

EBU

OPERATING EUROVISION AND EURORADIO

The Council of Europe *Media & Diversity Initiatives*

Background

&

*The new EU / CoE joint Initiative - **MEDIANE***
Media in Europe for Diversity Inclusiveness

www.coe.int/mediane

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MEDIANE

Media in Europe for Diversity Inclusiveness

The Council of Europe



1949

2012 - 47 member states

Head quarter – Strasbourg

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To promote and defend:

Human rights - Rule of law - Democracy

Intergovernmental organisation

- ▶ Main partners = governments

To build standards to promote and defend human rights in all its member states

To monitor their implementation

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Council of Europe & *Media, Diversity and Intercultural Issues*

1995 – 2008 - Towards a normative framework

Parliamentary Assembly

Rec 1277 (1995)1 on Migrants, ethnic minorities and media...

Rec 1768 (2006) The image of asylum seekers, migrants and refugees in the media...

Committee of Ministers

Rec(2007)2 on Media pluralism and diversity of media content...

R (84) 17 on Equality between women and men in the media

Other actions

DG I Steering Committee on Media and Information society / DG II ECRI
CoE Commissioner on Human Rights...

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Since 2008 – A new step in the CoE work

May 2008 - White Paper on Intercultural Dialogue "*Living together in equal dignity...*"

- ▶ **Working with and for the European Media Industry and Professionals**
- ▶ 2008 – 2010 ***Speak Out Against Discrimination Campaign***
1st CoE Initiative
- ▶ 2011 – 2012 ***MARS – Media Against Racism in Sport***
1st CoE / EU joint initiative

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OUTPUTS = 2 Online Resource Centres

SOAD Campaign = training tools, examples of media reports & recommendations
www.coe.int/antidiscrimination

MARS **Outputs** = Training tools, Media Reports & Practical Guidelines
References on Media & Diversity (CoE & Others)
Directory of relevant websites on Media, Diversity & Sport
1st **Contact Database** of *Media & Diversity Practitioners*
www.coe.int/mars - Mid May 2013

OUTCOMES

Increasing interest of various European media actors and professionals_ *(with approx. 200 contacts in 2008 increased to 4500 at the end of 2012)*

Diversity = a **specific** issue *versus* **Inclusive Approach** of media content

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MEDIANE = A new **2013-2014 CoE / EU joint initiative** to focus on:

- 1/ **Including diversity** in media content design and production
- 2/ **Increasing capacities** of media outlets and professionals for including diversity in media content = focus on **Media Diversity Inclusiveness**
 - ▶ to stimulate **inclusive and intercultural approaches** of media content design and production

WHY ?

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Too many groups not very visible, not to say invisible, in the media

25% of European news items feature women

Immigrants represent less than 5% of the main actors in the news in Europe

LGBT people and Persons with disabilities < 1% on UK screen

When these groups in the media = specific roles & limited topics

Belgium **Women / ethnic minorities = secondary roles** or **extras**
Persons with disabilities = only in relation to disability

France **Ethnic minorities = approx. 19% of actors in all TV news**
Approx. 30% in sports and music
< 10% in political, social and economic news

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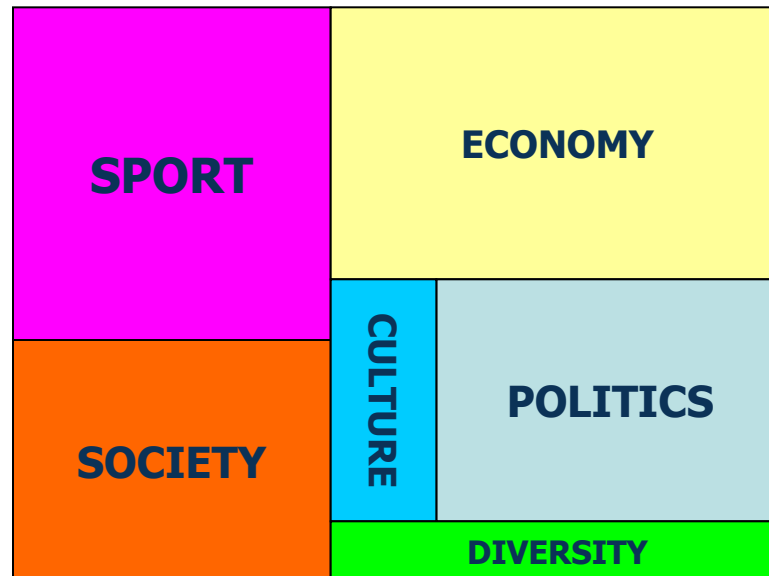
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Various initiatives / Various actors (Media, Regulators...)



