

# MEDIANE

## *Media in Europe for Diversity Inclusiveness*

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

26. – 28. March 2014

**EUROPEAN ENCOUNTER**

*Testing a Monitoring &  
Action Box on Media  
Diversity Inclusiveness*

**FUNDAÇÃO CALOUSTE GULBENKIAN**  
*Lisbon – Portugal*

**PRESENTATION**



RÁDIO E TELEVISÃO DE PORTUGAL



**CALOUSTE  
GULBENKIAN  
FOUNDATION**

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 EUROPEAN ENCOUNTER*****Testing a Monitoring and Action Box  
on Media Diversity Inclusiveness*****DATES &  
LOCATIONS****GULBENKIAN FOUNDATION - LISBON** – PORTUGAL – 26. – 28. March 2014**REGISTRATION**Deadline for registration – **23 February 2014****PARTICIPANTS’  
COMMITMENT**

**Participants** will be **asked to bring one or two examples of practices** in the field of production, training or journalism practice that they consider as taking an inclusive approach to diversity in media content design and production.

Each **participant** must be aware that the process of this second encounter will **focus on testing a monitoring and action toolbox on media diversity inclusiveness**:

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

Depending on their commitment to the whole process, participants may be given priority to participate in the **third and final European Encounter**. During this last encounter we will propose a global overview of the activities implemented by MEDIANE and grouped sessions to finalise the Monitoring and Action Box on Media Diversity Inclusiveness and to propose a global strategy for promoting this tool and its use.

To summarise, once **participants** commit to be part of this European encounter, they also **commit**:

- to **bring examples** of their professional practice in relation to media diversity Inclusiveness,
- to **contribute** to the definition of and to promote the Monitoring and Action Box on Media Diversity Inclusiveness.

**CONDITIONS OF  
PARTICIPATION**

**Participants living outside the hosting country** will be provided with a **prepaid travel ticket** by the EU/CoE MEDIANE Joint Initiative (Contact – Ellsworth Camilleri, [ellsworth.camilleri@coe.int](mailto:ellsworth.camilleri@coe.int))

**Participants living in the hosting country and outside the hosting city** shall organise their journey directly and will have their **travel expenses reimbursed** (invoice to be provided).

**Participants living outside the hosting 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).

**Participants living in Portugal but outside the hosting city** might be **reimbursed of their travel expenses** (invoice to be provided)

Per diem and travel costs will be **reimbursed** via **bank transfer after the encounter**; a maximum 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 on-going 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 present and to discuss, with the main European media networks and various relevant European media actors, the MEDIANE Monitoring and Action Box on Media Diversity Inclusiveness, its main principles, objectives and content,
- To develop a concrete and practical content for the MEDIANE Diversity Inclusiveness Box in relation to media practices and experiences in the fields of journalism & media training & literacy, of journalism practice and of media content design and production,
- To organise brainstorming sessions to feed, test and finalise the MEDIANE Diversity Inclusiveness Box, conceived as a monitoring and action support tool for developing capacities of the media and their professionals to include diversity in media content design and production,
- To facilitate networking between European media partners and relevant actors with the shared interest of promoting more inclusive reporting in all aspects of news and production.

## CONTENT

Based on **participants' practices and experiences**, the second MEDIANE European Encounter will develop and implement various workshops aiming at **guiding** the MEDIANE Team and Partners in **the building and finalisation of the MEDIANE Monitoring and Action Box on Diversity Inclusiveness** and in the definition of a **very concrete and practical content** to the approach of **diversity inclusiveness** in media context.

The **MEDIANE Box on Diversity Inclusiveness** aims at supporting media efforts to include diversity in their daily work and production.

This **MEDIANE Box on Diversity Inclusiveness** is conceived for being both:

- a **monitoring tool** to monitor the capacities of the media and their staff members to improve their diversity inclusiveness in production and professional practices,
- an **action tool** for strengthening diversity inclusiveness in media content design and production.

The second MEDIANE European Encounter will also be an opportunity to network and build common activities between various partners, in particular in relation to the implementation of the European Exchanges of Media Practices that will be implemented by December 2014.

#### **PARTICIPANT PROFILE**

80 participants, 20 from Portugal and 60 from other EU countries

Journalism trainers, media educators, journalists, news editors and directors, human resources managers, unions' leaders, media networks leaders, academics...

Representatives of the main European media networks and of their members in relation to **ACTE, AER, CMFE, EBU, EFJ, EJTA, minority and diversity media, regulatory and self-regulatory bodies**

#### **CoE MEDIANE PARTNERS**

**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



COMMUNITY MEDIA FORUM EUROPE

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.

