

FINAL CONFERENCE

**How can gender equality & diversity
promote trust in the media?**

14 and 15 March 2022, Málaga

Languages ENGLISH & SPANISH

Live streaming and online participation are available.

Day 1 - Monday, 14 March 2022

8:30 - 9:00 **Registration**

9:00 - 9:20 **Introduction**

Marta Barcenilla Escano, EFJ Vice President
Agustín Janel, General Secretary, FeSP
Inmaculada Postigo Gómez, Dean of the Faculty for Communication
Sciences at the University of Malaga

Moderator: **Renate Schroeder**, EFJ Director

9:20 - 10:45 **How can gender equality & diversity inside the newsrooms and in
the news promote trust in the media?**

The media is a mirror of society. But has it so far reflected the diversity in
society? How can gender equality and diversity inside the newsrooms
and in the news help the media regain trust of the audience?

Keynote: **Amal El Mohammadiane Tarbift**, freelance journalist and
academic researcher, Spain

Rosie Parkyn, Global Director of Impact, Internews (TBC/online)
Frank Jennekens, NPO, Netherlands
Michal Bartek, STARProduction Publishing House, Slovakia

Moderator: **Lola Fernández Palenzuela**, equality journalist, FeSP

10:45 - 11:05

Coffee break

11:05 - 13:15

From top to bottom: more female and diverse leaders in the media

How to promote more female and diverse journalists in leadership positions? How can it make a difference? Transparent procedures recruitment and pay policy job promotion

Meera Selva, Deputy Director of the Reuters Institute, UK

Katrin Poetzsch, Advisory Board Member of the Bavarian Broadcast's Equality Team

Allan Boye Thulstrup, Vice President, Danish Journalists' Union (Online participation)

Montserrat Boix Piqué, TVE journalist, gender expert and feminist activist, Spain

Moderator: **Mogens Blicher Bjerregård**, EFJ President

13:15 - 14:30

Lunch break

14:30 - 15:30

Tackling online harassment

How can we tackle online harassment, especially related to gender and racial aspects? What is the extent of the problem? Is there any media policy or legal frame to address the problem? How can journalists seek help?

Keynote: Florence Hainaut, Belgian journalist

Kristin Olson, OSCE, Austria

Dr Maja Šimunjak, Middlesex University, UK

Laia Serra Perelló, criminal lawyer, Spain

Moderator: **Martine Simonis**, AJP, Belgium

15:30 - 17:00

Working groups (coffee break included)

Group 1: How to tackle gender inequality in the media from unions' perspectives? (e.g. gender pay gap and the impact of a pandemic worsening the gap?) Sharing good practices / campaigns.

Maria Angeles Samperio, Journalist and President of the IFJ Gender Council

Moderator: **Pamela Moriniere**, IFJ

Group 2: Sharing good practices on diversity in the news and in the newsroom?

Clara Aurrecochea, journalist at Canal Sur

Guyline Germain, Equality and Diversity coordinator at AJP

Moderator: **Yuk Lan Wong**, Project Officer at EFJ

17:00 - 17:15 **Wrap-up & end of day 1**

20:00 **Group dinner**

Day 2 - Tuesday, 15 March 2022T5

8:30 - 9:00 **Registration**

9:00 - 10:30 **The future of journalism?**

How can journalists and the media maintain trust and engage their audience in the digital age? Are journalists and the media equipped for the future? New trends and new skills?

Alexandra Borchardt, Senior journalist, media consultant and lecturer

Andreas Marckmann Andreassen, Editor-in-Chief at Markedsføring

Jenny Rönngren, Managing Editor at Feministiskt Perspektiv

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Facilitator: **Renate Schroeder**, EFJ Director

10: 30 - 12:00

Media financing models and sustainability

How to achieve the sustainability of the media while ensuring editorial independence, diversity and equality in today's media landscape? Can *new ways* of financing models (e.g. crowd-funding, subscription, philanthropic etc.) be the answer?

Lars Boering, EJC Director

Jelena Pavic Valentic, editor-in-chief, Telegram, Croatia

Francisco Terron, Secretary General of SPA, Spain

Facilitator: **Marc Gruber**, media expert and researcher

12:00 - 12:30

Conclusion

Mogens Blicher Bjerregård, EFJ President

12:30 - 13:30

Lunch & departure of participants