

MEDIANE

Media in Europe for Diversity Inclusiveness

MEDIANE - A 2013-2014 European Union / Council of Europe joint initiative for an inclusive approach to media production

11. – 13. June 2014

MEDIANE THEMATIC ENCOUNTER
JOURNALISM & MEDIA TRAINING & LITERACY

Presentation

CITY UNIVERSITY LONDON
LONDON – United Kingdom

www.coe.int/mediane - #mediane_uk
Facebook/Groups – *Journalistsfordiversity*

ejta European Journalism Training Association



**CITY UNIVERSITY
LONDON**

Funded
by the European Union
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by the Council of Europe

TITLE**MEDIANE THEMATIC ENCOUNTERS*****Diversity Inclusiveness in Journalism & Media Training & Literacy*****LOCATION****11. – 13. JUNE 2014****CITY UNIVERSITY LONDON**

Northampton Square - EC1V 0HB – London - United Kingdom - Tel - + 44 207 040 5060
www.city.ac.uk



Stations - ANGEL, FARRINGDON, OR KINGS CROSS.

PARTICIPANTS' COMMITMENT

Participants will be **expected to bring one or two case studies, examples of a teaching plan, journalism training project or research** that they consider to be an inclusive approach to diversity in journalism training or media literacy methods. Participants can also bring an example of an issue from their home country which presents a challenge for diversity inclusiveness in journalism training. These examples will be presented to other participants having in mind these presentations should deliver concrete and operational ideas and guidelines for implementing inclusive journalism training.

Each **participant** must be aware that the process of this second encounter will **focus on designing training projects, tools or resources** that would be piloted in their daily work before the end of the MEDIANE programme and through **European Exchanges** of Media Practices. Participants are also urged to use this encounter to feedback on exchanges they have completed, or find partners for exchanges later in the year: www.coe.int/mediane/exchanges. This second MEDIANE thematic encounter on inclusive journalism training will be also an opportunity for testing and enriching the journalism training part of MEDIANE BOX on Media Diversity Inclusiveness: www.coe.int/mediane/index

Depending on their commitment and concrete contributions in the whole MEDIANE process, participants may be invited as a priority to the **last European Encounter** (Belgium, November 2014, to be confirmed / www.coe.int/mediane/encounters). During this last European encounter, participants will be asked to present their main guidelines regarding diversity inclusiveness in the field of journalism training.

To summarise, once **participants** commit to be part of this encounter, they also **commit**:

- to **bring examples** in the field of **journalism training practices** that could contribute to include diversity in journalism curricula,
- to build a pair and **to be part of at least one European Exchange** of Media Practice

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 will be provided)

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

In Europe today too many people remain invisible. 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 seen, they are being denied their voice in democratic debate.

Through the sources they use, the subjects they select and the treatment they choose to do of them, the media should influence the agenda and the public's perception of contemporary debates. The Council of Europe believes that truly inclusive information - where people can participate as witnesses, players and producers – is crucial for democracy and social cohesion.

This is why the joint European Union (EU) / Council of Europe (CoE) *MEDIANE – Media in Europe for Diversity Inclusiveness* - programme focuses on the media's abilities and capacities to include the 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 public opinion.

Building upon various recommendations of the CoE bodies about media pluralism and diversity expression, and the achievements of the 2008-2010 antidiscrimination campaign and the joint EU/CoE programme, *MARS - Media Against Racism in Sport*, *MEDIANE* aims to consider diversity and non-discrimination as on-going angles of media coverage. Through this approach, *MEDIANE* wants to encourage truly inclusive media content, design and production.

To achieve it, *MEDIANE* offers to the media and their professionals (journalism students and trainers, journalists, media managers, etc.) the opportunity to share professional practices during thematic encounters on journalism training, editorial management and/or production. Based on this sharing of experiences and practices, *MEDIANE* wants to support media stakeholders in their efforts to find ways to implement truly inclusive modes of media content design and production.

