



Consell
de l'Audiovisual
de Catalunya

ENSURING DIVERSITY AND INCLUSION IN THE MEDIA

EPRA PLENARY SESSION 2
TBILISI, 10th October 2014

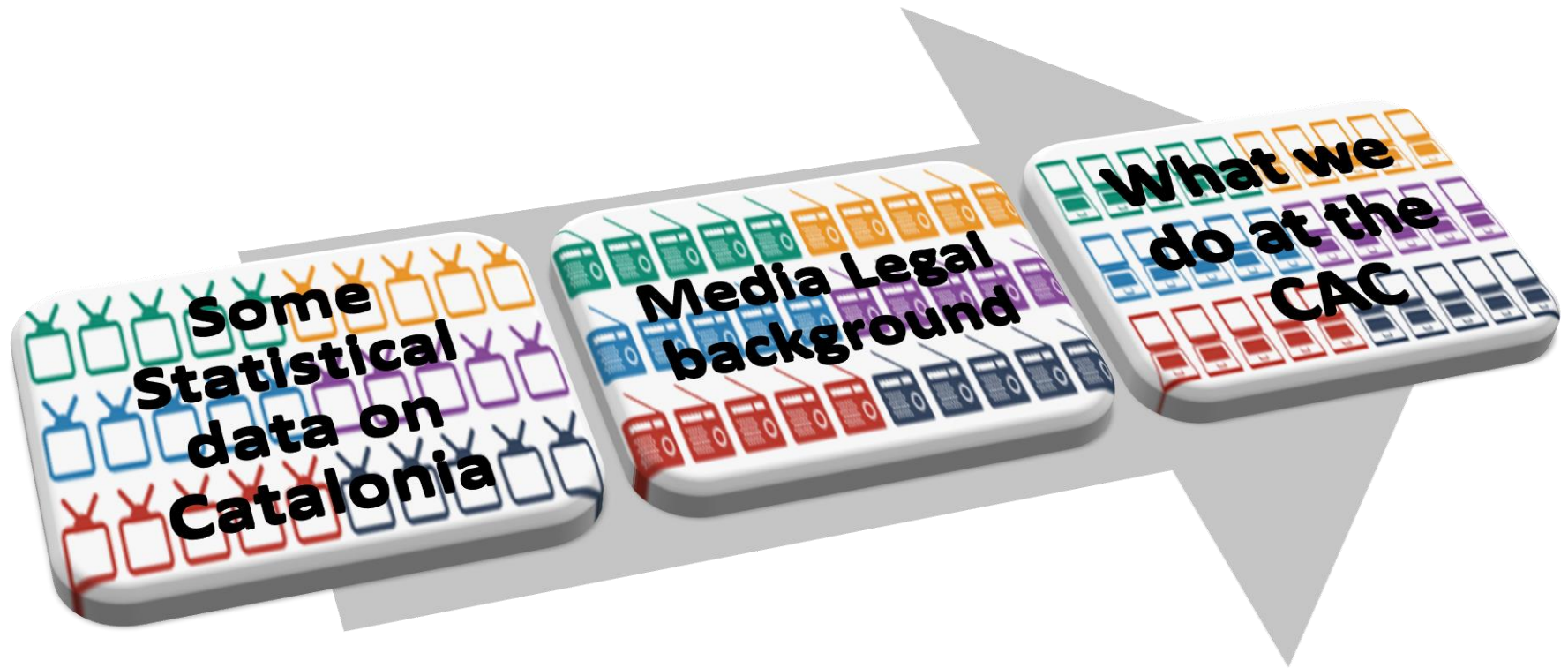
Culture
Principles
Pluralism
Values
Integration
Equality
Age

Diversity and inclusion in the media

Respect **Accessibility** **Origin**
Democracy **Society**
Rights **Language**
Sexual orientation
Values
Gender
Social cohesion

Public service
Tolerance

Contents



Socio-demographic data (I)

7.553.650 inhab.

