MEDIANE EUROPEAN ENCOUNTER

Testing a Monitoring & Action Box on Media Diversity Inclusiveness

OBJECTIVES

To present and to discuss, with the main European media networks and various relevant European media actors, the MEDIANE Monitoring and Action Box on Media Diversity Inclusiveness, its main principles, objectives and content,

To develop a concrete and practical content for the MEDIANE Diversity Inclusiveness Box in relation to media practices and experiences in the fields of journalism & media training & literacy, of journalism practice and of media content design and production,

To organise brainstorming sessions to feed, test and finalise the MEDIANE Diversity Inclusiveness Box, conceived as a monitoring and action support tool for developing capacities of the media and their professionals to include diversity in media content design and production,

To facilitate networking between European media partners and relevant actors with the shared interest of promoting more inclusive reporting in all aspects of news and production.

26 MARCH 2014

Registration & Welcoming Coffee

2.00 pm WELCOMING AND INTRODUCTORY SESSION

Isabel MOTA Trustee, Fundação Calouste Gulbenkian, Portugal

Pedro LOMBA Assistant Secretary of State, by delegation, in charge of social communication media, Portugal

Claudia LUCIANI Democratic Governance Director, Council of Europe (CoE)

Plenary session - Streaming online
Simultaneous interpretation in English / French / Portuguese

2.30 pm MEDIANE PROGRAMME & 2ND EUROPEAN ENCOUNTER — PRESENTATION

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 - Streaming online
Simultaneous interpretation in English / French / Portuguese
3.00 pm  **Soap Box – A quick hit on media diversity inclusiveness**

Bárbara Reis  Director, *Público*, Portugal

Mukti Jain Campion  Executive producer, *Culture Wise Productions | BBC Radio & TV* Producer, UK

*Interview by*  Reynald Blion, Media & Diversity Manager, CoE

Plenary session - Streaming online
Simultaneous interpretation in English / French / Portuguese

3.30 pm  **Practical Workshops on Mediane Box on Media Diversity Inclusiveness – Are we asking the right questions?** – Presentation of the questionnaires (self-monitoring tool indicators) for journalism trainers, journalists and media managers – Small working groups to discuss and share practices, on-going research and new initiatives. What can you add to make it more effective?

*Introduction*  Dr Myria Georgiou, Mediane Box Consultant / Lecturer, Department of Media and Communication, *LSE – London School of Economics*

**Lisbon Facilitators**

G1  Clara Almeida Santos, Vice-Rector for Communication and Culture, *Universidade de Coimbra*, Portugal

Marcus Ryder, Editor of Current Affairs, *BBC Scotland*, UK

G2  Nadia Bellardi, Board member, *Radio LoRa*, Switzerland

Robin Wilson, Section editor, *OpenDemocracy*, UK

G3  Mihaela Danga, Deputy Director, *Centre for Independent Journalism*, Romania

Larry Ferguson, Director, *CCMC – Cyprus Community Media Centre*, Cyprus

*Plenary session – Introduction - Streaming online*
*3 main working groups divided in sub-groups*
*Coffee break included in the working group dynamic*
*Simultaneous interpretation in EN / FR, FR / POR, EN / POR*

**Groups at distance**

**Berlin**  Facilitator – Ralf Hutter, N-Ost, Germany

Lisbon Contact Person – Stefan Tenner, CMFE, Germany

**Birmingham**  Facilitator – Seyi Atigarin, BCU School of Media, UK

Lisbon Contact Person – Diane Kemp, BCU School of Media, UK
5.30 pm  

**A first Introduction to Portugal**

*Visit of the Museu Calouste Gulbenkian*
6.30 pm - ... **WELCOMING COCKTAIL**

**MUSEU CALOUSTE GULBENKIAN**

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

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**27 MARCH 2014**

8.30 am  *Arrival of participants*

8.45 am  **INTRODUCTION**

**Diane Kemp**  MEDIANE Encounters’ Consultant & European Encounter Anchor, *BCU Birmingham School of Media, United Kingdom*

