

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

MEDIANE European Encounter

Draft Agenda

FUNDAÇÃO CALOUSTE GULBENKIAN
LISBON – Portugal

www.coe.int/mediane/lisboa

#mediane_pt / Facebook/Groups - Journalistsfordiversity



RÁDIO E TELEVISÃO DE PORTUGAL



CALOUSTE
GULBENKIAN
FOUNDATION

Funded
by the European Union
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CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

MEDIANE EUROPEAN ENCOUNTER

Testing a Monitoring & Action Box on Media Diversity Inclusiveness

- 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.

26 MARCH 2014

Registration & Welcoming Coffee

2.00 pm **WELCOMING AND INTRODUCTORY SESSION**

- | | |
|------------------------|--|
| Isabel MOTA | Trustee, Fundação Calouste Gulbenkian , Portugal |
| Pedro LOMBA | Assistant Secretary of State , by delegation, in charge of social communication media, Portugal |
| Claudia LUCIANI | Democratic Governance Director, Council of Europe (CoE) |

*Plenary session - Streaming online
Simultaneous interpretation in English / French / Portuguese*

2.30 pm **MEDIANE PROGRAMME & 2ND EUROPEAN ENCOUNTER – PRESENTATION**

- | | |
|----------------------|--|
| Reynald BLION | <i>Media & Diversity</i> and <i>MEDIANE Programme</i> Manager, CoE |
| Diane KEMP | MEDIANE Encounters' Consultant & European Encounter Anchor, BCU Birmingham School of Media , UK |

*Plenary session - Streaming online
Simultaneous interpretation in English / French / Portuguese*

3.00 pm

SOAP BOX – A quick hit on media diversity inclusiveness

Bárbara REIS Director, *Público*, Portugal

Mukti Jain CAMPION Executive producer, *Culture Wise Productions* / *BBC Radio & TV* Producer, UK

Interview by **Reynald BLION**, *Media & Diversity* Manager, *CoE*

Plenary session - Streaming online

Simultaneous interpretation in English / French / Portuguese

3.30 pm

PRACTICAL WORKSHOPS ON MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS – ARE WE ASKING THE RIGHT QUESTIONS? – Presentation of the questionnaires (self-monitoring tool indicators) for journalism trainers, journalists and media managers – Small working groups to discuss and share practices, on-going research and new initiatives. What can you add to make it more effective?

Introduction **Dr Myria GEORGIU**, *MEDIANE* Box Consultant / Lecturer, Department of Media and Communication, **LSE – London School of Economics**

Lisbon Facilitators

G1 **Clara ALMEIDA SANTOS**, Vice-Rector for Communication and Culture, **Universidade de Coimbra**, Portugal
Marcus RYDER, Editor of Current Affairs, *BBC Scotland*, UK

G2 **Nadia BELLARDI**, Board member, *Radio LoRa*, Switzerland
Robin WILSON, Section editor, *OpenDemocracy*, UK

G3 **Mihaela DANGA**, Deputy Director, **Centre for Independent Journalism**, Romania
Larry FERGESON, Director, **CCMC – Cyprus Community Media Centre**, Cyprus

Plenary session – Introduction - Streaming online

3 main working groups divided in sub-groups

Coffee break included in the working group dynamic

Simultaneous interpretation in EN / FR, FR / POR, EN / POR

GROUPS AT DISTANCE

BERLIN Facilitator – **Ralf HUTTER**, **N-Ost**, Germany
Lisbon Contact Person – **Stefan TENNER**, **CMFE**, Germany

BIRMINGHAM Facilitator – **Seyi ATIGARIN**, **BCU School of Media**, UK
Lisbon Contact Person – **Diane KEMP**, **BCU School of Media**, UK