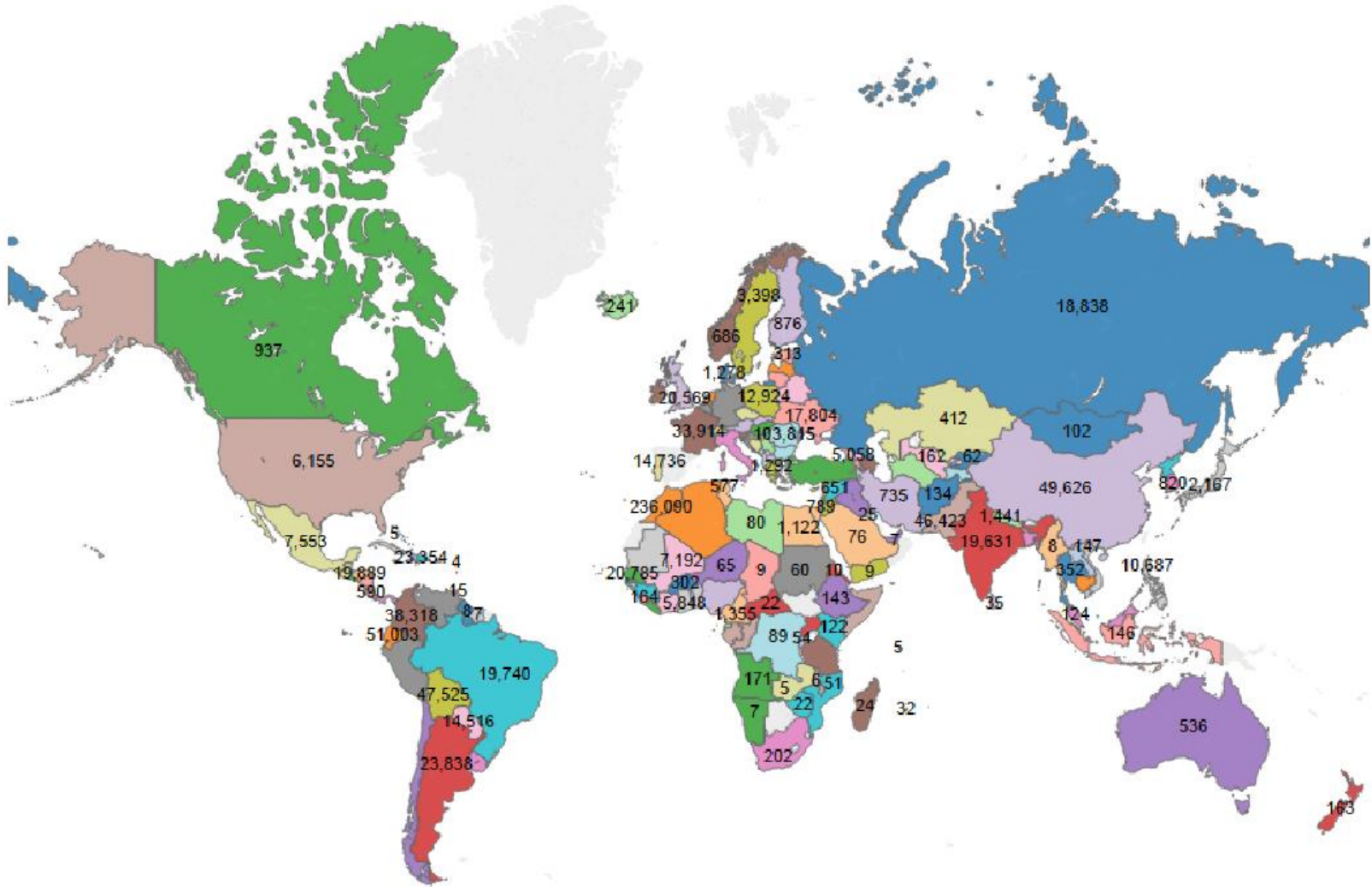
Catalonia's total population in 2013



In 2013, 1.158.472 hab. (15,3%) out of the 7.553.650 were from different origins

Source: Institut d'Estadística de Catalunya.
<<http://bit.ly/1xwhZAM>> and
<<http://www.idescat.cat/economia/inec?tc=3&id=8707>>

Socio-demographic data (II)



