



veröffentlicht durch *Bayerischer Journalisten Verband* (<https://www.bjv.de>)

[Startseite](#) > Media in Europe for Diversity Inclusiveness (MEDIANE)

Fachgruppe Europa

Media in Europe for Diversity Inclusiveness (MEDIANE)

Journalism Ethics and Practices Encounter, Würzburg

Würzburg, 02.10.2013

Date: 11 ? 13 April 2014

Venue: University of Applied Sciences

AboutMEDIANE^[1] ? *Media in Europe for Diversity Inclusiveness*

The Media in Europe for Diversity Inclusiveness (MEDIANE) is a joint European Union (EU) ^[2] / Council of Europe (CoE) ^[3] programme in which the European Federation of Journalists (EFJ) ^[4] is one of the partnering organisations. The MEDIANE programme is led by the CoE to improve the capacities of media and professionals to include diversity of today's European societies in the media production process as well as in the designing of media content, in particular of news that contributes to inform the public and shape their opinion.

MEDIANE offers the media and professionals (journalism students and trainers, journalists, media managers, etc.) the opportunity of committing themselves to sharing professional practices, either during **European or thematic encounters** ^[5] or on one-to-one basis, through **European Exchanges** ^[6].

Beyond this sharing of experiences, these professionals will be invited to build a Media Index on diversity inclusiveness. This **index** ^[7] shall be a tool, for the media and media professionals, to self-monitor their practices to include diversity in the design and production of media content. It is also intended to serve as a decision-making tool in favour of an inclusive and intercultural mode of media content design and production.

As a member of the EFJ, the Deutscher Journalisten-Verband (DJV) and his affiliate Bayerischer Journalisten-Verband (BJV) are hosting the one of the meeting focusing on Journalism Ethics and Practices in Würzburg.

Here you find the [final agenda of MEDIANE](#) ^[8] (7 pages, 319 kb). Please also check the [new MEDIANE website](#) ^[9].

Online registration will be open in January.

CONTACT:

Rainer REICHERT

Bayerischer Journalisten-Verband (BJV)
info@reichertmedia.de ^[10]

Yuk Lan WONG

Campaigns and project officer, IFJ / EFJ
yuklan.wong@ifj.org ^[11]

Reynald BLION

MEDIANE Programme Manager, Council of Europe
mediane@coe.int ^[12]

MEDIANE Hotline

Organizers can be contacted through that mobilephone number 0049 176 93695656 - works from april 10 until april 14.

PRACTICAL INFORMATION

About Würzburg

Würzburg is the capital city of the lower Franconia district with a population of 135000. Situated in between Frankfurt and Nuremberg in a valley of the Main River, Würzburg is among the favourite destinations in Germany for both business and tourism. The city is well-known for its historical monuments including the Residence Palace which is a must-see UNESCO World Cultural Heritage site.

The Medical History that changed the world was also written in Würzburg in 1895 when Wilhelm Conrad Roentgen discovered the X-Ray during his work at Würzburg University. He was the first of the 14 Nobel Prize winners who are from Würzburg. Würzburg also played an important role in media history. In 1814, the German inventor, Friedrich Koenig, built the first cylinder printing press machine which was then used by the *Times* newspaper in London. For more information about the city, please visit [here](#) ^[13].
[Pictures of Würzburg and the venue of the meeting](#) ^[14] made by Rainer Reichert.

How to get there?

The nearest international airports are located in Frankfurt and Nuremberg (approximately 100 km from Würzburg) with frequent high-speed train (ICE) connections to Würzburg Main Station.

You can find and order your train-connections here:

[English](#) ^[15]
[Francais](#)

Venue of MEDIANE Encounter ? Münzstraße 12, 97070 Würzburg

The meeting is hosted by the **University of Applied Sciences** and the Media Faculty. The encounter will be held in the recently renovated Main Building at the university. It is within a few-minute distance from all recommended hotels by tram.

Where to stay?

