



# MEDIANE

## *Media in Europe for Diversity Inclusiveness*

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

### **MEDIANE THEMATIC ENCOUNTERS**

*Diversity Inclusiveness  
in Journalism & Media Training & Literacy*

### **DRAFT AGENDA**

***23 – 25 OCTOBER 13***

#### **GRAND HOTEL MEDITERRANEO**

Lungarno del Tempio, 44

50121 Firenze - Italy

[www.hotelmediterraneo.com](http://www.hotelmediterraneo.com)

[www.coe.int/mediane](http://www.coe.int/mediane)

Facebook/ Groups  
Journalistsfordiversity

#mediane\_it



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



**OBJECTIVES** To have a better understanding of diversity inclusiveness and to build tools and projects for including diversity in journalism training and in media/journalists' daily work

To encourage exchanges and share 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

## **WEDNESDAY, OCTOBER 23 2013**

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1.00 pm *Participants' Arrival*

1.30 pm **WELCOMING SESSION**

**Maria RANIERI**, MED, Italy

**Anne-Claire ORBAN DE XIVRY**, Media Animation, Belgium

**Anna MCKANE**, EJTA, European Journalism Training Association

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

*Plenary Session*

2.00 pm **DIVERSITY INCLUSIVENESS IN NEWS REPORTING & JOURNALISM TRAINING**

*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*

2.30 pm **SOAP BOX – A QUICK HIT ON DIVERSITY INCLUSIVENESS**

**Anna MELI**, Carta di Roma coordinator, Italy.

**Anna McKANE**, EJTA, European Journalism Training Association

Interviews by **Diane KEMP**, CoE MEDIANE Encounter Consultant

*Plenary Session*

3.30 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.

**Daniel BONVOISIN**, Media Animation, Belgium

**Maria RANIERI**, MED, Italy

**Kate SHANAHAN**, DIT, Dublin Institute of Technology, Ireland

*Three Working Groups*

*Coffee Break included in the dynamic of the working groups*

5.15 pm **SHOW & TELL SESSION, PART 1** - Presentation of projects and researches by participants

**Anna McKANE**, EJTA, European Journalism Training Association

**Marina TUNEVA**, EJTA, European Journalism Training Association

*Parallel sessions*

6.15 pm **CONCLUSIONS** of the day

**Anna McKANE**, EJTA, European Journalism Training Association

**Maria RANIERI**, MED, Italy

*Plenary Session*

8.00 pm *Dinner*



### **TRATTORIA OSTERIA DA QUÈ GANZI**

Via Ghibellina, 70

50122 Firenze

## **THURSDAY, OCTOBER 24 2013**

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9.00 am **CHALLENGES FOR DIVERSITY INCLUSIVENESS** - Media report of working groups

**Anne-Claire ORBAN DE XIVRY**, Media Animation, Belgium

*Plenary Session*

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.

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

*Plenary Session*

10.00 am **THINKING FOR DIVERSITY INCLUSIVENESS -INTRODUCTION TO THE WORKING THEMES**

**Anne-Claire ORBAN DE XIVRY**, Media Animation, Belgium

*Plenary Session*

*10.15 am Coffee break*

10.45 am **PRACTICAL WORKSHOPS ACTION PLANS FOR CHANGE** - Brainstorming in small groups on projects to be developed for improving diversity inclusiveness in journalism training practices.

**Daniel BONVOISIN**, Media Animation, Belgium

**Gianna CAPPELLO**, MED, Italy

**Kate SHANAHAN**, DIT, Dublin Institute of Technology, Ireland

*Three Working Groups*

11.45 am **SHOW & TELL SESSION – PART 2** - Presentation of projects and researches by participants.

**Anna MCKANE**, EJTA, European Journalism Training Association

**Marina TUNEVA**, EJTA, European Journalism Training Association

*Parallel sessions*

*12.45 pm Lunch*

2.15 pm **TRAINING *WORKSHOP ONLINE JOURNALISM*** - A potential tool to get a greater inclusion of diversity in news? Risks and Opportunities.

**Paul BRADSHAW**, Reader, Birmingham City University, United Kingdom

3.45 pm *Coffee break*

4.15 pm **PRACTICAL WORKSHOPS – ACTION PLANS FOR CHANGE** - Designing Pilot Projects

**Daniel BONVOISIN**, Media Animation, Belgium

**Gianna CAPPELLO**, MED, Italy

**Kate SHANAHAN**, DIT, Dublin Institute of Technology, Ireland

*Three Working Groups*

5.15 pm **CONCLUSIONS** of the day

**Gianna CAPPELLO**, MED, Italy

*Plenary Session*

*Free evening*

## **FRIDAY, OCTOBER 25, 2013**

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9.00 am **SHOWROOM OF DIVERSITY INCLUSIVENESS PROJECTS** - Preparation and exhibition of projects to pilot.

**Anne-Claire ORBAN DE XIVRY**, Media Animation, Belgium

*Walking Session*

10.45 am *Coffee break*

11.00 am **"WANTED!" Session** - Profiles of potential partners for EEMPs

**Diane KEMP**, CoE MEDIANE Encounter Consultant

*Plenary Session*

11.45 am **MEDIA INDEX FOR DIVERSITY INCLUSIVENESS** Presentation

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

*Plenary Session*

12.30 am **CONCLUSIONS & NEXT STEPS**

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

**Anna McKANE**, EJTA, European Journalism Training Association

**Anne-Claire ORBAN DE XIVRY**, Media Animation, Belgium

**Gianna CAPPELLO**, MED, Italy

*Plenary Session*

1.00 pm *Departure of participants*

**PARTICIPANTS' COMMITMENT**

**Participants** 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 research 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/dq4/cultureheritage/culture/Mediane/exchanges\\_en.asp](http://www.coe.int/t/dq4/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 training 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.

**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 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 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?***