Source: Institut d'Estadística de Catalunya.
<http://www.idescat.cat/poblacioestrangera/?b=12>


Socio-demographic data (III)



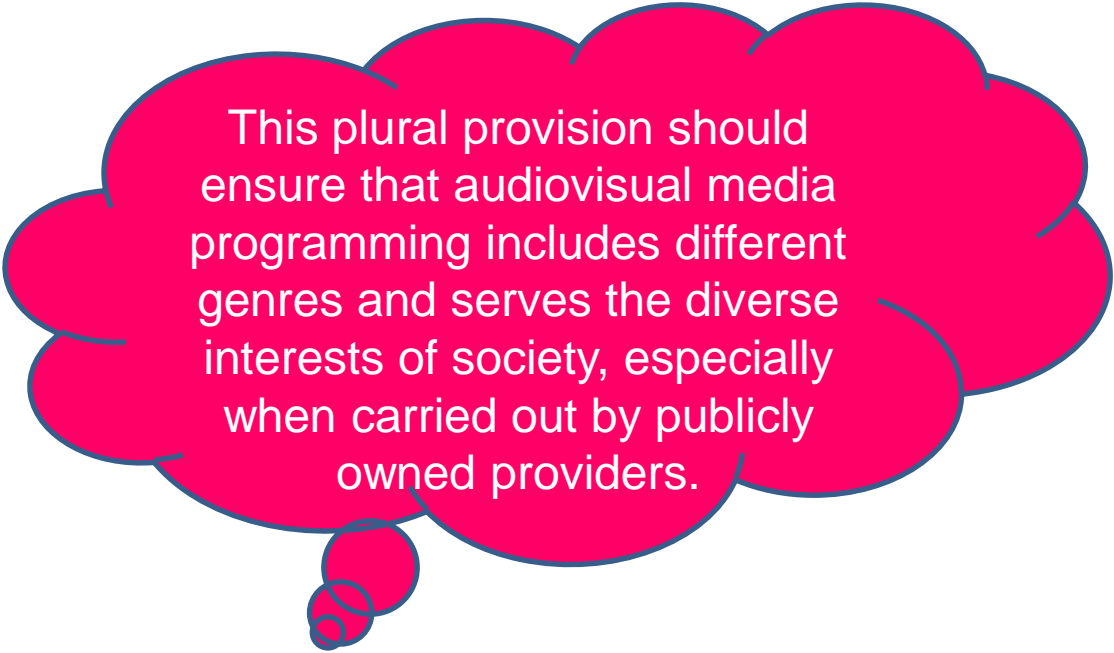
Morocco 236.090 (20,38%)	Romania 103.815 (8,96%)
Ecuador 51.003 (4,40%)	Italy 49.904 (4,31%)
China 49.626 (4,28%)	Bolivia 47.525 (4,10%)
Pakistan 46.423 (4,01%)	Colombia 38.318 (3,31%)
France 33.914 (2,93%)	Peru 28.293 (2,44%)
Argentina 23.838 (2,06%)	Republica Dominicana 23.354 (2,0...)
Germany 22.402 (1,93%)	Senegal 20.785 (1,79%)
UK 20.569 (1,78%)	

Source: Institut d'Estadística de Catalunya
<<http://www.idescat.cat/poblacioestrangera/?b=12>>

Legal background (I)



Plurality of media
whether public,
commercial, or
community, should reflect
the ideological, political
and cultural pluralism of
the society.



This plural provision should
ensure that audiovisual media
programming includes different
genres and serves the diverse
interests of society, especially
when carried out by publicly
owned providers.

