

BREAK-OUT SESSION 4:

DIVERSITY OF MEDIA CONTENT

SPEAKERS:

Malu Viana Batista,

Executive Director, Television America Latina (TAL), Brazil

Milica Pesic,

Head, Media Diversity Institute, United Kingdom

Patagaw Talimalaw,

Secretary General, World Indigenous Television
Broadcasters Network, Norway

Galina Petriashvili,

President, Gender-Media Caucasus, Georgia

Pascale Thumerelle,

Vice President Sustainable Development, Vivendi, France

MODERATOR:

Mario Lubetkin,

Director General, Inter Press Service (IPS), Italy

RAPPORTEUR:

Alison Bethel McKenzie,

Executive Director, International Press Institute, Austria

The media and cultural industries have a special responsibility in promoting cultural diversity by shaping the contents of their products and, thus, the perceptions of present and future generations. This session addressed the role of governments in ensuring the dissemination of a variety of information, opinions and programmes, as well as the contribution of the media industry through best practices in diversity.

Participants were asked to define the role of governments and journalists in diversifying media approaches. Speakers discussed the pursuit of diversity through cooperative content exchange among neighbouring countries and the need to promote media literacy among citizens. Other speakers discussed the need to strengthen indigenous media, as well as the issue of gender equality both among journalists as well as in terms of the content produced within the media.

Participants agreed that businesses competitiveness is linked to the diversity of their media content and staff. Businesses could serve as catalysts to speed up the process of improving diversity in the media. Session attendees also contended that it is necessary for marginalized communities to have access to information and a platform through which they can communicate. This would involve strengthening local capacities for content production. It was recommended that a glossary on the subject of alliance and diversity be created and shared with the media in general to help with continuity of terminology in their day-to-day reporting.