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

9.00 am  **SOAP BOX — A quick hit on media diversity inclusiveness**

**Rosário Farmhouse**  High Commissioner on Immigration and Intercultural Dialogue, *ACIDI, Portugal*

**Muriel Hanot**  Director of Studies and Researches, *CSA FWB, High Council on Audio-visual of the Federation Wallonia Brussels, Belgium*

*Interview by Reynald Blion, Media & Diversity Manager, CoE*

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

9.30 am  **PRACTICAL WORKSHOPS ON MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS — ARE WE OFFERING THE RIGHT SOLUTIONS?**  Presentation of the Reference Guide to Practices and A-Z Keywords of Diversity Practice for journalism trainers, journalists and media managers – Small working groups to discuss and share practices, on-going research and initiatives – Over to you!

*Introduction*  

**Dr Myria Georgiou**, MEDIANE Box Consultant / Lecturer, Department of Media and Communication, *LSE – London School of Economics*
**Lisbon Facilitators**

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<thead>
<tr>
<th>Group</th>
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<td>G3</td>
<td><strong>Mihaela Danga</strong>, Deputy Director, <em>Centre for Independent Journalism</em>, Romania</td>
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<td><strong>Larry Fergeson</strong>, Director, <em>CCMC – Cyprus Community Media Centre</em>, Cyprus</td>
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<td>Lisbon Contact Person – <strong>Diane Kemp</strong>, BCU School of Media, UK</td>
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<td><strong>Bologna</strong></td>
<td><strong>Mauro Sarti</strong>, <em>RAI Emilia Romagna</em>, Italy</td>
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<td>Lisbon Contact Person – <strong>Nelson Bova</strong>, <em>RAI</em>, Italy</td>
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<td><strong>Bordeaux</strong></td>
<td><strong>Marie-Christine Lipani</strong>, IJBA, France</td>
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<td>Lisbon Contact Person – <strong>Brigitte Besse</strong>, IJBA, France</td>
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<td><strong>Brussels</strong></td>
<td><strong>Florian Tixier</strong>, ULB, Belgium</td>
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<td>Lisbon Contact Person – <strong>Martine Simonis</strong>, AJPB, Belgium</td>
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<td><strong>Constanta</strong></td>
<td><strong>Alina Bargaoanu Vasiliu</strong>, Constanta Journalism School, Romania</td>
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<td>Lisbon Contact Person – <strong>Mihaela Danga</strong>, CIJ, Romania</td>
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<td><strong>Coimbra</strong></td>
<td><strong>Karine Paniza &amp; Marta Costa</strong>, University of Coimbra, Portugal</td>
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<td>Lisbon Contact Person – <strong>Clara Almeida Santos</strong>, University of Coimbra, Portugal</td>
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<td><strong>Guarda</strong></td>
<td><strong>Carla Ravasco</strong>, IPG, Portugal</td>
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<td>Lisbon Contact Person – <strong>Regina Gouveia</strong>, IPG, Portugal</td>
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<td><strong>London</strong></td>
<td><strong>Barbara Shofield</strong>, LCU, UK</td>
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<td>Lisbon Contact Person – <strong>Anna McKane</strong>, EJTA, UK</td>
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**NICOSIA**  
Facilitator – **Michalis Simopoulos**, CCMC, Cyprus  
Lisbon Contact Person – **Larry Fergeson**, CCMC, Cyprus

**ROME**  
Facilitator – **Marina Lalovic**, RAI Radio 3, Italy  
Lisbon Contact Person – **Nelson Bova**, RAI, Italy

**PARIS**  
Facilitator – **Elodie Vialle**, IPJ, France  
Lisbon Contact Person – **Pascale Colisson**, IPJ, France

**SEVILLE**  
Facilitator – **Natalia Ortiz Barquero**, Centro Universitario EUSA, Spain  
Lisbon Contact Person – **Eduardo Del Campo Cortes**, El Mundo, Spain

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**11.30 pm**  
**ANOTHER WAY TO LIVE INCLUSIVE DIVERSITY – THE EUROPEAN EXCHANGES OF MEDIA PRACTICES (EEMPs)**

