



DICASTERO
PER LA COMUNICAZIONE

24th INTERNATIONAL ST. FRANCIS DE SALES DAYS



LOURDES
JANUARY 22-24, 2020

with the participation of :



DRAFT-PROGRAMME

dated 2019, November 29th (to be confirmed)

“ MEDIA AND PROXIMITY ”

The question of proximity with our audiences and with the field has not stopped haunting the debate on the media and especially within our Catholic media for whom this dimension has always been crucial and nourishing. It keeps reappearing. But it has taken a wider place all around the world where journalists are accused of doing their job when they are cut off from economical and social realities. This confidence crisis has been nourishing the anti-media charges of populist projects which keep gaining ground on every continent. In France, the sequence of “ yellow jackets ” has underlined this obvious split.

But what is it like ? These International St. Francis of Sales days will prepare a precise inventory of the situation, thanks to professionals and experts. The question of proximity has become crucial and it is at the very heart of the upheavals affecting the media. It also affects media expansions on the field, it privileges reporting at the expense of other press genres, it distils its effects on the media temporality. And it also announces deep breaks in the way we are doing our jobs.

François Ernenwein,
Programme Coordinator.

Jean-Marie Montel,
President of the Federation of Catholic Media.

Wednesday 22nd of January, 2020

10:30 a.m. – 12:00 a.m. / Hôtel Panorama / 11-13 rue Sainte-Marie

Accueil • Remise des dossiers • L'accueil se fera ensuite à l'entrée du hall de l'hémicycle

12:00 a.m. – 1:45 p.m. / Hôtel Saint-Sauveur / 9-13 rue Sainte-Marie : Lunch

2 p.m. – 2:30 p.m. / Visitor Information Centre at the Sanctuary

Introductory film on the Lourdes message

2:30 p.m. – 4:15 p.m. / Guided tours starting from the Visitor Information Centre

Visit of the Sanctuary of Our Lady of Lourdes in the footsteps of Saint Bernadette and/or Visit of Cité Saint-Pierre, in the spirit of its founder Bishop Jean Rodhain

4:30 p.m. – 5:30 p.m. / Basilica of the Immaculate Conception

Opening Mass

of the 24th International St. Francis de Sales Days

5:45 p.m. – 6:15 p.m. / Entrance of the Conference Hall : Coffee break

6:15 p.m. – 6:45 p.m. / Conference Hall

Opening of the event

Mr Jean-Marie Montel, President of the Federation of Catholic Media

Mrs Helen Osman, President of Signis World

Mr Paolo Ruffini, Prefect of the Dicastery for Communication at the Vatican

An overview of the meeting by François Ernenwein, Programme coordinator

1. The horizon of proximity

6:45 p.m. – 7:45 p.m. / Conference Hall

[A categorical imperative]

Proximity with the readers, even if not formalized within the editorial boards is at the very heart of editorial choices and practices. It is also at the heart of Christian communication.

■ With François-Xavier Lefranc, editor-in-chief, *Ouest France* and Serge Schemmann, american orthodoxe born in France, editorialist of the *International Herald Tribune* for the *New York Times* (with reservations).

7:45 p.m. – 8:45 p.m. / Conference Hall

[Shareholders, journalists and audiences]

It is not just enough to have quality editorial projects or fundings at the level of what is at stake to meet their audience. A brand needs to be considered as a community where the potential customers can find a reasonable place for it.

■ With Cristina Montoya, professor at the Santo Tomas university of Bogota (Colombia) and Benoît Raphaël, expert in digital transformation and media innovation at *Nice-Matin*, and media consultant.

From 9 p.m. / Hôtel Panorama / 11-13 rue Sainte-Marie

Walking buffet

■ 7:30 a.m. – 8:30 a.m. / **Basilica of the Immaculate Conception : Mass**

2. Journalistic distance and proximity at the time of a digital word

■ 8:45 a.m. – 9:45 a.m. / **Conference Hall**

[Praise of journalistic distance]

Editorial independence, a certain distance from personal convictions and social belongings within the job of journalist and the search for objectivity are not always understood by audiences. Neutrality of tone and vocabulary remains a necessity.

■ With **Fadi Noun**, daily reporter at *L'Orient-Le Jour*, of Beirut (Lebanon) et **Didier Pourquery**, chairman of the Board of directors of *The Conversation*.

■ 9:45 a.m. – 10:45a.m. / **Conference Hall**

[Social media and the illusion of proximity]

However, social media set up false proximity. Information senders are presented like friends but with no other legitimacy than this proximity as informers. It is the kingdom of the illusion of networking information. But reasonable and rational use (non hysterical) of those social media can open up to surprising possibilities.

■ With **Samuel Petit**, editor-in-chief of *Télégramme* of Brest (with reservations) and an author of the **Éditions Salvator** (with reservations).

■ 10:45 a.m. – 11:30 a.m. / **Entrance of the Conference Hall : Coffee break**

3. Geographical proximity

■ 11:30 a.m. – 12:30 p.m. / **Conference Hall**

[How can distances be reduced within globalization ?]

Economic globalization has shrunk the world. Cultural exchanges have developed tremendously. This opening is real but it is unevenly shared and it is rather badly accompanied. Local and international networks of journalists (Catholics but not only) can reduce those distances.

