



MEDIANE

Media in Europe for Diversity Inclusiveness

A 2013-14 JOINT EUROPEAN UNION / COUNCIL OF EUROPE INITIATIVE FOR AN INCLUSIVE AND INTERCULTURAL APPROACH TO MEDIA PRODUCTION

MEDIANE THEMATIC ENCOUNTER

Journalism Practice & Diversity Inclusiveness

DRAFT AGENDA

THESSALONIKI – GREECE – 4 - 6 OCTOBER 2013

**JOURNALISTS' UNION OF MACEDONIA
AND THRACE DAILY NEWSPAPERS**

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Facebook/ Groups
Journalistsfordiversity

#mediane_gr



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EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

OBJECTIVE	To improve media diversity inclusiveness through higher standards of journalism practice
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

FRIDAY, OCTOBER 04 2013

Morning *Participants Arrival*

2.00 pm **WELCOMING WORDS**

George SAVVIDIS, President, POESY – National Federation of Journalists' Unions

Reynald BLION, *Media & Diversity* and *MEDIANE* Manager, Council of Europe

2.15 pm **INTRODUCTORY SESSION**

Maria PLIKA, Treasurer, ESIEMTH - Journalists' Union of Macedonia and Thrace Daily Newspapers

Ricardo GUTIERREZ VELAZQUEZ, Secretary General, EFJ - European Federation of Journalists

Diane KEMP, CoE MEDIANE Encounter Consultant

Plenary Session
*Simultaneous interpretation in **English, French & Greek***

2.45 pm **DIVERSITY INCLUSIVENESS IN NEWS REPORTING**
Quiz & Presentation of current news reports for analysing their diversity inclusiveness

Diane KEMP, CoE MEDIANE Encounter Consultant

Reynald BLION, *Media & Diversity* and *MEDIANE* Manager, Council of Europe

Plenary Session
*Simultaneous interpretation in **English, French & Greek***

3.15 pm *Coffee break*

3.45 pm

SOAP BOX

Spotlight on practices of journalists and of their organisations in creating the conditions (e.g. working conditions, professional rights and ethics) and finding creative ways to implement an inclusive approach of media content design and production.

Martine SIMONIS, Secretary General, AJPB – Association des Journalistes professionnel/les de Belgique

Dimitris DRAGOGIAS, Vice-President, POESY, Greece

Interviewed by **Pamela MORINIERE**, Project Officer, EFJ

Plenary Session

*Simultaneous interpretation in **English, French & Greek***

4.15 pm

DIVERSITY INCLUSIVENESS AND ETHICAL DILEMMAS: REPORTING FAR RIGHTS POLITICS

Based on the premise that journalists often face an ethical dilemma when they cover far right politics, the working group panel will invite participants to consider innovative ways journalists can explore and reflect diversity and inclusiveness through their work. This panel will also address other issues that impact diversity in the media, such as working conditions, newsroom recruitment policies and working relations.

Working Group 1

Contributors **Villy DALL**, Executive board member, DJ, Dansk Journalistforbund

Despina SYRRI, President, Symbiosis

Facilitator **Yasir MIRZA**, Head of Diversity and Inclusion, *Guardian News and Media*

Working Group 2

Contributors **Kristina HRISTOVA**, President, AEJ, Bulgaria

Yannis SIDIRIPOULOS, Journalist, *Xanthipress.gr*

Facilitator **Anna FAMELLOS**, International Relations, ESIEMTH - Journalists' Union of Macedonia and Thrace Daily Newspapers

2 Working Groups

*1 WG interpreted in **English, French & Greek***

5.45 pm

REPORT BACK from the working groups

Facilitators **Yasir MIRZA**, Head of Diversity and Inclusion, *Guardian News and Media*

Anna FAMELLOS, International Relations, ESIEMTH - Journalists' Union of Macedonia and Thrace Daily Newspapers

Plenary Session

*Simultaneous interpretation in **English, French & Greek***

6.00 pm

End of the Day

8.00 pm

Dinner



Agora Restaurant

Kapodistriou 5
Thessaloniki 546 25, Greece
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info@ouzeriagora.gr
www.ouzeriagora.gr/map.php

SATURDAY, OCTOBER 05 2013

9.00 am

WELCOMING WORDS & INTRODUCTION to the day's theme

Moschos VOITSIDIS, President, ESIEMTH - Journalists' Union of Macedonia and Thrace Daily Newspapers

Yuk Lan Wong, Project Officer, EFJ

Plenary Session

*Simultaneous interpretation in **English, French & Greek***

9.10 am

SOAP BOX

Spotlight on journalism and media practices in creating the conditions (e.g. working conditions, professional rights and ethics) and finding creative ways to implement an inclusive approach of media content design and production.