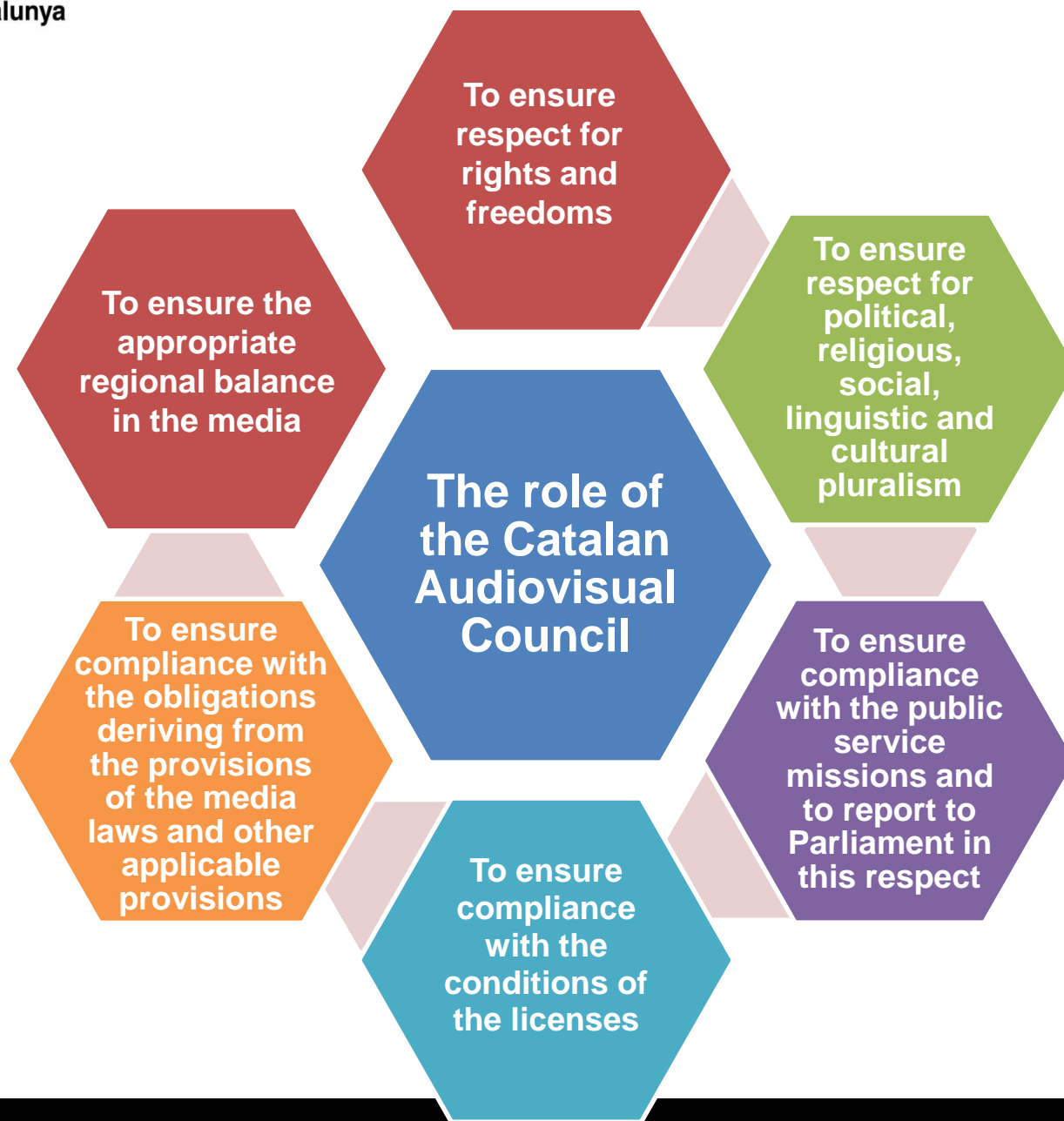
Legal background (II)

The PSB has to broadcast content which encourages constitutional principles and values in order to contribute to the formation of a plural public opinion.

