



MEDIANE

Media in Europe for Diversity Inclusiveness

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

MEDIANE THEMATIC ENCOUNTERS

*Diversity Inclusiveness
within Journalism & Media Training & Literacy*

FIRENZE – ITALY – 23. - 25.10.13

GRAND HOTEL MEDITERRANEO

Lungarno del Tempio, 44

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Italy

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ejta European Journalism Training Association



MEDIA
animation
communication & education

Funded
by the European Union
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by the Council of Europe

TITLE**MEDIANE THEMATIC ENCOUNTERS*****Diversity Inclusiveness within Journalism & Media Training & Literacy*****DATES &
LOCATIONS****ITALY – Florence – 23. - 25.10.13****REGISTRATION****Italy - Deadline for registration – 23 September 2013****PARTICIPANTS'
COMMITMENT**

Participant will be **asked to bring one or two case studies, examples of project or research** that he/she considered as being an inclusive approach of diversity in journalism training or media literacy methods. They will have the possibility to present their own researches or projects in a "Show & Tell" session (10 minutes of presentation). Participants interested are invited to mention it in their registration form (*Question 30 of the registration form*).

Each **participant** must be aware that the process of this first encounter will **focus on designing project or training modules** that would be piloted in their daily work before the second encounter and for instance through **European Exchanges** of Media Practices :

www.coe.int/t/dg4/cultureheritage/culture/Mediane/exchanges_en.asp

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.

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 seen, they are being denied their voice in some democratic debate!

Through the sources they can use, the subjects they select and the treatment they choose to do of them, the media should influence the agenda (what to think about) and the public's perception (how to think) 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 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 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 the media stakeholders in their efforts to finding ways to implement truly inclusive modes of media content design and production.

OBJECTIVES

To have a better understanding of diversity inclusiveness and to build tools and projects for including diversity in journalism trainings and in media/journalist daily work ;

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

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

To work on developing training indicators to feed and guide the building of the MEDIANE Index on Diversity Inclusiveness. This will be a tool for self-monitoring and developing the capacities of media professionals to include diversity and non-discrimination principles in journalism & media training & literacy.

CONTENT

Through a collaborative work methodology and by mixing people, the first MEDIANE Training Encounter will enable participants to exchange practices, researches and experiences to develop an overview of Diversity Inclusiveness in journalism training and media literacy and to discuss and to plan actions for including diversity along all the journalism training curriculum or media literacy methodologies.

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, including up-skilling activities (for instance about online journalism as a potential tool with its risks and opportunities to get a greater inclusion of diversity in news).

By small groups, they will be invited to design a project for including diversity in their own professional context in a transversal way.

This first Training encounter would at the end launch groups of participants for an exploratory process of diversity inclusiveness in their own professional background through an offer of European Exchanges of Media Practices (EEMP). Participants will be able to work on case studies, training tools, joint exercises and other activities of training for including diversity.

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 center 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 center 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



Italy - **MED Media Education** – Associazione italiana per l'educazione ai media e alla comunicazione.

PARTICIPANTS' PROFILE

Max. 40 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 in journalism training and media literacy in relation to diversity inclusiveness.

Practical proposals for European Exchanges of Media Practices (EEMP): peer forming, projects to pilot, scenarios for training, etc.

Set of guidelines, recommendations and/or criteria for inclusive approach of journalism training and media education to be used for building the Mediane Index on Diversity Inclusiveness (MIDI) 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.

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

First steps towards regular networking between journalism training and media literacy actors in relation to MEDIANE diversity inclusiveness approach.

Keeness 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*

PROVISIONAL AGENDA	DAY 1	<i>GETTING TO KNOW ... THEME AND PEOPLE!</i>
	1.00 pm	<i>Participants Arrival</i>
	1.30 pm	Official opening & planning overview
	2.00 pm	Icebreaking – Mixing people for getting to know each other
	2.30 pm	Introductory Session for getting to know key elements of the subject through illustrated examples and case studies.
	3.30 pm	<i>Coffee break</i>
	4.00 pm	Workshops Diversity inclusiveness from professional contexts and backgrounds: exchanges of examples and case studies to identify main challenges, obstacles and opportunities to include diversity in professional realities.

5.15 pm **Show & Tell Session – Part 1.:** Presentation of projects and researches by participants.

6.15 pm **Conclusion** of the day.

Free evening

DAY 2 *THINKING AND BRAINSTORMING FOR DIVERSITY INCLUSIVENESS*

9.15 am **Challenges for Diversity inclusiveness:** media report of working groups.

9.30 am **Improving Diversity Inclusiveness in our practices: The Mediane Process.** Participants would get familiar to the process of Media Exchanges for piloting actions and projects in their professional context.

10.00 am **Thinking for Diversity Inclusiveness: introduction to the working themes.**

10.15 am Coffee break

10.45 am **Practical workshops – Planning Actions for change - brainstorming** in small groups on projects to be developed for improving diversity inclusiveness in journalism training practices.

11.45 am **Show & Tell Session – Part 2:** Presentation of projects and researches by participants.

12.45 pm Lunch

2.15 pm **Training Workshop - Online journalism** as a potential tool to get a greater inclusion of diversity in news: risks and opportunities.

3.45 pm Coffee break

4.15 pm **Practical workshops – Planning Actions for change - designing** projects to pilot.

5.15 pm **Conclusion** of the day.

7.30 pm Dinner

DAY 3 ***PLANNING OUR ACTIONS!***

9.30 am **Showroom of Diversity inclusiveness Projects:** Preparation and exhibition of projects to pilot.

10.45 am Coffee break

11.15 am **“WANTED!” session** for introducing profiles of potential partners for European Exchanges of Media Practices.

11.45 am **Media Index for Diversity Inclusiveness** presentation

12.15 am **Conclusions** & Next Steps

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 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?