Ioannis PANAYIOTOPOULOS, Greek Government's Secretary General of Mass Media

Marie-Christine LIPANI, Deontology and Ethics Lecturer, IJBA, France

Interviewed by **Yuk Lan Wong**, Project Officer, EFJ

Plenary Session

*Simultaneous interpretation in **English, French & Greek***

9.30 am

LEARNING BY SHARING ON DIVERSITY INCLUSIVENESS – Participants share their own experiences and stories. What do journalists and unions of journalists need to equip themselves with (e.g. ethical codes and guidelines, media index, training, union support, etc.) 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? (*Two working groups will brainstorm and come up with an inventory list on diversity inclusiveness guidelines: what it is about, what it is not about and what is in between*)

Working Group 1

Facilitator **Rainer REICHERT**, International Affairs Committee Chairman, DJV, Deutscher Journalistenverband

Working Group 2

Facilitator **Anne-Claire ORBAN DE XIVRY**, International Project Manager, Media Animation, Belgium

2 Working Groups

*1 WG interpreted in **English, French & Greek***

Coffee break included in the WG dynamic

11.30 am **REPORT BACK** from the working groups

Facilitators **Rainer REICHERT**, International Affairs Committee Chairman, DJV, Deutscher Journalistenverband

Anne-Claire ORBAN DE XIVRY, International Project Manager, Media Animation, Belgium

Plenary Session

*Simultaneous interpretation in **English, French & Greek***

11.45 am Introduction on **EEMPS - EUROPEAN EXCHANGES OF MEDIA PRACTICES**

Pamela MORINIERE & Yuk Lan WONG, Project Officers, EFJ

Plenary Session

*Simultaneous interpretation in **English, French & Greek***

12.00 am **SPEED-DATING SESSION** for pairing media professionals who will commit to implementing a MEDIANE European exchange of journalism and media practices in relation to media diversity inclusiveness.

Pamela MORINIERE & Yuk Lan WONG, Project Officers, EFJ

1.00 pm *Speed-Dating Lunch*

2.15 pm **SOAP BOX**

Spotlight on journalism and media practices in creating the conditions (e.g. working conditions, professional rights and ethics) and finding creative ways to implement an inclusive approach of media content design and production.

Leon MANN, Film-Maker & Freelancer, Member of BCOMS, Black Collective of Media in Sport, United Kingdom

Marta BARCENILLA ESCANO, Journalist, FSC – CCOO, Spain

Interviewed by **Reynald BLION**, MEDIANE Manager, CoE

Plenary Session

*Simultaneous interpretation in **English, French & Greek***

- 2.45 pm **TRAINING I – LET’S GET OUR HANDS ON!**
Training I - Reporting with diversities as angle of coverage - This section will focus on news daily routines and examine how media professionals and editors can better include diversities in their daily media work. Do they reflect reality or stereotypes? How can the approach of diversity inclusiveness contribute to rebalancing realities and stereotypes in journalists’ daily work?
Facilitator **Mike JEMPSON**, Journalist and Media trainer
- Interpretation in **English, French & Greek***
Coffee break included
- 6.00 pm *End of the Day*
- Free evening*
- 6.30 pm **Proposal for an informal exchange** on MEDIANE between CoE MEDIANE Managers and members of the EFJ MEDIANE Working Group

SUNDAY, OCTOBER 06 2013

- 9.00 am **INTRODUCTION** to the day’s theme
- Yuk Lan Wong**, Project Officer, EFJ
- Plenary Session*
*Simultaneous interpretation in **English, French & Greek***
- 9.10 am **SOAP BOX**
Spotlight on journalism and media practices in creating the conditions (e.g. working conditions, professional rights and ethics) and finding creative ways to implement an inclusive approach of media content design and production.
- Marina LALOVIC**, Journalist, Babel TV & RAI Radio 3
- Filios STANGOS**, Journalist & Director, Thessaloniki Municipal Broadcaster
- Interviewed by **Diane KEMP**, CoE MEDIANE Encounter Consultant
- Plenary Session*
*Simultaneous interpretation in **English, French & Greek***

- 9.30 am **TRAINING II – WORKING CONDITIONS**
What can be done to implement truly inclusive approach in daily news reporting? Are ethical codes, internal charters or codes of conducts, style guides, editorial 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, of media managers?
Facilitator **Mike JEMPSON**, Journalist and Media trainer
- Interpretation in **English, French & Greek***
Coffee break included
- 11.30 am **TRAINING LEARNING**
What are the key results of the encounter? How can we move forward to create a solid foundation for inclusive approach in media content design and production?
Facilitators **Mike JEMPSON**, Journalist and Media trainer
- Diane KEMP**, CoE MEDIANE Encounter Consultant
- Plenary Session*
*Simultaneous interpretation in **English, French & Greek***
- 12.00 am **CONCLUSIONS & NEXT STEPS**
- Reynald BLION**, *Media & Diversity* and *MEDIANE* Manager, Council of Europe
- Pamela MORINIERE**, Author’s Rights, Gender and Project Officer, EFJ – European Federation of Journalists
- Moschos VOITSIDIS**, President, ESIEMTH - Journalists' Union of Macedonia and Thrace Daily Newspapers
- Plenary Session*
*Simultaneous interpretation in **English, French & Greek***
- 12.30 am *Closing Buffet*
- Departure of participants*
- 1.30 pm **MEETING OF THE EFJ MEDIANE WORKING GROUP**
- 4.00 pm *End*

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:
www.coe.int/t/dg4/cultureheritage/culture/Mediane/exchanges_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 (www.coe.int/t/dg4/cultureheritage/culture/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)

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.

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 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, 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?