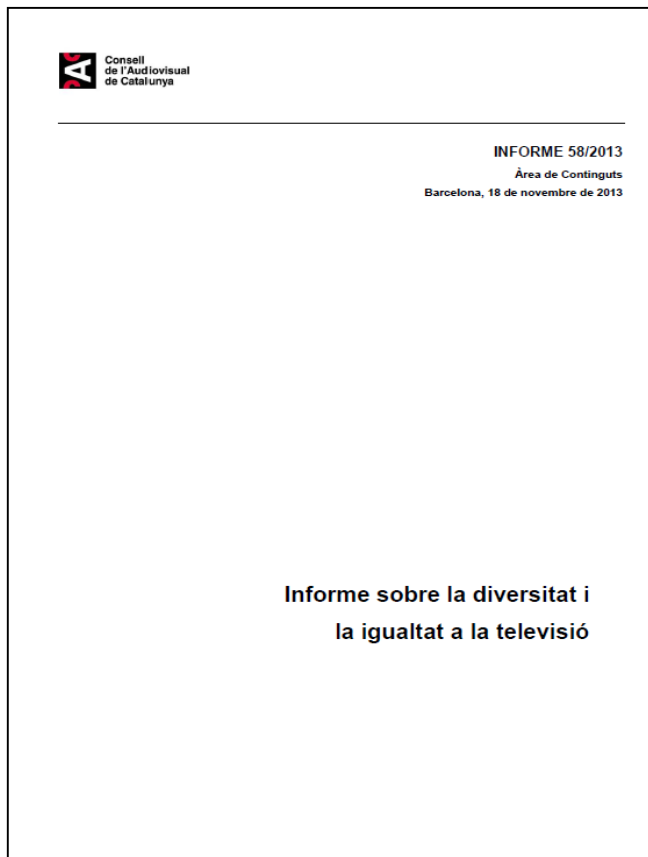
PSB serves also citizens and social groups who are not recipients of mainstream programming.

PSB is responsible for the production, edition and broadcasting of a set of channels for radio, television and online information services, with a diverse and balanced programming for all audiences, covering all genres, and designs to meet society's needs for information, culture education and entertainment and to preserve media pluralism

The role of the CAC



a. Monitoring contents (II)



Fiction (in-house production) and non-fiction (news programmes, interviews and debates) contents



Does the media analyzed by the CAC show a diverse society ?