IMPORTANT BUT NOT REALLY INCLUSIVE

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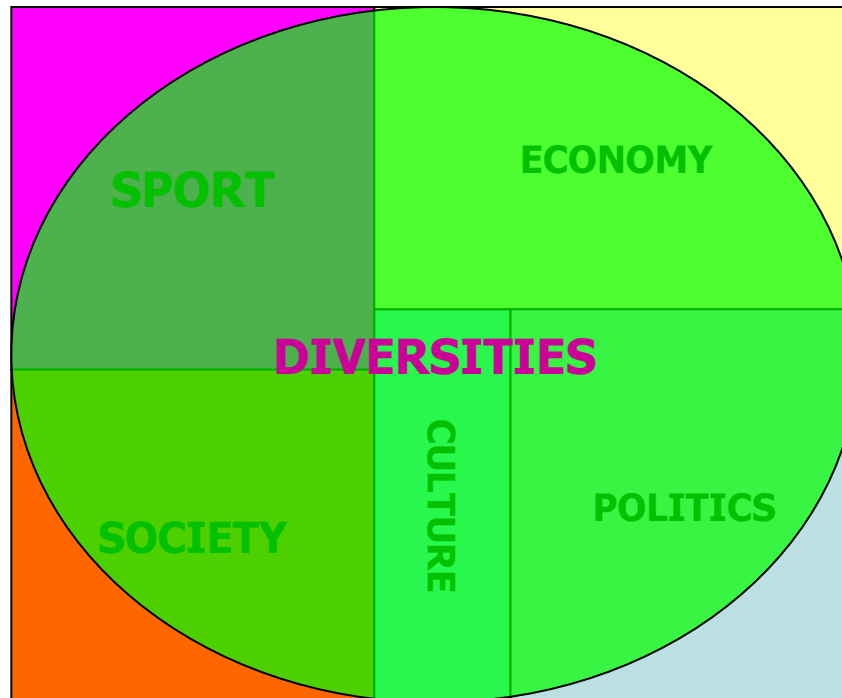
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MEDIANE = ...



= For a **Diversity to be Inclusive** at **all levels** of the Media Industry

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- ▶ **Allowing all groups to be part of the public and democratic debate**
Diversity & Diversities
- ▶ **Strengthening intercultural dialogue and social cohesion**
Focus on news
- ▶ **Building new development models for the Media Industry**
New audiences
New issues and topics

HOW ?

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CoE = Facilitator

- 1/ **sharing media practices and experiences** between media professionals and actors
- 2/ **finding new ways** for designing and producing media content

Media Professionals and their Networks = Main actors

- 1/ Journalism & Media Trainers & Educators...
- 2/ Future Journalists, Journalists & News Managers...
- 3/ Media Managers & Owners (Editors, Broadcasters...)

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MEDIANE = 3 Areas of Interest

- 1/ Journalism & Media **Training** & Literacy
- 2/ Media **Production**
- 3/ Journalism **Practice**

MEDIANE = 3 Groups of Activities

- 1/ **160 European Exchanges** of Media Practices
- 2/ **10** European and Thematic **Encounters**
- 3/ A **Mediane Index** on Diversity Inclusiveness

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The MEDIANE European Exchanges of Media Practices

To exchange for **enriching competences** and finding ways for **including diversity** in daily professional practices

Exchange = two 5-day periods in two different EU countries

1 **Prepaid ticket** & 1 fixed **500€** grant per participant

Outputs = **training tools, media reports, case studies** on ethics... + guidelines on diversity inclusiveness

Public = **Future** journalists, **journalists, news managers, media managers**, staff members of media networks, of regulation & self-regulation bodies...

Implementation = **April 2013 – December 2014**

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The MEDIANE European and Thematic Encounters

European Encounters - To **mix participants' profiles** (Trainers, journalists, managers...) for:

Fostering exchanges of media practices

Building concrete criteria for media diversity inclusiveness

2-day period + **65** participants.

Thematic Encounters – on Journalism **Training**, Media **Production** and Journalism **Practice** for:

Deepening diversity inclusiveness in **each area** of interest of Mediane work

2 encounters on **training** (Italy, Oct. 13; ...) + **2** on **journalism practice** (Greece, Sept. 13 & Germany, Apr. 14) + **3** on **media production** (To be defined...)

2-day period + **40** participants

***All encounters = to give a concrete content
to media diversity inclusiveness***

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Mediane Index on Diversity Inclusiveness

- 1/ A provisional terminology
- 2/ A **self-monitoring** tool
- 3/ An **"action-oriented"** / **"action-support"** tool
- 4/ ...

Index = A concrete and practical tool for

- 1/ **Media outlets**
- 2/ **Media professionals**
- 3/ **Journalism & Media Trainers...**
- 4/ ...

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Conceived **with and for media professionals** to

1/ move **from** approaches based on **diversity coverage** to

2/ **inclusive approaches** of **media production** based on the principles of **diversity inclusiveness**

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THANKS !

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