

Media in Europe for Diversity Inclusiveness

*The Council of Europe organises 1st MEDIANE European Encounter
on Diversity Inclusiveness in Nicosia, Cyprus*



PRESS RELEASE

Do our media reflect the diverse world we live in? In Europe, only a quarter of news items feature women, even though they account for over half of the European population. When they do appear, women are limited to secondary role and to specific issues; for example, women account for less than 5% of economic or scientific news in Europe! Another group that faces a similar situation; ethnic minorities appear in less than 5% of the political or economic news in Europe, yet they represent over 10% of the European Union's population, When they do appear, ethnic minorities are mainly covered in stories related to sports and music.

To find answers to these issues **90 journalists, editors and journalism educators will be meeting in Nicosia, Cyprus 10 – 12 June 2013 at the launch of the MEDIANE Programme.** They will be discussing the inclusion of diversity and non-discrimination within media coverage as opposed to just simple coverage of issues of diversity.

"What is most important today is to implement truly inclusive ways of designing and producing media content", said Reynald Blion, the Council of Europe's Media & Diversity Manager and MEDIANE Programme Manager. *"In Europe, many efforts have been made by the industry, but these initiatives will reach their full potential only if they succeed in making the invisible visible and the visible invisible. The challenge is for European societies to listen to their diversities and not only to hear them. This is why a new step towards diversity inclusiveness is needed in production, journalism training and practice."*

The joint European Union/Council of Europe **MEDIANE – Media in Europe for Diversity Inclusiveness** - Programme crosses media production, journalism training and practice to strengthen the capacities of the media and their professionals to include diversity and non-discrimination in their daily work. **MEDIANE's** main challenge is to stress the importance of developing innovative, diverse and inclusive ways of media content design and production.

"This first encounter of the MEDIANE project is pivotal", said Diane Kemp, Council of Europe MEDIANE Consultant. *"That's why the Council of Europe invited such a broad range of interested parties. We have journalists and news managers, representatives from different media networks as well as from the mainstream, minority and community media sector, educators, unions and regulators. Their 'buy-in' to a more inclusive news reporting is vital."*

The Encounter will be co-organised by the Cyprus Community Media Centre (CCMC) and hosted at the Chateau Status, based in Nicosia's Buffer Zone.

"CCMC has been participating in and supporting the Council of Europe's work on media diversity for a couple of years", said Larry Ferguson, CCMC General Manager. *"Our aim during this Encounter will be to inform and involve as many people as possible in the discussions. Media professionals can watch the plenary sessions via an online live stream, join the conversation through social media, and tune in to a comprehensive overview of the conference through our online radio station, MYCYradio.eu"*

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The EU/Council of Europe MEDIANE Programme description can be found attached to this press release, or you can visit MEDIANE homepage www.coe.int/mediane or contact mediane@coe.int.

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ALL LINKS AND INFORMATION ON THE EVENT'S COVERAGE

Live stream www.ustream.tv/channel/mediane

Facebook www.facebook.com/groups/journalistsfordiversity

Twitter @CoE_Mediane

Event hashtag #mediane_cy

MORE INFORMATION ON CoE'S ACTIVITIES ON MEDIA, DIVERSITY AND NON-DISCRIMINATION

MEDIANE – Media in Europe for Diversity Inclusiveness – Programme - www.coe.int/mediane

MARS – Media Against Racism in Sports Programme - www.coe.int/mars

"Speak out Against Discrimination" Campaign - www.coe.int/antidiscrimination

MEDIANE PARTNERS

CMFE – Community Media Forum Europe - www.cmfe.eu

EFJ – The European Federation of Journalists - www.europe.ifj.org/en

EJTA – The European Journalism Training Association - www.ejta.org

Media Animation - www.media-animation.be

EUROPEAN ENCOUNTER CO-ORGANISERS

CCMC – Cyprus Community Media Centre
www.cypruscommunitymedia.org