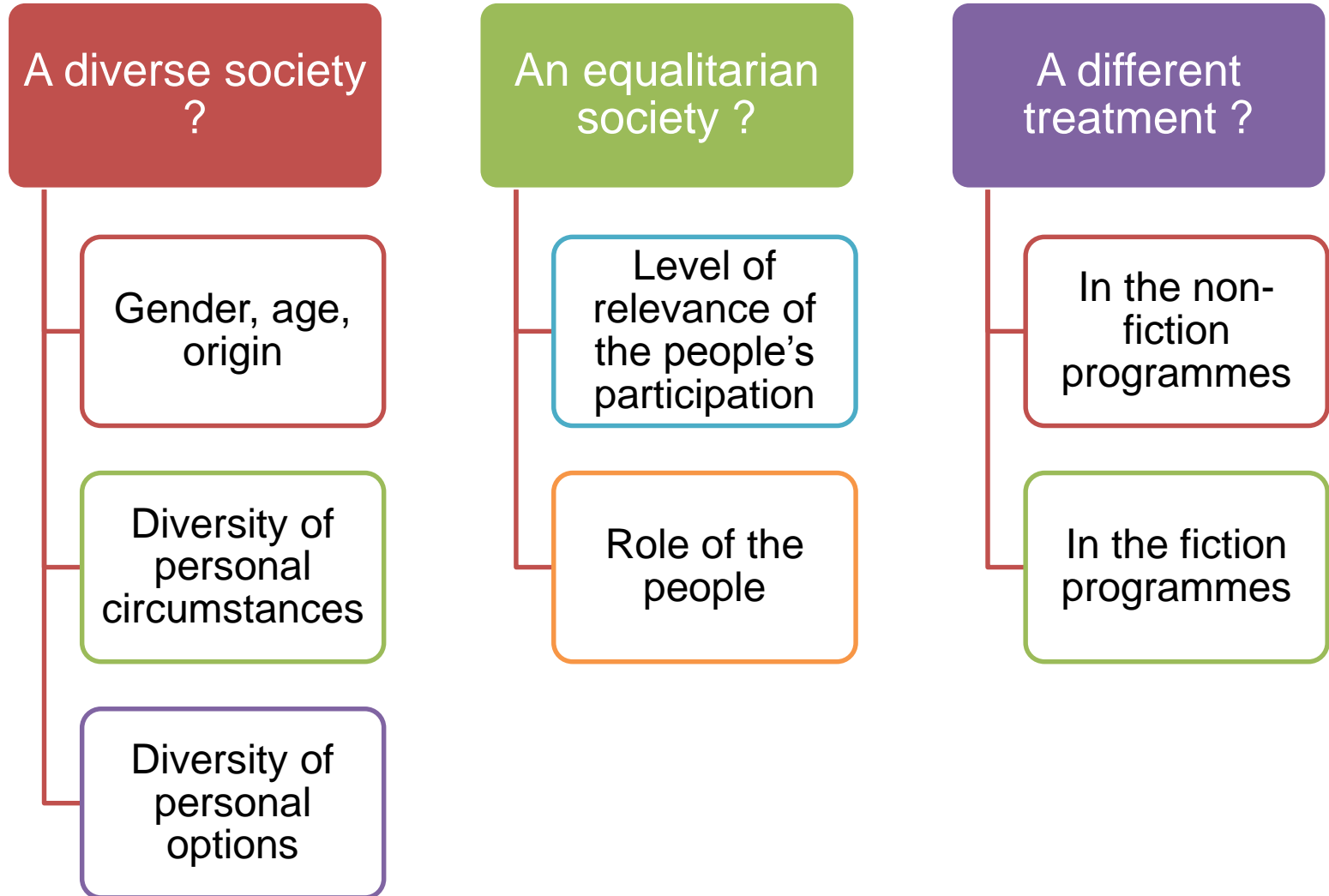


Does the media analyzed by the CAC show an equalitarian society ?



Is there any different treatment of the diversity and equality depending on the typology of the programme?

a. Monitoring contents (II)



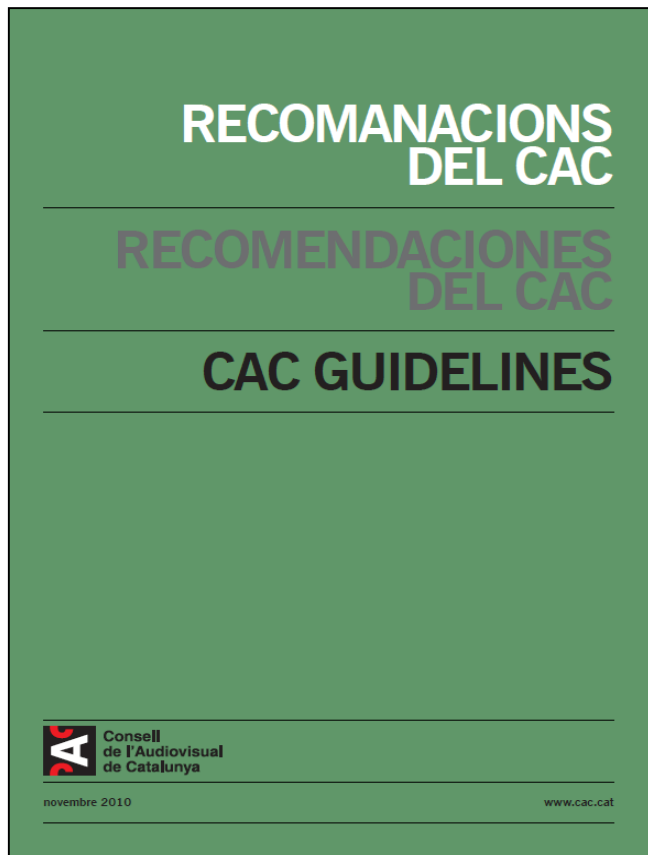


a. Monitoring contents (III)

- ✓ The content analyzed (fiction and non-fiction) shows a diverse society. However, it makes more visible some social segments while minimizing the presence of others.
- ✓ Beyond the sociodemographic characteristics of the population, the television services show, in varying degrees, the existence of people with functional diversity, as well as the presence of different social problems.
- ✓ The contents also pay attention to the diversity of personal options in the religious, cultural and sexual orientation field.
- ✓ The fiction and non-fiction contents allocate unequal levels of relevance to different social segments.



b. CAC Recommendations (I)



