



MEDIANE

Media in Europe for Diversity Inclusiveness

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

MEDIANE THEMATIC ENCOUNTERS

*Towards an Inclusive Approach in
Media Content Design & Production*

SAN SEBASTIAN – SPAIN – 12.-14.09.13

GRONINGEN – THE NETHERLANDS – 18.-20.09.13

SPLIT – CROATIA – APRIL 2014 (dates to be finalised)

Funded
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EUROPEAN UNION

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CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

TITLE**MEDIANE THEMATIC ENCOUNTERS*****Towards an Inclusive Approach in Media Content Design & Production*****REGISTRATION**

Spain - Deadline for registration – **20 August 2013**

The Netherlands - Deadline for registration – **27 August 2013**

Croatia - Deadline for registration – **Four weeks before the encounter**

PARTICIPANTS' COMMITMENT

Each **participant** will be **asked to bring one or two examples of media report** that he/she produced and he/she considered as being an inclusive approach of diversity in media content design and production.

Each **participant** must be aware that the two first encounters will **focus on building pairs** that will **commit in European Exchanges** of Media Practices:

www.coe.int/t/dg4/cultureheritage/mars/mediane/EEMP_en.asp

During a **second encounter**, **participants** will be **asked to present the report** they will have produced during their exchanges, to share their main feedbacks on their exchange experiences and to deliver recommendations and criteria for the MEDIANE Index building (http://www.coe.int/t/dg4/cultureheritage/mars/mediane/index_en.asp) regarding diversity inclusiveness in the field media production.

To summarise, once **participants** commit to be part of one of the two first encounters, they also **commit**:

- to **bring examples** of media reports,
- to build a pair and **to be part of at least one European Exchange** of Media Practice
- **to be part of a second encounter**, probably in April in Croatia.

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.

BACKGROUND

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!

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 Council of Europe considers truly inclusive information - where people can participate as witnesses, players, producers etc. - which is crucial for democratic participation and social cohesion.

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 during thematic encounters on journalism training, editorial management or production. Based on this sharing of experiences and practices, *MEDIANE* wants to support the media and their professionals in their efforts for finding ways to implement truly inclusive modes of media content design and production.

OBJECTIVES

To raise awareness among media professionals, via co-production and co-distribution ventures, about the principles of diversity inclusiveness for building innovative modes of production of truly inclusive media contents

To encourage, during the **first two *MEDIANE* thematic Encounters** ([Spain & The Netherlands](#)) focusing on media content design and production, pairings of media professionals to be involved in a mid-term process (within the next 6 months) of co-research, co-produce and co-disseminate high-quality, professional and inclusive media reports (TV, Print Press, Radio, Online).

To contribute, during a last encounter ([Croatia or Portugal, Apr. 14](#)) to the building and development of the *MEDIANE* Index on Diversity Inclusiveness by defining conditions and criteria for media content to be inclusive and for increasing media capabilities of include diversity in the production process.

To contribute to the development of European network of media professionals for inclusive media coverage to enrich media contents while ensuring that everyone participates in public and democratic debates.

CONTENT

The media encounter will focus on professional practices.

For the two first encounters (Spain & NL), participants will get known to each other, taking part in

speed dating sessions and building pairs with participants from other EU countries. During the encounter, each pair will have to develop a concrete idea and schedule for producing an inclusive media report. Each pair will start to research and prepare this report that will offer different perspectives in both countries.

To produce this report after the Encounter took place, each pair has immediately to take part in the MEDIANE European Exchange of Media Practices (EEMP). Each participant will work with his/her exchange partner for a minimum of 5 days/4 nights in his/her country. In exchange, the European colleague will welcome his/her partner for at least 5 days/4 nights in his/her country. At the end of this exchange, made up of at least two 5-day periods in two different EU countries, participants have to finish and published the reports and deliver a summary of their exchange experience, within a maximum of six months - latest until March 2014. To support these exchanges, the joint EU / CoE MEDIANE programme will provide a prepaid ticket and a fixed lump sum grant of 500 € to each participant to an exchange.

Participants will be asked to disseminate their report in their own media or a media of their choice in their own country once the encounter with the following exchange is over. Based on concrete production activity, the encounter and the exchanges should give media professionals a better understanding of the benefits that everyone can derive from the formation of partnerships at European level and of the interest for developing inclusive approach of media content design and production.

Finally, participants will be able to take part in the final Media Encounter on Production in April 2014 in Croatia or the 2nd European Encounter in Portugal in spring 2014. During this last encounter, they will have the opportunity to share their experience and to contribute to the building of the MEDIANE Index; this self-monitoring and action tool on media diversity inclusiveness.

CoE PARTNER

CMFE

COMMUNITY MEDIA FORUM EUROPE

CMFE – Community Media Forum Europe - Founded in 2004, CMFE links various members of the Third Media Sector at the European level. The "Third Media Sector" is made up of non profit-making media serving a local community and has as such a clearly distinct identity alongside the national public service sector and private commercial media. The CMFE is a common platform for networks, national federations and projects active within this sector. Currently, CMFE has 107 members (of which 26 are National Federations) from 25 European countries. Among its affiliate members it counts also individuals and organisations from Africa, Asia and North America.

