

Break-out Session 4: Diversity of Media Content

Panelists:

Malu Viana Batista, Executive Director of Television America Latina

Milica Pesic, Head of the Media Diversity Institute

Patagaw Talimalaw, Secretariat General of World Indigenous Television Broadcasters Network

Galina Petriashvili, President of Gender-Media Caucasus

Pascale Thumerelle, Vice President of Sustainable Development Vivendi

Moderator:

Mario Lubetkin, Director General of the Inter Press Service

Session Summary

The session dealt with questions concerning the role of the government in ensuring diversity and media, how journalists can diversify the media's approach as well as best practices developed by the media industry.

One of the best practice examples was mentioned by Malu Viana Batista who highlighted the cooperative exchange of content between all Latin American countries on Television America Latina to build cultural bridges and strengthen cultural and public communities in the region.

Within this context of strengthening cultural and indigenous communities and their media, Patagaw Talimalaw stresses the need to understand who these people are and give them their own independent media to promote (or reconstitute) their culture and language, which will bring insight and perspective to the general public.

In the following discussion, the need to strengthen local capacities for content production, including minorities in the mainstream media on issues that are relevant for the whole society were brought on the table. It was stated that diversity in the media room would result in the diversity of the media content. Business interest may serve as a catalyst for sustainable integration of diversity in media and arts. Finally, Mr. Lubetkin concluded with two recommendations for the media business, suggesting the creation of synergies to push for diversity and developing a glossary on alliance and diversity to be shared upon media.

Quotations

Patagaw Talimalaw:

“Indigenous people are an essential and critical part of the pluralistic society. “

Pascale Thumerelle:

“We need to invest in diversity to be competitive and successful in our businesses.”

“Culture is everywhere. It is a resource.”

Milica Pesic:

“The media in the EU has a lot to learn – they believe that Europe is still only white and only Christian.”