**EFJ - The European Federation of Journalists** - As the regional organisation of the International Federation of Journalists, EFJ has been within the framework of the IFJ Constitution to represent the interests of journalists' unions and their members. The EFJ links about 260.000 journalists in over thirty European countries. The EFJ supports its affiliates to foster trade unions, to recruit new members and to maintain or create environments in which quality, journalistic independence, pluralism, public service values and decent work in the media exist. The EFJ is recognised by the European Union, the Council of Europe and the European Trade Union Confederation. The EFJ's headquarters is in Brussels.



**EJTA – The European Journalism Training Association** - Grouping 55 Journalism centres, schools and universities from 23 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 within students' and/or lecturers' communities. 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.



European Journalism Training Association

**Media Animation** - Conceived as a media education resource centre and lifelong learning organization for the Brussels Wallonia Federation, Media Animation is recognized and subsidized by the Ministry of Education and Ministry of Culture. The centre is specialised for implementing research, information, training and educational resources for teachers, social workers, adults and professionals in the educational sector. Media Animation coordinates and participates in different EC funded projects in the fields of media literacy, cultural diversity, citizenship and non-discrimination. Media Animation facilitates a European network for media literacy - [www.euromedialiteracy.eu](http://www.euromedialiteracy.eu)



**PORTUGUESE PARTNER**

**THE GULBENKIAN FOUNDATION** – The Calouste Gulbenkian Foundation is a Portuguese private institution of public utility whose statutory aims are in the fields of arts, charity, education and science. Created by a clause in Calouste Sarkis Gulbenkian's will, the Foundation's statutes were approved in 1956. Since its operational launch in the 1950s, the Foundation has sought to meet the most fundamental needs in Portuguese society. With the progressive development of the country, its democratization and membership of the European Union, the role of the Foundation has undergone redefinition: the new priorities are no longer exclusively Portuguese or the Portuguese speaking ones but rather fall within the framework of the changing international panorama and relate to global issues such as intercultural dialogue, migrations and mobility, as well as the environment. It is within this context that have been launched the Gulbenkian Programs to reflect on contemporary social themes, seeking innovative responses to the problems facing the current world. These programs extend over a limited and defined temporal period and incorporate actions of differing types (pilot projects, conference cycles, training courses, publications, performances, etc.) around a particular theme and whether initiatives undertaken by the Foundation itself or in partnership with other institutions.



**CALOUSTE GULBENKIAN FOUNDATION**

**PORTUGUESE ASSOCIATES**

**ACIDI** - The High Commissioner for Immigration and Intercultural Dialogue, abbreviated form ACIDI, is a public institute endowed with administrative autonomy. ACIDI is under the responsibility of the Presidency of the Council of Ministers, under the superintendence and authority of the Prime Minister or other member of the Government integrated in the Presidency of the Council of Ministers. Its mission is to collaborate in the design, implementation and evaluation of public policies, cross-sectoral and relevant to the integration of immigrants and ethnic minorities, as well as promoting dialogue between different cultures, ethnicities and religions



**LUSA** – LUSA is the only news agency in Portugal and the Portuguese state is the main shareholder. The span of news coverage includes all Portuguese-speaking countries ranging from Brazil in South America and Angola and Guinea-Bissau in Africa as well as East Timor in the Pacific and Macau in China. It also provides news from countries where there is a significant Portuguese-speaking community including France and Venezuela. Lusa works from several platforms, including audio, text and video. The news agency is the primary source of information in Portugal with a wide array of clients including media as well as private companies and public services.



**PÚBLICO** – PÚBLICO was founded on March 5, 1990. It is a quality paper and is known as a publication of the French school including a lot of extensive articles. The first editor-in-chief of Público was Vicente Jorge Silva. Nowadays, the editor-in-chief is Bárbara Reis. Público is online since 1995 and it was the second Portuguese mainstream newspaper to have an online edition. Today, Público online is the leading Portuguese news website with more than 12 million visitors, 55 million pages visited with 3 million unique visits per month).



**RTP** – RTP RÁDIO E TELEVISÃO DE PORTUGAL, S.A., commonly known as RTP is Portugal's public service broadcasting organization. It operates four terrestrial television channels and three national radio channels, as well as several satellite and cable offerings. RTP is a state-owned corporation funded by television advertising revenues, government grants, and the audiovisual tax (broadcasting contribution tax), which is incorporated in electricity bills. RTP is a member of EBU, European Broadcasting Union. Active membership is for broadcasting organizations whose states fall within the European Broadcasting Area, or otherwise those who are members of the Council of Europe



RADIO E TELEVISÃO DE PORTUGAL

## OUTPUTS

**Practical guidelines** to develop and finalise the MEDIANE Box on Media Diversity Inclusiveness

**Concrete recommendations** to provide tangible content to media diversity inclusiveness in media content design and production