- **Marco Stefanelli**  
  Journalist, **Amisnet**, Italy

- **Dieme Sekou**  
  Freelance, **Radio Ghetto**, Italy

*Interview by Reynald Blion, Media & Diversity Manager, CoE*

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

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**12.00 noon**  
**CONCLUSIONS OF WORKSHOPS 1 & 2 – GROUPS AT DISTANCE**

- **Diane Kemp**  
  MEDIANE Encounters’ Consultant & European Encounter  
  Anchor, **BCU Birmingham School of Media**, United Kingdom

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

**12.45 pm**  
**Lunch**

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**2.00 pm**  
**SOAP BOX – A quick hit on media diversity inclusiveness**

- **Paula Cordeiro**  
  Ombudsperson Public Radio, **RTP**, Rádio e Televisão de Portugal

- **Marino Sinibaldi**  
  Director, **RAI Radio Tre**, Italy (Recorded interview)

- **Guenaëlle Collet**  
  European Affairs Adviser, **EBU**, European Broadcasting Union

*Interview by Reynald Blion, Media & Diversity Manager, CoE*

*Plenary session - Streaming online  
  Simultaneous interpretation in English / French / Portuguese*
2.45 pm  **CONCLUSIONS OF WORKSHOPS 1 & 2 – LISBON GROUPS 1, 2 & 3**

**Diane Kemp**  
MEDIANE Encounters’ Consultant & European Encounter Anchor, *BCU Birmingham School of Media, United Kingdom*  
Plenary session - Streaming online  
*Simultaneous interpretation in English / French / Portuguese*

3.30 pm  
**Departure for local exchange visits**

4.00 pm  
**FROM PORTUGAL TO EUROPE – REALITIES, POTENTIAL & MYTHS OF MEDIA DIVERSITY INCLUSIVENESS** – There are many examples ways in which the media is tackling diversity inclusiveness. This afternoon you are invited to meet different newsrooms, journalism training centres and media user groups of Portugal for a mutual exchange on what’s being done. You won’t be just a visitor! Your experience will be as much of interest to our Portuguese hosts as theirs will be to you. These exchanges are intended to help and add depth to our discussions and ideas for the MEDIANE Box on Diversity Inclusiveness.

**Exchange Visits to Media Groups**

1. **LUSA**, Agência de Notícias de Portugal  
   Contact Persons: Sofia Branco & Tiago Dias, Journalist

2. **Público**, Print & Online  
   Contact Person: Ana Cristina Pereira, Journalist

3. **RDP**, Rádio e Televisão de Portugal, Radio Sector  
   Contact Person: Rosário Lira, Deputy Director

4. **RTP**, Rádio e Televisão de Portugal, TV Sector  
   Contact Person: Ricardo Alexandre, Journalist

**Media Users**

5. **ACIDI** Group of Minority Experts  
   Contact Person: Susana Antunes, ACIDI Media Advisor

6. **ACIDI** Youth Group  
   Contact Person: Emília Luis, ACIDI Communication Officer

7. **BJWHA**, Sport LGBT Organisation  
   Contact Person: Ricardo Pires Morgado, BJWHA

8. **GMCS**, Project Media & Disability  
   Contact Person: Sérgio Gomes da Silva, GMCS Head of Division

9. **UMAR**, União de Mulheres Alternativa e Resposta  
   Contact Person: Vítor Almeida, CIG, Commission on Citizenship and Gender Equality, Portugal

6.00 pm - ...  
**End of the day**
28 March 2014

8.30 am  Arrival of participants

8.45 am  Introduction

Diane Kemp  MEDIANE Encounters’ Consultant & European Encounter Anchor, BCU Birmingham School of Media, United Kingdom

Plenary session
Streaming online
Simultaneous interpretation in English / French / Portuguese

9.00 am  Soap Box – A quick hit on media diversity inclusiveness

Afonso Camões  Chairman and CEO, LUSA, Agência de Notícias de Portugal
Barbara Majetic  Freelance, Croatia

Interview by Reynald Blion, Media & Diversity Manager, CoE

Plenary session
Streaming online
Simultaneous interpretation in English / French / Portuguese
**9.30 am**  
**Integrating our experience: Crossing Outcomes of the Exchange Visits and Working Groups I & II** - What were the surprises, revelations or confirmations from the previous day’s meetings? How does that inform the questionnaires and other resources within the MEDIANE Box? Working groups will discuss and share findings, integrating their own practice, as well as suggesting specific ways to promote the MEDIANE Box amongst colleagues and the wider media.

