpretation in English and French for plenary sessions and one working group

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 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 ongoing 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 a one-to-one basis, through the 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 influences the agenda (what to think about) and the public's perception (how to think) of contemporary debates. This is why the CoE of Europe considers truly inclusive information - where people can participate as witnesses, players, producers etc. – which is 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?

www.coe.int / mediane@coe.int