OBJECTIVES

To encourage exchanges and share of professional practices and research in the field of journalism training in relation to diversity inclusiveness;

To build tools and projects for including diversity in journalism trainings;

To improve the training strategies in terms of diversity inclusiveness including piloted projects, the production, update or evaluation of training tools in relation to diversity inclusiveness;

To test and enrich the journalism training part of the online *MEDIANE* Box on Media Diversity Inclusiveness.

CONTENT

The second *MEDIANE* thematic encounter on Journalism Training & Diversity Inclusiveness will build on the first (Florence, October 2013) to enable participants to exchange practice, research and experience and to further develop an overview of diversity inclusiveness in journalism training. The encounter will give delegates a chance to discuss and plan actions for including diversity in journalism training curricula.

Various sessions and workshops will allow participants to have a better understanding of diversity inclusiveness and to share examples of practical situations in journalism training and media literacy. Sessions of feedback - from those who have taken part in exchanges or have implemented interesting and relevant training practices in their own institutions - will enable delegates to develop their own plans for exchanges and actions for including diversity in their training practices.

COE PARTNERS

EJTA – The European Journalism Training Association - Grouping 58 Journalism centres, schools and universities from 24 countries across Europe, EJTA aims at improving journalism education in Europe, enabling members to collaborate on exchanges and teaching and research projects, and meeting regularly to exchange ideas and information. The association organises conferences and seminars to encourage discussions about journalism and journalism training and stimulates long and medium term exchanges between students and lecturers. It is revising its Tartu Declaration, which provides a benchmark for what training journalism should cover. The declaration has been adopted by UNESCO among others www.ejta.eu



MEDIA ANIMATION - Media Animation (non-profit organization) is a media education resource centre and lifelong learning organization for the Belgian French-speaking Community (Brussels Wallonia Federation). It is recognized and subsidized by the Ministry of education and Ministry of culture. The centre is specialized for implementing research, information, training and educational resources for teachers, social workers, adults and professionals in educational sector. Media Animation coordinates and participates in different EC funded project in the fields of media literacy, cultural diversity, citizenship and non-discrimination. Media Animation works actively to develop a European network for media literacy - www.euromedialiteracy.eu



LOCAL ORGANISERS

CITY UNIVERSITY LONDON - City University London is a founder member of EJTA and is actively involved in the European Student Radio Network, MicroEuropa. Our journalism department has been in existence for 30 years and includes a thriving MA in International Journalism, with many alumni from all over the world. Located in the heart of London and close to the UK's major media hubs, City is a leading centre of international discussion, research and debate of the role journalism and journalists play in a globalised society. The Centre for Investigative Journalism is located within the University, and our professors are leading writers, commentators and internationally renowned experts in their fields.



CITY UNIVERSITY LONDON

PARTICIPANTS' PROFILE

Max. 45 participants, including EJTA, Media Animation CoE MEDIANE Team representatives

Priority is given to actors of Journalism Training and Media Literacy areas: journalism trainers and researchers, and media literacy trainers from all over Europe.

OUTPUTS

Compendium of practices and researches with their concrete guidelines in journalism training in relation to diversity inclusiveness.

Practical proposals for European Exchanges of Media Practices (EEMP): peer forming, projects to pilot, scenarios for training in relation to the 1st thematic encounter on training proposals.

Set of guidelines, recommendations and/or criteria for inclusive approach of journalism training and media education to be used for building the MEDIANE Box on Media Diversity Inclusiveness and concrete recommendations for implementing the Media Index on Diversity Inclusiveness as a potential training tool.

**EXPECTED
OUTCOMES &
RESULTS**

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

Building bridges between journalism training organisations and media literacy bodies to look in a new light at the inclusion of diversity in journalism training practices.

Keenness to get involved in the whole MEDIANE training process in particular the European Exchanges of Media Practices which would allow participants to go deeper on practical training cases about diversity inclusiveness.