**Media Reports** on Diversity Inclusiveness in the context of Portugal, in particular Lisbon

## EXPECTED OUTCOMES & RESULTS

**Enrichment** of the objectives, principles, methodology and activities of **MEDIANE Monitoring and Action Box**

**Steps towards regular networking** between European media networks and actors in relation to MEDIANE diversity inclusiveness approach

**Enlargement of the MEDIANE constituencies** for a greater dissemination and commitment of media actors towards the MEDIANE diversity inclusiveness approach and its box

## LANGUAGES

**English / French / Portuguese** – Simultaneous interpretation will be provided for plenary sessions and for some of the workshops. The language used in other workshops will be decided according to the language abilities of participants.

## PROVISIONAL AGENDA

**26 MARCH 2014**

---

*Arrival of Outside Participants*

2.00 pm

**WELCOMING AND INTRODUCTORY SESSION**

*Plenary session*

2.30 pm

**SOAP BOX – A quick hit on media diversity inclusiveness**

*Plenary session*

3.00 pm

**PRACTICAL WORKSHOPS ON MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS – ARE WE ASKING THE RIGHT QUESTIONS?** - Presentation of the questionnaire for journalism training, journalism practice and media production – Small working groups to discuss and share practices, on-going research and new initiatives. What can you add to make it more effective?

*3 main working groups divided in sub-groups*

5.30 pm **WORKSHOPS' CONCLUSIONS**

*Plenary session*

6.00 pm - ... *End of the day*

6.30 pm - ... **WELCOMING COCKTAIL**

---

**27 MARCH 2014**

---

9.00 am **INTRODUCTION**

*Plenary session*

9.30 am **SOAP BOX – A quick hit on media diversity inclusiveness**

*Plenary session*

10.00 am **PRACTICAL WORKSHOPS ON MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS – ARE WE OFFERING THE RIGHT SOLUTIONS?** – Presentation of the 'AZ Glossary' for journalism training, journalism practice and media production – Small working groups to discuss and share practices, on-going research and initiatives – Over to you!

*3 main working groups divided in sub-groups*

12.30 pm **WORKSHOPS' CONCLUSIONS**

*Plenary session*

1.00 pm *Lunch*

2.00 pm **SOAP BOX – A quick hit on media diversity inclusiveness**

*Plenary session*

2.30 pm **FROM PORTUGAL TO EUROPE – REALITIES, POTENTIAL & MYTHS OF MEDIA DIVERSITY INCLUSIVENESS** – There are many examples ways in which the media is tackling diversity inclusiveness. This afternoon you are invited to meet different newsrooms, journalism training centres and media user groups of Portugal for a mutual exchange on what's being done. You won't be just a visitor! Your experience will be as much of interest to our Portuguese hosts as theirs will be to you. These exchanges are intended to help and add depth to our discussions and ideas for the MEDIANE Box on Diversity Inclusiveness.

*Around 10 visit and exchange groups in Portuguese media and organisations*

6.00 pm - ... *End of the day*

8.00 pm **MEDIANE DINNER**

- 9.00 am            **SOAP BOX – A quick hit on media diversity inclusiveness**  
*Plenary session*
- 9.30 am            **CONCLUSIONS OF MEDIA & AUDIENCES' VISITS AND WORKING GROUPS**  
*Plenary session*
- 10.00 am           **PRACTICAL WORKSHOPS ON MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS** in  
relation to its 'Guide of Practices' – Presentation of the 'Guide of Practices' with regards  
to journalism training, journalism practice and media production – Small working groups  
to discuss and share practices, on-going research and initiatives; results, impact &  
limits... that could contribute to enrich the proposed guide of practices.  
*3 main working groups divided in sub-groups*
- 12.00 noon        **WORKSHOPS' CONCLUSIONS**  
*Plenary session*
- 12.30 pm - ...    **CONCLUSIONS & NEXT STEPS**  
*Plenary session*
- 1.00 pm - ...     *End of the encounter & Departure of participants*

**CONTACTS**

**Reynald BLION**  
MEDIANE Programme Manager  
Council of Europe  
[mediane@coe.int](mailto:mediane@coe.int)

**Diane KEMP**  
MEDIANE Encounter Consultant  
BCU, Birmingham School of Media  
[diane.kemp@bcu.ac.uk](mailto:diane.kemp@bcu.ac.uk)

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



## 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 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 one-to-one basis, through European Exchanges MEDIANE activity. Beyond this sharing of experiences, these professionals will be invited to build a Monitoring and Action Box on Media 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 (*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?*