**Introduction**  
Diane Kemp, MEDIANE Encounters’ Consultant & European Encounter Anchor, *BCU Birmingham School of Media, United Kingdom*

**Facilitators**

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Mihaela Danga, Deputy Director, *Centre for Independent Journalism*, Romania  
Larry Fergeson, Director, *CCMC – Cyprus Community Media Centre*, Cyprus

**Working group session**  
Streaming online of the introduction  
3 main working groups divided in sub-groups  
Coffee break included in the working group dynamic  
Simultaneous interpretation in EN / FR, FR / POR, EN / POR

**11.30 am**  
**Workshop 3 Conclusions**

Diane Kemp  
MEDIANE Encounters’ Consultant & European Encounter Anchor, *BCU Birmingham School of Media, United Kingdom*

**Auditório 3**  
Plenary session  
Streaming online  
Simultaneous interpretation in English / French / Portuguese
12.00 noon - ... **VENTO LESTE...**

*Another Perspective on Diversity*

Auditório 3  
*Plenary session*  
*Streaming online*  
*Simultaneous interpretation in English / French / Portuguese*

1.00 pm - ... **End of the encounter & Departure of participants**
| ENCOUNTER ANCHOR | Prof. Diane Kemp | MEDIANE Encounters’ Consultant, **BCU Birmingham School of Media**, United Kingdom  
diane.kemp@bcu.ac.uk |
|------------------|------------------|----------------------------------------------------------------------------------------------------------------------------------|
| CONTACTS PORTUGAL | Francisco Empis | MEDIANE Consultant, European Encounter Lisbon  
franciscoempis@yahoo.com |
|                   | Hugo De Seabra   | Human Development Programme, **Fundação Calouste Gulbenkian** - hseabra@gulbenkian.pt |

www.coe.int/mediane/lisboa  
Facebook/Groups - Journalistsfordiversity  
#mediane_pt
**Participants' Commitment**

Participants will be asked to bring one or two examples of practices in the field of production, training or journalism practice that they consider as taking an inclusive approach to diversity in media content design and production.

Each participant must be aware that the process of this second encounter will focus on testing a monitoring and action toolbox on media diversity inclusiveness: www.coe.int/t/dg4/cultureheritage/mars/mediane/index_EN.asp

Depending on their commitment to the whole process, participants may be given priority to participate in the third and final European Encounter. During this last encounter we will propose a global overview of the activities implemented by MEDIANE and grouped sessions to finalise the Monitoring and Action Box on Media Diversity Inclusiveness and to propose a global strategy for promoting this tool and its use.

To summarise, once participants commit to be part of this European encounter, they also commit:
- to bring examples of their professional practice in relation to media diversity Inclusiveness,
- to contribute to the definition of and to promote the Monitoring and Action Box on Media Diversity Inclusiveness.

**Conditions of Participation**

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

Participants living in the hosting country and outside the hosting city shall organise their journey directly and will have their travel expenses reimbursed (invoice to be provided).

Participants living outside the hosting 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).

Participants living in Portugal but outside the hosting city might be reimbursed of their travel expenses (invoice to be provided)

Per diem and travel costs will be reimbursed via bank transfer after the encounter; a maximum of 6 weeks is needed before participants receive their reimbursement.
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) MEDIA – 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, MEDIAEVE aims at considering diversity and non-discrimination as on-going angles of media coverage. Through this approach, MEDIAEVE wants to encourage truly inclusive modes of media content design and production.

To do so, MEDIAEVE 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 MEDIAEVE activity. Beyond this sharing of experiences, these professionals will be invited to build a Monitoring and Action Box on Media Diversity Inclusiveness. This Box 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?