

**TUESDAY, 9 DECEMBER 2008 (14.30pm – 16.00pm)**

**Workshop 10: Media and Diversity : The Business Case for Diversity**

**EDESSA : LEVEL 1, English**

**Workshop Title: Embracing Diversity: Between a stick and a carrot**

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**Language: (Please mark one) English, French, Spanish, Russian, Arabic**

**Workshop description:**

1. What are the main points you want to raise in the workshop?

Can media reflect social diversity better than they do?  
What are the legal obligations – international, national?  
What are media's social responsibilities?  
Can diversity bring new audience and new profit?

2. Give some background information to the issue you want to raise.

No society is homogeneous, either we talk about race, ethnicity, religion, or gender, age, class, sexuality, physical or mental abilities. In democratic societies, we all have rights to be seen and heard, to be represented in the media supposed to be serving our communities. At the same time, on the global scale, diversity is what we often omit to recognize and appreciate. Some call it cultural differences, some talk about 'clash of civilisations', only reflected or emphasised by the media. According to Eurobarometer 2007, after family and education, media count as the third most influential source of discriminatory attitudes we have towards others and otherness. If we agree that media are there to help us make informed decisions about the world around us, the question is HOW CAN MEDIA DO BETTER JOB WHEN REFLECTING SOCIAL DIVERSITY AND PROMOTING INTERCULTURAL DIALOGUE? Numerous international and national legal instruments obligate media organisations to be more inclusive and provide the space for debates on important issues related to social cohesion and social peace. Self regulation instruments, from code of conducts to internal style books are there to provide the same – better representation of the communities media live in and serve. Again, for some media, in particular the

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tabloid ones – money is the only language which really talks. Between all these sticks and carrots, editors struggle to broaden their audience, contribute to the companies' profit raise. The EU Business Case for Diversity Study 2005, shows that bringing members of diverse communities as new working forces, brings / innovates a (new) product, the new product brings new market, therefore new profit. The Study covers 100 biggest companies in Europe. No media organisations were included in the Study.

2. List three key questions you want the workshop to address.

a) How can reporters, ordinary journalists – those who are at the source of stories on daily basis, in contact with everyday life of our communities help their editors do better job in embracing diversity? How can they convince editors to do what they, the journalists, are told to be able to do only 'once they become editors themselves'?

b) Can journalists help editors build the trust with the communities they are supposed to serve contributing therefore to bringing new audience, thus new profit? If so, what are the ways?

c) What can SCOs specialized in the issues related to diversity and dialogue of cultures do to help editors better reflect diversity?

4. What would be the main desired outcome of the workshop?

To exchange experience in this field. To get the new ideas in how to talk to media decision makers. And above all, to get more concrete examples, particularly the examples related to audience-broadening and profit-raising as related to presentation of existing social diversity and intercultural dialogue, more 'ammunitions' which would help journalists as well as SCOs easier media decision makers

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