CAC Recommendations on the news treatment of immigration

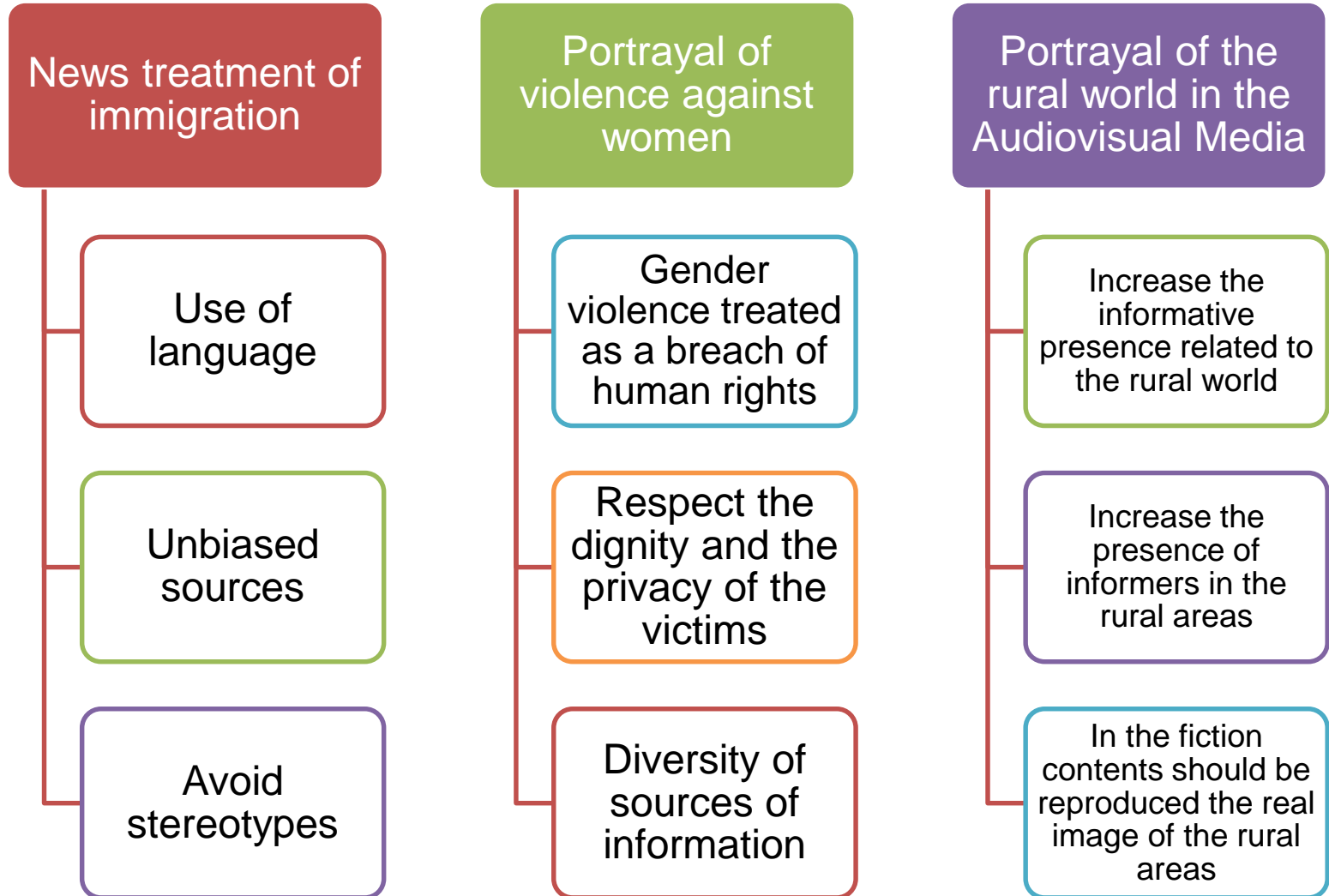


CAC Recommendations on the Portrayal of Violence Against Women in the Media.