LOCAL Co-ORGANISERS



San Sebastian / Spain - PausuMedia is a non-profit organization. Association created with the goal of supporting the means of communication in Basque language in bottom Bidassoa. Established in 2001, takes the name of Pausu and maintains close relations with the radio world. It created Antxeta Irratia in partnership with the association Entzun Ikus (association which created radio operator Gure Irratia in 1982). As community radio has a long way in carrying out work on multiculturalism, gender equality, fight against racism, homophobia and intolerance issues. Make, throughout the year, many of these thematic programs, are led by radio workers or volunteers. In 2012, it performed three "communication workshops" for immigrant women. It has also developed projects of solidarity and development cooperation in various countries such as Ecuador, Chile and Haiti. Currently PansuMedia directs a project of empowerment of the Mapuche (Chile and Argentina) and their language (Mapudungun - 'the talk of the earth' - language catalogued in danger of disappearing by UNESCO).



Groningen / The Netherlands - OOG TV & Radio... "OOG Radio and Television is broadcast-station of the municipality of Groningen, a city of nearly 200.000 inhabitants in the north of the Netherlands. OOG ('Eye' in English) is one of the 282 local stations in the Netherlands. OOG brings local news on television, radio and internet. It is very popular not only in Groningen but also in the environment of this university-city. OOG works with 22 staff members and with 130 volunteers."



CENZURA PLUS is a non-profit, civil society organization from Split, Croatia, that promotes human rights, media freedoms and works on the development of civil society, through methods of independent media (TV) production, out-institutional education and public advocacy, with the aim of building modern, democratic and fair society in Croatia. Cenzura Plus was established in 2003., by a group of human-rights activists and it arise from history and experience of producing the first independent TV show that explored limitation of media freedoms in post-war Croatia, since mid 1990es. Since then Cenzura Plus remains unique and recognized in Croatia and in the Region of Western Balkans for its non-profit TV production, of one 1-hour long TV show weekly, that deals with broader range of human rights issues, democratization and civil society status in Croatia. In previous 5 years it has developed numerous activities and today is one of the leading civil society organizations in its lines of work in the south part of the country. It is located in Split, second town by its size in Croatia, on the Adriatic coast.

PARTICIPANTS' PROFILE

Each encounter will host a max of **40 participants** (35 non locals + 5 locals) ; 34 media professionals coming from public, commercial or community and minority media, including 4 national participants, and 6 of CoE MEDIANE team and partners.

For the **MEDIANE Encounter in San Sebastian** (Spain), priority will be given to participants from southern EU member states, namely Bulgaria, Croatia, Cyprus, France, Greece, Hungary, Italy, Malta, Portugal, Romania, Slovenia and Spain

For the **MEDIANE Encounter in Groningen** (NL), or participants from northern EU member states, priority will be given to participants from northern EU member states, namely Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, Germany, Ireland, Latvia, Lithuania, Luxembourg, Poland, Slovakia, Sweden, the Netherlands and United Kingdom.

For the **MEDIANE Encounter in Split**, priority will be given to participants who succeed to implement their exchange and to produce a cross-report with a European colleague.

OUTPUTS

Max of 34 media cross-reports co-produced by 34 pairs and disseminated in 68 different media supports

Set of guidelines, recommendations and/or criteria for inclusive approach of media content design and production to be used for building the MEDIANE Index on Diversity Inclusiveness

EXPECTED OUTCOMES & RESULTS

Permanent dialogue and exchange between media professionals at European level to sustain the implementation of truly inclusive approach of media content design and production.

Enrichment of professional media practices due to a greater awareness of intercultural dialogue, expression of diversity and non discrimination based on the learning from different experiences.

Building bridges between various media support such as mainstream media, ethnic & diversity media and community media.

LANGUAGES **English & French** – Simultaneous interpretation for all introductory sessions

**PROVISIONAL
AGENDA**

DAY 1

1.00 pm *Participants Arrival*

2.30 pm **Introductory Session**

3.15 pm **Practical Workshops** on Media Diversity Inclusiveness in Media Production –
Overview on media practices & initiatives, results and impact based on examples of
media reports of the participants

Coffee break included in the working group session

5.30 **Workshops' Conclusions**

Free evening

DAY 2

9.30 am **Introduction**

10.00 am **Practical workshops** on guidelines for implementing and improving media diversity
inclusiveness in media production

Coffee break included in the working group session

12.30 pm Lunch

2.00pm **Introduction** on MEDIANE European Exchanges of Media Practices

2.30 **Speed-dating sessions** for pairing media professionals to implement common
MEDIANE activities, including the Production and European Exchanges of Media
Practices, Time for researches and first drafts

Coffee break included in the session

4.00 pm **Working session by pairs** to define and prepare a draft joint work proposal for their
planned exchanges

6.00 pm End of the Day

7.30 pm Dinner

DAY 3

- 9.30 am **Introduction** on Media Index on Diversity Inclusiveness (MIDI) and potential contributions of the encounter and the exchanges to its development
- 10.00 am **Workshops on joint work proposals** for the exchanges – Within each group, each pair will be asked to present their joint work proposal and to discuss it with participant. Each working group will have to present, during the conclusion session, to summarise the main guidelines given to each pair of production to enrich and improve their proposal in relation to media diversity inclusiveness
Coffee break included in the session
- 11.30 **Session of online registration** for applying to European exchanges of media practices
- 12.00 **Conclusions & Next Steps**
- 12.30 *Departure of participants*

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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!

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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?