LANGUAGES

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

**PROVISIONAL
AGENDA**

DAY 1 **GETTING TO KNOW ... THEME AND PEOPLE!**

1.00 pm *Participants arrive*

1.30 pm **OFFICIAL OPENING, WELCOME, INTRODUCTION TO KEY ELEMENTS OF MEDIANE** and its approach of media diversity inclusiveness
Plenary session

2.30 pm **THE EUROPEAN JOURNALISM TRAINING LANDSCAPE AND DIVERSITY INCLUSIVENESS** – Panel discussion
Plenary session

3.30 pm *Coffee break*

4.00 pm **MEDIANE APPROACH ON MEDIA DIVERSITY INCLUSIVENESS** – Overview on European training practices – Based on presentation and discussion of participants practices and experiences, these three working groups aim at sharing professional practices in the field of journalism training and at analysing actual practices in terms of diversity inclusiveness
3 working groups

6.00 pm *End of the day*

Dinner

DAY 2 **BRAINSTORMING FOR INCLUDING DIVERSITY IN JOURNALISM TRAINING**

9.00 am **INTRODUCTION**

9.15 am **SHOW AND TELL SESSION I** - Presentation of projects or research with concrete and operational conclusions in the field of journalism training and diversity inclusiveness. Each show and tell session will have to deliver concrete guidelines for inclusive journalism training.
2 working groups

10.15 am *Coffee break*

- 10.45 am **PRACTICAL WORKSHOPS** - *Exchanges and projects for inclusive journalism training*
Three small groups will be asked to work on participants' journalism training practices and/or the proposals on journalism training built during the Florence 1st thematic encounter on journalism training with the view for making them inclusive with regards to diversity or for summarising their inclusive approach to be disseminated to other European colleagues.
3 working groups
- 12.30 pm *Lunch*
- 1.30 pm **SHOW AND TELL SESSION II** - Presentation of projects or research with concrete and operational conclusions in the field of journalism training and diversity inclusiveness
2 working groups
- 2.30 pm **MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS** - *Introduction*
- 3.00 pm **TESTING MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS** – Participants test the online version of the Box, including its self-monitoring tool and its reference guide to practice on media & diversity.
3 working groups
- 4.00 pm *Coffee break*
- 4.30 pm **TESTING MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS** - Feedback from participants on the MEDIANE BOX
Plenary session
- 5.30 pm **DIVERSITY INCLUSIVENESS AND JOURNALISM TRAINING** – A UK perspective
Plenary session
- 6.00 pm *End of the day*

Free evening

DAY 3 **REFINING THE INDEX**

- 9.00 am **INTRODUCTION**
- 9.15 am **SHOW AND TELL SESSION – PART 3** - Presentation of projects or research with concrete and operational conclusions in the field of journalism training and diversity inclusiveness. Each show and tell session will have to deliver concrete guidelines for inclusive journalism training.
2 working groups
- 10.15 am **PRACTICAL WORKSHOPS** – *How Journalism Training could be inclusive?*
Based on the exchanges of the previous workshops and show and tell sessions, participants are invited to build concrete operational guidelines / recommendations / recipes for including diversity in all journalism training process.
3 working groups
Coffee break included in the working group dynamic

- 11.45 am **TOWARDS INCLUSIVE JOURNALISM TRAINING** – Conclusions of the practical workshops and building of common guidelines on inclusive journalism training
Plenary session
- 12.30 am **GLOBAL CONCLUSIONS AND NEXT STEPS**
- 1.00 pm *Participants depart*

CONTACTS

Reynald BLION
MEDIANE Programme Manager
Council of Europe
mediane@coe.int

Diane KEMP
MEDIANE Consultant
BCU School of Media
Diane.kemp@bcu.ac.uk

Anna MCKANE
Consultant
EJTA
mckane.anna@gmail.com

Anne-Claire ORBAN DE XIVRY
International Project Manager
Media Animation
ac.orban@media-animation.be

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?