

**6<sup>th</sup> ANNUAL WEM MEETING**  
**WOMEN AND EDUCATION**  
Radio France, Paris, 7-8 February 2019

## **Introduction**

### **THE WEM NETWORK**

Women Executives in Media (WEM) was founded by the European Broadcasting Union (EBU) in 2013 as a forum for promoting the place of women in the media industry and expanding the possibilities on offer to them. Here is what we are doing:

- Holding an annual meeting in the offices of a broadcaster, focusing on one key theme.
- Creating opportunities to meet industry leaders, experts and prominent public figures.
- Providing professional development.
- Promoting a professional and personal network offering opportunities for collaboration and lifelong training.

### **SUBJECTS OF DEBATES**

1. What 'equal opportunities' looks like in the realm of education.
2. Women's access to educational excellence.
3. Eradicating under-representation by women in key areas such as digital business, ICT, management, politics and science, by encouraging women of all ages to pursue careers in these fields.
4. The role played by Public Service Media in improving women's access to education, including cultural and artistic fields.
5. The role played by Public Service Media in changing mindsets and combatting stereotypes.

### **COORDINATION COMMITTEE**

1. Sandrine Treiner, Head of France Culture
2. Tiziana Cramerotti, Head of Université de France Télévisions
3. Marie-Hélène Weber-Goubin, Sciences Po Paris, Executive Education
4. Bérénice Ravache, Chair of the Radio France Diversity Committee and Head of the FIP radio station
5. Geneviève Goëtzinger, former Head of Institutional Relations, France Médias Monde
6. Nathalie Labourdette, WEM Secretary, Head of EBU Academy

# Programme

## MODERATOR

**Virginie Herz, International political commentator, producer and presenter of *Actuelles* on the France 24 TV channel**

## 7 FEBRUARY – SALLE PANORAMIQUE DE RADIO FRANCE – 22ND FLOOR

17:30 European leaders arrive

18:00 **Welcome address by Sibyle Veil, President Director General, Radio France**

### **Event: Women and education: a key role in our societies**

Nathalie Loiseau, French Minister for European Affairs

Formerly Director of the École nationale d'administration (ENA) (2012-2017)

- How to ensure that equal opportunities become integral to education and what are the best practices.
- How to guarantee women improved access to educational excellence
- How to reduce and eradicate under-representation in key areas such as digital business, ICT, management, politics and science, and encourage women of all ages to pursue careers in these fields

18:30 – 19:00 **Discussion with European leaders, chaired by Virginie Herz**

19:00 – 19:30 **Private concert - Auditorium de Radio France**

19:30 – 21:00 **Cocktail at Bar Le Belair - 2<sup>nd</sup> Floor Maison de Radio France**

21:00 *Free dinner*

## 8 FEBRUARY – SALLE PANORAMIQUE DE RADIO FRANCE – 22ND FLOOR

08:45 – 09:15 *Ladies arrive and coffee served*

9:30 – 9:45 **Keynote**

- Delphine Ernotte, President Director General of France Televisions and Vice-President of EBU
- Cilla Benkö, Director-General, Swedish Radio and member of the EBU Executive Board

9:30 – 10:15 **Round-table discussion between key female leaders in French broadcasting**

- Régine Hatchondo, Vice-President, Arte EEIG and Director-General, Arte France
- Marie Christine Saragosse, President Director-General, France Médias Monde
- Sibyle Veil, President Director-General, Radio France

Sharing experiences on various issues:

- Importance of education and its role in women's working lives.
- Encouraging women to aspire to positions of responsibility.
- The role of Public Service Media in improving women's access to education.

10:15 – 11:00

### **Panel 1: Women and access to education**

The changes which arise from having women in the workplace. Recruiting varied profiles for emerging career paths.

- **Journalism – a genuine occupation**  
How to succeed as a journalist? Is it possible to become a newsroom manager? How is Public Service Media supporting equal opportunities?  
Catherine Nayl, Editor-in-chief, France Inter
  
- **Women as businesspeople**  
Sciences Po's new 'Women in Business' Chair, launched on 11 April 2018 with the support of the CHANEL Foundation and Goldman Sachs  
Anne Boring, Assistant Professor in the Department of Economics at Erasmus University Rotterdam and associate researcher at LIEPP (Laboratory for Interdisciplinary Evaluation of Public Policies) and PRESAGE
  
- **The role of UNESCO**  
Audrey Azoulay, Director-General, UNESCO – UNESCO's initiatives
  
- **Increasing self-reliance and self-confidence among young women in their professional development**  
Dominique Goutard, General delegate – The *Capital Filles* initiative

11:00 – 11:30 *Coffee break*

### **Panel 2: Women and media content**

The role of the media as a change agent in society and its influence on the formation of public opinion. Content on the theme of gender equality in Public Sector Media organizations and their efforts to combat gender stereotypes. With:

- **France Culture: a strategy at work**  
Sandrine Treiner, Director of France Culture – The work performed by France Culture
  
- **The new female heroes of TV series and their female creators**  
Fanny Herrero (*Dix pour cent*)  
Fanny has been a scriptwriter since 2007, working on several series in her favourite genres of drama and comedy. Shows include *Fais pas ci fais pas* (France 2) and *Un Village français* (France 3)
  
- **New types of web content**  
Sinatou Saka, Radio France Internationale (RFI)  
Sinatou is in charge of the conception and management of innovative editorial projects, as well as audio podcasts and videos

- 12:15 – 13:00 Panel 3: Women and access to cultural and artistic education**  
 Education in culture and the arts is vital if they are to transcend all strata of society and if equal opportunity is to become a reality. Like everyone else, women start learning about culture and the arts in school, but Public Service Media are also instrumental in this lifelong process, broadcasting programmes that school viewers and listeners in all artistic fields.
- **Role of Public Service Media**
  - Marina Sichantho, Delegate in charge of Education and cultural development, Music and Creation Directorate, Radio France
  - **Regional coverage, and culture and the arts on the move**  
Anne-Marie Amoros, Director of France Bleu Mayenne
  - **ARTE**  
Marie-Laure Lesage, Director of business development, Arte France
  - **France Télévisions**  
Amel Cogard, Director of digital services for youth & education
- 13:00 – 14:30 *Lunch*
- 14:30 – 15:30 **Discussions in Plenary.**
- 15:30 **Thanks 2019 by Nathalie Labourdette, Secretary to WEM, EBU  
WEM ends**
- 17:00 – 18:30 **Private exhibition tour: The Art of the Construction Site. Building Up and Tearing Down (16th - 21st century) CITÉ DE L'ARCHITECTURE & DU PATRIMOINE**  
 1 place du Trocadéro et du 11 novembre, Paris  
 How have people in the Western world viewed, understood and designed construction sites since the Renaissance? This compelling topic extends far beyond the realms of architecture and technology, as evidenced by the sheer variety of observers, broad range of images and diverse audiences it attracts.  
 The exhibition juxtaposes works and documents produced by artists, journalists and laypersons as well as by those working in the trade: engineers, architects, entrepreneurs and – exceptionally – labourers, in the form of thanksgiving plaques and masterworks fashioned by members of the Compagnons du Devoir, an organization of tradespeople and artisans with a rich history. The exhibit ends with reflections by three modern-day architects, Patrick Bouchain, Marc Mimram and Martin Rauch, who view construction sites as spaces where architecture not only grapples with complex challenges but also gives expression to the inventiveness and ambitions of contemporary society.