BOLOGNA	Facilitator – Mauro SARTI , <i>RAI Emilia Romagna</i> , Italy Lisbon Contact Person – Nelson BOVA , <i>RAI</i> , Italy
BORDEAUX	Facilitator – Marie-Christine LIPANI , <i>IJBA</i> , France Lisbon Contact Person – Brigitte BESSE , <i>IJBA</i> , France
BRUSSELS	Facilitator – Florian TIXIER , <i>ULB</i> , Belgium Lisbon Contact Person – Martine SIMONIS , <i>AJPB</i> , Belgium
CONSTANTA	Facilitator – Alina BARGAOANU VASILIU , <i>Constanta Journalism School</i> , Romania Lisbon Contact Person – Mihaela DANGA , <i>CIJ</i> , Romania
COIMBRA	Facilitator – Karine PANIZA & Marta COSTA , <i>University of Coimbra</i> , Portugal Lisbon Contact Person – Clara ALMEIDA SANTOS , <i>University of Coimbra</i> , Portugal
GUARDA	Facilitator – Carla RAVASCO , <i>IPG</i> , Portugal Lisbon Contact Person – Regina GOUVEIA , <i>IPG</i> , Portugal
LONDON	Facilitator – Barbara SHOFIELD , <i>LCU</i> , UK Lisbon Contact Person – Anna MCKANE , <i>EJTA</i> , UK
NICOSIA	Facilitator – Michalis SIMOPOULOS , <i>CCMC</i> , Cyprus Lisbon Contact Person – Larry FERGESON , <i>CCMC</i> , Cyprus
ROME	Facilitator – Marina LALOVIC , <i>RAI Radio 3</i> , Italy Lisbon Contact Person – Nelson BOVA , <i>RAI</i> , Italy
PARIS	Facilitator – Elodie VIALLE , <i>IPJ</i> , France Lisbon Contact Person – Pascale COLISSON , <i>IPJ</i> , France
SEVILLE	Facilitator – Natalia ORTIZ BARQUERO , <i>Centro Universitario EUSA</i> , Spain Lisbon Contact Person – Eduardo DEL CAMPO CORTES , <i>El Mundo</i> , Spain

5.30 pm

A FIRST INTRODUCTION TO PORTUGAL

Visit of the MUSEU CALOUSTE GULBENKIAN



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

MUSEU CALOUSTE GULBENKIAN

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

27 MARCH 2014

8.30 am *Arrival of participants*

8.45 am **INTRODUCTION**

Diane KEMP

MEDIANE Encounters' Consultant & European Encounter Anchor, **BCU Birmingham School of Media**, United Kingdom

Plenary session - Streaming online

Simultaneous interpretation in English / French / Portuguese

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

Rosário FARMHOUSE

High Commissioner on Immigration and Intercultural Dialogue, **ACIDI**, Portugal

Muriel HANOT

Director of Studies and Researches, **CSA FWB**, High Council on Audio-visual of the Federation Wallonia Brussels, Belgium

Interview by **Reynald BLION**, Media & Diversity Manager, **CoE**

Plenary session - Streaming online

Simultaneous interpretation in English / French / Portuguese

9.30 am **PRACTICAL WORKSHOPS ON MEDIANE BOX ON MEDIA DIVERSITY INCLUSIVENESS – ARE WE OFFERING THE RIGHT SOLUTIONS?** Presentation of the Reference Guide to Practices and A-Z Keywords of Diversity Practice for journalism trainers, journalists and media managers – Small working groups to discuss and share practices, on-going research and initiatives – Over to you!

Introduction

Dr Myria GEORGIU, MEDIANE Box Consultant / Lecturer, Department of Media and Communication, **LSE – London School of Economics**

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- G3** **Mihaela DANGA**, Deputy Director, **Centre for Independent Journalism**, Romania
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Simultaneous interpretation in EN / FR, FR / POR, EN / POR*

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- COIMBRA** Facilitator – **Karine PANIZA & Marta COSTA**, **University of Coimbra**, Portugal
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11.30 pm **ANOTHER WAY TO LIVE INCLUSIVE DIVERSITY – THE EUROPEAN EXCHANGES OF MEDIA PRACTICES (EEMPs)**

Marco STEFANELLI Journalist, **Amisnet**, Italy

Dieme SEKOU Freelance, **Radio Ghetto**, Italy

Interview by **Reynald BLION**, Media & Diversity Manager, **CoE**

*Plenary session - Streaming online
Simultaneous interpretation in English / French / Portuguese*

12.00 noon **CONCLUSIONS OF WORKSHOPS 1 & 2 – GROUPS AT DISTANCE**

Diane KEMP MEDIANE Encounters' Consultant & European Encounter Anchor, **BCU Birmingham School of Media**, United Kingdom

*Plenary session - Streaming online
Simultaneous interpretation in English / French / Portuguese*

12.45 pm *Lunch*

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

Paula CORDEIRO Ombudsperson Public Radio, **RTP**, Rádio e Televisão de Portugal

Marino SINIBALDI Director, **RAI Radio Tre**, Italy (Recorded interview)

Guenaëlle COLLET European Affairs Adviser, **EBU**, European Broadcasting Union

Interview by **Reynald BLION**, Media & Diversity Manager, **CoE**

*Plenary session - Streaming online
Simultaneous interpretation in English / French / Portuguese*

2.45 pm

CONCLUSIONS OF WORKSHOPS 1 & 2 – LISBON GROUPS 1, 2 & 3

Diane KEMP

MEDIANE Encounters' Consultant & European Encounter Anchor, **BCU Birmingham School of Media**, United Kingdom

Plenary session - Streaming online

Simultaneous interpretation in English / French / Portuguese

3.30 pm

Departure for local exchange visits

4.00 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.