GHOTEL hotel & living Würzburg***. A brand new business hotel in Würzburg. The hotel is located near the main station and the Old Town of Würzburg. The impressive 17-storey-hotel building is having the form of an ellipse and can be seen from afar. All 204 hotel rooms, suites and apartments are modernly and tastefully furnished. They have a shower/bathroom, hairdryer, safe, an air-condition, cable TV, radio, telephone, and WiFi (free of charge). It is 12 minutes by tram to the meeting place.

Website: www.ghotel.de [17]

Hotel Würzburger Hof **** belongs to the cities top rated accommodations. The 34 rooms were recently modernised and upgraded, each with an individual design and soundproof. The Hotel is located in the town centre (in the pedestrian area). It is 7 minutes by tram to the meeting place.

Website: www.hotel-wuerzburgerhof.de [18]

How to use public transport in Würzburg

Get your tickets through vending machines available at most tramway stops. (Touchscreen menu also in English, French, Italien and Turkish).

Tickets are not sold inside tramways and Busses. They have to be validated before the ride at the stop or inside the car using the red coloured stamping machines.


Tickets:



- Shortride ticket ("Kurzstrecke") 1,25 € for maximum 4 stops (e.g. for a ride between Hotel Würzburger Hof and Sanderstraße Stop near the University) - these tickets are automatically pre-stamped when purchased.
- Singleride ticket ("Einzelfahrschein") 2,45 € for longer rides within city bounder.
- 6-Ride Tickets (6er-Karte Erwachsene) 9,60 € - you get 3 Tickets each valuable for 2 rides (= one ride costs 1,60 €).
- Day tickets (Tageskarte) 4,75 € Unlimited travel for one day. The most economical way to get around if you plan more than 2 rides.

The host

The meeting is hosted by the Deutscher Journalisten-Verband (DJV) [19] and his affiliate Bayerischer Journalisten-Verband (BJV) [20] and co-funded by the Council of Europe and the European Commission's Fundamental Rights and Citizenship programme [21].

Download:

-  Pressemitteilung vom 9. April 2014 [22] (pdf, 239KB)

-  [MEDIANE Final Agenda](#) ^[23] (pdf, 319KB)
-  [Map of Würzburg](#) ^[24] (pdf, 911KB)

Externe Links:

-  [MEDIANE ? Media in Europe for Diversity Inclusiveness](#)^[7]

Source URL: <https://www.bjv.de/news/mediane>

Links:

- [1] <http://www.coe.int/mediane>
- [2] http://ec.europa.eu/justice/fundamental-rights/programme/fundamental-rights-programme/index_en.htm#
- [3] <http://www.coe.int/>
- [4] <http://europe.ifj.org/en>
- [5] http://www.coe.int/t/dg4/cultureheritage/culture/Mediane/encounters_en.asp
- [6] http://www.coe.int/t/dg4/cultureheritage/culture/Mediane/exchanges_en.asp
- [7] http://www.coe.int/t/dg4/cultureheritage/mars/mediane/index_en.asp
- [8] http://www.bjv.de/sites/default/files/download/mediane_final_agenda_25_3_2014.pdf
- [9] http://www.coe.int/t/dg4/cultureheritage/mars/mediane/default_en.asp
- [10] <mailto:info@reichertmedia.de>
- [11] <mailto:yuklan.wong@ifj.org>
- [12] <mailto:mediane@coe.int>
- [13] <http://www.wuerzburg.de/en/index.html>
- [14] <http://www.flickr.com/photos/113035952@N04/>
- [15] <http://www.bahn.de/i/view/GBR/en/index.shtml>
- [16] <http://www.bahn.de/i/view/FRA/fr/index.shtml>
- [17] <http://www.ghotel.de>
- [18] <http://www.hotel-wuerzburgerhof.de>
- [19] <http://www.djv.de/>
- [20] <http://www.bjv.de/>
- [21] http://ec.europa.eu/justice/fundamental-rights/programme/fundamental-rights-programme/index_en.htm
- [22] https://www.bjv.de/sites/default/files/download/09-04-14_bjv_mediane-tagung_wuerzburg.pdf
- [23] https://www.bjv.de/sites/default/files/download/mediane_final_agenda_25_3_2014.pdf
- [24] https://www.bjv.de/sites/default/files/download/19x19stadtplanbasis2011_1.pdf