

# MEDIANE

## *Media in Europe for Diversity Inclusiveness*



**11. – 13. April 2014** **Thematic Encounter** *Journalism Practice &  
Diversity Inclusiveness*

**Würzburg – Germany**

*in partnership with:*



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

Funded  
by the European Union  
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented  
by the Council of Europe

**TITLE****MEDIANE THEMATIC ENCOUNTERS*****JOURNALISM PRACTICE & DIVERSITY INCLUSIVENESS*****DATES &  
LOCATION****GERMANY – Würzburg – 11. – 13.04.14****REGISTRATION*****Deadline for pre-registration*****GERMANY      13 March 2014** (*Final selection and confirmation 15.03.14*)**PARTICIPANTS'  
COMMITMENT**

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

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

[http://www.coe.int/t/dg4/cultureheritage/mars/mediane/eemp\\_EN.asp](http://www.coe.int/t/dg4/cultureheritage/mars/mediane/eemp_EN.asp)

During the **last encounter**, **participants** will be **asked to present the joint work output** they will have produced during their exchanges, to share their main feedbacks on their exchange experiences and to deliver recommendations and guidelines for MEDIANE Index building ([http://www.coe.int/t/dg4/cultureheritage/mars/mediane/index\\_EN.asp](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 encounters, they also **commit**:

- to **bring examples** of journalism practice,
- 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](mailto: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.

**OBJECTIVE**

To improve media diversity inclusiveness through higher standard of journalism practice

**CONTENT**

The IFJ/EFJ, in partnership with the MEDIANE joint EU / CoE initiative, will be responsible for organising two thematic meetings focusing on journalism practice in relation to diversity inclusiveness.

Each thematic meeting will consist of a one-day discussion on the challenges facing journalists on including diversity in their daily media work and exploring ways and practices developed by journalists and their unions to improve this field.

The second day will consist of a training programme focusing on journalism practices, ethics and the role of journalists, and also their unions, in supporting practices for an inclusion of diversity in media and journalists' daily work. A trainer will be appointed to provide training on new tools, examples of practices (including policies and campaigns carried out by journalists' or media organisations) and their contribution to a greater inclusion of diversity in daily work.

This meeting will be a follow-up to the first meeting to be held in Greece and will also include the issues of gender and youth in terms of portrayal, representation and expression in the newsrooms and unions. Representatives of EFJ affiliates will present their own initiatives or result in these meetings. A one-day training section will be organised.

The targeted group will mainly consist of working journalists, members or not of a union, representatives of journalists' unions and associations, representatives of media organisations, media and news managers...

An IFJ/EFJ working group consisting of members of the EFJ affiliates will be set up to contribute to the organisation of thematic meetings. The working group will compile a list of practices examples to be shared by the network. They will be attending the thematic meetings and contribute to the debates during these meetings. They will be the key persons spreading the results of the project to their national unions, journalists and other contacts.

The IFJ/EFJ will help promoting the media exchanges and the MEDIANE programme as a whole among its network and beyond.

#### COE PARTNER



**IFJ / EFJ** - International / European Federation of Journalists - The International Federation of Journalists (IFJ) is the world's largest organisation of journalists representing over 600.000 journalists around the world. The European Federation of Journalists (EFJ) is a regional organisation of the IFJ representing over 300.000 journalists in over thirty countries. The IFJ/EFJ fights for the professional rights of journalists and high quality journalism through high standard journalistic and ethical practices.

#### LOCAL ORGANISER



Founded in 1948 in Berlin, the Deutscher Journalisten-Verband (German Federation of Journalists) is the professional association and trade union for 37.000 journalists which are organised in 17 member unions. It represents around 38,000 journalists in Germany. DJV is one of the founding members of the IFJ, widely committed to fight for journalists' rights in Europe and on international level. The encounter will be organised by Bavarian branch of DJV, Bavarian Journalists' Association (Bayerischer Journalistenverband), which represents around 8500 journalists. Founded by Georg Kahn-Ackermann, former General Secretary of the Council of Europe, the European affairs committee of the Bavarian Union is strongly devoted to support the objectives of its umbrella Organisation DJV

#### PARTICIPANT PROFILE

**40 participants** for each encounter (35 non locals + 5 locals).

The encounter is open to journalists in position, members or not of journalists' unions, representatives of journalists' unions and media and news managers. CoE MEDIANE team and partners will be also represented.

#### OUTPUTS

Two reports based on the results of the thematic meetings

Recommendations to the media index/guideline

#### EXPECTED OUTCOMES & RESULTS

Improvement of journalism practice and practices of journalists with regards to media diversity inclusiveness

Exchanges of practices among journalists, journalists' unions and media organisations

#### LANGUAGES

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

**PROVISIONAL  
AGENDA**

**DAY 1**

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- 1.00 pm *Participants Arrival & Lunch*
- 2.30 pm **Introductory Session**
- 3.00 pm **SOAP BOX** – Spotlight on challenges facing journalists’ and their organisations in creating the conditions (e.g. working conditions, professional rights and ethics) for implementing an inclusive approach of media content design and production.
- 3.25 pm *Coffee break*
- 3.40 pm **Gender & Youth – What media inclusiveness?** Based on the example of gender and youth coverage, this panel will invite participants to think on how strengthening gender and youth inclusiveness in journalists’ daily work. More globally, this panel will also put perspectives on working conditions, newsroom recruitment policies, working relations... to explore how they impact media gender and youth inclusiveness  
*Panel*
- Free evening*

**DAY 2**

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- 9.30 am **Introduction** to the day’s theme
- 9.35 am **SOAP BOX** – What’s the GOOD news today?
- 10.00 am **Learning by sharing on gender and youth** – Participants share their own experiences and stories. What do journalists need (e.g. ethical codes and guidelines, media index, training, union support, etc.) to equip them in order to uphold journalism standards and implement truly inclusive approach in their daily media work, in particular in the way they design and produce media content?  
*(Participants will be separated into two groups for brainstorming and come up with an inventory list)*
- 11.00 am **Report back** from the working groups
- 11.30 pm *Coffee break*
- 11.45 am **Introduction** on European Exchanges of Media Practices (EEMPs)
- 12.00 am **Speed-dating sessions** for pairing media professionals who will commit for implementing a European exchange of media practices in relation to media diversity inclusiveness proposed by Mediane. What can we learn from each other? What do others have and we don’t to implement truly inclusive approach of media content design and production? These are the main questions EEMPs want to address through very concrete and practical actions to be developed during the exchanges.
- 1.00 pm *Lunch*

- 2.30 pm **Training section – Let’s get our hands on!**  
*Training I* - Reporting with gender and youth as angles of coverage - This section will focus on news daily routines and examine how media professionals and editors when covering news can better include gender and youth in their daily media work. Do they reflect the reality or stereotypes? How the approach of gender and youth inclusiveness can contribute to rebalance realities and stereotypes in journalists’ daily work?  
*(coffee break included)*
- 6.00 pm *End of the Day*
- 7.30 pm *Dinner*

### DAY 3

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- 9.30 am **Training II – Working conditions**  
 What can be done to implement truly inclusive approach of daily news reporting? Are ethical codes, internal charters or codes of conducts, guidelines, etc. sufficient for implementing this approach? What are the newsroom practices and cultures that need to be changed? What is the role of journalists’ unions? Media managers?
- 11.30 am *Coffee break*
- 11.45 am **Conclusions** What are the key results of the encounter? How can we move forward to create a solid foundation for gender and youth inclusive media?
- 1.00 pm *Departure of participants*

### CONTACTS

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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!

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 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 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 (*CDM 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?***