Exchange Visits to **MEDIA GROUPS**

- 1 **LUSA**, Agência de Notícias de Portugal
Contact Persons: Sofia BRANCO & Tiago DIAS, Journalist
- 2 **Público**, Print & Online
Contact Person: Ana Cristina PEREIRA, Journalist
- 3 **RDP**, Rádio e Televisão de Portugal, Radio Sector
Contact Person: Rosário LIRA, Deputy Director
- 4 **RTP**, Rádio e Televisão de Portugal, TV Sector
Contact Person: Ricardo ALEXANDRE, Journalist

MEDIA USERS

- 5 **ACIDI** Group of Minority Experts
Contact Person: **Susana ANTUNES**, ACIDI Media Advisor
- 6 **ACIDI** Youth Group
Contact Person: **Emília Luís**, ACIDI Communication Officer
- 7 **BJWHA**, Sport LGBT Organisation
Contact Person: **Ricardo PIRES MORGADO**, BJWHA
- 8 **GMCS**, Project Media & Disability
Contact Person: **Sérgio GOMES DA SILVA**, GMCS Head of Division
- 9 **UMAR**, União de Mulheres Alternativa e Resposta
Contact Person: **Vítor ALMEIDA**, CIG, Commission on Citizenship and Gender Equality, Portugal

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

8.00 pm

MEDIANE DINNER



28 MARCH 2014

8.30 am *Arrival of participants*

8.45 am **INTRODUCTION**

Diane KEMP

MEDIANE Encounters' Consultant & European Encounter Anchor, **BCU Birmingham School of Media**, United Kingdom

Plenary session

Streaming online

Simultaneous interpretation in English / French / Portuguese

9.00 am **SOAP Box – A quick hit on media diversity inclusiveness**

Afonso CAMÕES

Chairman and CEO, **LUSA**, Agência de Notícias de Portugal

Barbara MAJTECIC

Freelance, Croatia

Interview by **Reynald BLION**, Media & Diversity Manager, **CoE**

Plenary session

Streaming online

Simultaneous interpretation in English / French / Portuguese

9.30 am

INTEGRATING OUR EXPERIENCE: CROSSING OUTCOMES OF THE EXCHANGE VISITS AND WORKING GROUPS I & II - What were the surprises, revelations or confirmations from the previous day's meetings? How does that inform the questionnaires and other resources within the MEDIANE Box? Working groups will discuss and share findings, integrating their own practice, as well as suggesting specific ways to promote the MEDIANE Box amongst colleagues and the wider media.

Introduction

Diane KEMP, MEDIANE Encounters' Consultant & European Encounter Anchor, **BCU Birmingham School of Media**, United Kingdom

Facilitators

G1

Clara ALMEIDA SANTOS, Vice-Rector for Communication and Culture, **Universidade de Coimbra**, Portugal
Marcus RYDER, Editor of Current Affairs, **BBC Scotland**, United Kingdom

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Nadia BELLARDI, Board member, **Radio LoRa**, Switzerland
Robin WILSON, Section editor, **OpenDemocracy**, United Kingdom

G3

Mihaela DANGA, Deputy Director, **Centre for Independent Journalism**, Romania
Larry FERGESON, Director, **CCMC – Cyprus Community Media Centre**, Cyprus

Working group session

Streaming online of the introduction

3 main working groups divided in sub-groups

Coffee break included in the working group dynamic

Simultaneous interpretation in EN / FR, FR / POR, EN / POR

11.30 am

WORKSHOP 3 CONCLUSIONS

Diane KEMP

MEDIANE Encounters' Consultant & European Encounter Anchor, **BCU Birmingham School of Media**, United Kingdom

Auditório 3

Plenary session

Streaming online

Simultaneous interpretation in English / French / Portuguese

12.00 noon - ... **VENTO LESTE...**

Another Perspective on Diversity

Auditório 3

Plenary session

Streaming online

Simultaneous interpretation in English / French / Portuguese

1.00 pm - ... *End of the encounter & Departure of participants*

**ENCOUNTER
ANCHOR**

Prof. Diane KEMP

MEDIANE Encounters' Consultant, **BCU Birmingham
School of Media**, United Kingdom
diane.kemp@bcu.ac.uk

**CONTACTS
PORTUGAL**

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www.coe.int/mediane/lisboa

Facebook/Groups - Journalistsfordiversity

#mediane_pt

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

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)

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

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 Box 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?