CAC Recommendations on the Portrayal of the Rural World in the Audiovisual Media

b. CAC Recommendations (II)





c. The Forum for diversity in audiovisual (I)



<http://www.mesadiversitat.cat/home>

The screenshot shows a web browser window with the URL www.mesadiversitat.cat/home. The website has a light blue background and a central content area with a white border. At the top of the content area, there is a pink banner with the text "Le multiculturalisme" and silhouettes of two people. Below the banner, there is a navigation menu with buttons for "Qui som", "Premis i ajuts", "Agenda de la diversitat", "Adreces d'interès", "Contacte", and a search box labeled "Cercador".

The main content area is divided into several sections:

- Observatori MDA** (green box):
 - Què és?
 - Fons Documental
 - Consultar el Fons
- NOTÍCIES DESTACADES** (white box):
 - Documental "Somnis trencats"** (30/07/2014)
 - 
 - Somnis Trencats** és un documental gravat en el marc del projecte de codesenvolupament de la ciutat de Vic. Té l'objectiu de conscienciar els senegalesos que, es troben en el seu país d'origen, dels riscos que comporta la immigració clandestina i alhora vol mostrar les dificultats que es troben una vegada que arriben a Catalunya. Aquest documental també pretén conscienciar la població catalana del drama que viuen molts d'aquests immigrants després d'haver deixat els seus països d'origen i el trauma personal que els genera aquesta situació. Es tracta d'un treball realitzat a partir de les
- Articles d'opinió** (orange box):
 - Presentació
 - Cròniques sobre la diversitat als mitjans
 - Recull de cròniques
- Diversitat als mitjans** (orange box):
 - La immigració protagonista
 - TV
 - Ràdio
 - Mitjans especialitzats
 - Iniciatives per a la diversitat

At the bottom of the page, there is a footer with links for "Avis legal", "Protecció de Dades", and "Mapa Web". The browser's taskbar at the bottom shows several open applications, including "Mesa per a la Dive...", "Bandeja de entrad...", "Presentació Tbilisi...", and "Recull_recomana...". The system tray shows the date and time as 15:54 on 01/10/2014.





c. The Forum for diversity in audiovisual (I)



- ✓ The Forum for Diversity in audiovisual brings together people from various cultural groups, media, institutions, companies, professional associations, research groups, support organizations, universities and other bodies and persons interested in the promotion of a better representation of multiculturalism and diversity in the media of Catalonia.
- ✓ It aims to contribute to promoting harmony, respect, understanding and exchange between people of different cultural affiliations and share the experience of recreation and renewal of the Catalan culture.



c. The Forum for diversity in audiovisual (II)

The Forum for diversity in audiovisual has the following objectives:

- ✓ Reflecting on the representation of cultural diversity in the audiovisual media (the Forum organizes the Award for the diversity in the audiovisual).
- ✓ Normalize diversity by incorporating it in the audiovisual content (news, debates, drama series, entertainment programs, advertising, etc.).
- ✓ Take steps in relation to the operators of radio and television, in order to incorporate the dimension of diversity in their business strategies and the content of the programming.
- ✓ Undertake research and training and implement the findings/results constituted by the audiovisual, migration and diversity. Specific topics to be discussed in seminars and workshops and working groups.
- ✓ Develop proposals aimed at the audiovisual sector to collaborate in order to better promote the values of diversity.



<http://www.tv3.cat/karakia/programa>

In all cultures, food is a sign of hospitality.
Welcome to KARAKIA!



The program from the Catalan PSB wants to invite the audience to a proximity exercise and replace the word "foreigner" or "immigrant", even "newcomer" by the word neighbor.



From 2001 to 2009, the aim of the programme has been to "present" the different cultures in Catalan society, giving them visibility



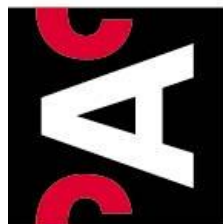
Since 2010, the programme has developed further and focuses on the people's integration and to show a most accurate location of the origin of the people and their local culture. The chapters devoted a lot of time to each of the protagonists, learning more about their customs and also their recipes.



“There are no strangers here only friends we have
yet to meet”

(W. B. Yeats)

Thank you very much for
your attention



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www.cac.cat