■ With **Marton Demeter**, professor of communication sciences at Budapest (Hungary) and **Lucie Saar**, journalist at *La Croix Africa* (with reservations).

■ 12:30 p.m. – 1:30 p.m. / **Conference Hall**

[At the most local level]

In connection with the choices of press genres, there is a real necessity to come as close as possible to the field, precisely where people live and to give them an opportunity to speak. The relevance of editorial comments is more and more contested. For immersed journalism (Kapuscinski), the opposite of “embedded”.

■ With **Guy Constant Ehoumi**, responsible for the ethical communication of the Beninese media, and **Gabriel d'Harcourt**, Deputy Chief Executive Officer of *La Voix du Nord*.

■ 1:45 p.m.– 3:30 p.m. / **Hôtel Saint-Sauveur / 9-13 rue Sainte-Marie : Lunch**

Workshops, with a great witness

■ 3:45 p.m. – 4:45 p.m. / First session of workshops to choose from

[The media, endogamy and complicity]

The recruiting of journalists is sociologically and culturally marked, which keeps a great distance between the audiences and their preoccupations. The way of life of the most publicised people maintains this image. There are some patches to fix it and to fight against this endogamy and the feeling of complicity with the authorities. Christian press doesn't escape such traps.

■ With the expertise of **Arnaud Schwartz**, director of the School of journalism of Bordeaux.

[Associate the audiences with our projects]

Among the most urgent innovations we need to lead in order to reinforce this proximity with our audiences, the one consisting in associating them more tightly with the elaboration of our editorial projects is on top of the list. There is indeed a social demand. It was one of l'Ebdou's best intuitions. And it would be a shame not to honour it. Some ways and means are still to be explored to reach that goal.

■ With the expertise of **Didier Pourquery**, chairman of the Board of directors of *The Conversation*.

■ 5 p.m. – 6 p.m. / Second session of workshops to choose from

[Ressources in press genres]

In this case, the choice of press genres is more or less used for this project. Studies of genres.

■ With the expertise of **Monica Mondo**, journalist à TV 2000.

[Public interest as spur]

The media need to show more that what they produce serve public interests. This is a strong point to reinforce the link with our audiences. But the weight of advertisers and shareholders in France doesn't offer so many guarantees against the power of particular interests. Hence the powerful confidence crisis.

■ With the expertise of **Alexandre Meyer**, editor-in-chief of *L'visible*.

■ 6:15 p.m. – 7:15 p.m. / Third session of workshops to choose from

[The assets and weaknesses of local information]

Local information is booming. The press, TV channels, local radio stations count on that a lot. But because of economical reasons, they can barely fulfil this promise better than national media. In France, there are information "black holes".

■ With the expertise of **Guy Constant Ehoumi**, responsible for the ethical communication of the Beninese media.

[The community's point]

Conversely, there can be a point in strengthening the proximity with our audiences. We have to imagine real or virtual communities to reinforce a feeling of belonging. Such offers as trips, cruises, evenings out and conferences widely contribute to that feeling. We have to provide communities with titles.

■ With the expertise of **Marton Demeter**, professor of communication sciences at Budapest (Hungary).

7:15 p.m. – 7:45 p.m. / Entrance of the Conference Hall : Coffee break

7:45 p.m.– 8:30 p.m. / Conference Hall

“ Father Jacques-Hamel ” Award

founded by the Federation of Catholic Media, given out by his Eminence the **Cardinal Philippe Ouedraogo**, Metropolitan Archbishop of Ouagadougou (Burkina Faso), President of the Symposium of Episcopal Conferences for Africa and Madagascar, in the presence of Madame Roselyne Hamel, sister of the murdered priest

From 8:45 p.m. / Hôtel Panorama / 11-13 rue Sainte-Marie
Walking buffet

Friday 24th of January, 2020

7:30 a.m. – 8:30 a.m. / Basilica of the Immaculate Conception :

Mass of the St.-Francis-de-Sales

chaired by his Eminence the **Cardinal Philippe Ouedraogo**

4. Proximity and long time

8:45 a.m.– 9:45 a.m. / Conference Hall

[The traps of immediacy]

The hysterical crave for information and the race for scoop and audience have deeply perverted the job. The irruption of new technologies that set up real time journalism has reinforced this trend. But this staging around unique topics disrupts the work consisting in prioritizing information and it gives a distorted view of reality.

■ With **Jacques Trentesaux**, cofounder of *Mediacités*, online journal en ligne of multi-city local investigation, and **Andrea Tornielli**, editorial director of the *Dicastery for the Communication* of the Holy See.

9:45 a.m. – 10:45 a.m. / Conference Hall

[Time as an ally of truth]

Fake news circulating at the speed of light generally increase the lack of trust in the media. Checking every information takes some time. Renowned information brands play a key role in order to fight against misinformation (fake news) and “storytelling” from the authorities. Truth needs time to be revealed. We shouldn’t give up on that requirement since it is the only one which renews the links of trustful relations and proximity with our audiences. There is indeed a true demand for traceability of information in order to get to the original source.

■ With **Dominique Wolton**, sociologist (with reservations) and **Philippe Randé**, head of the reporting department of *France Inter* (with reservations).

■ **10:45 a.m. – 11:30 a.m. / Entrance of the Conference Hall :** Tasting and sale of local products

■ **11:30 a.m. – 12:15 p.m./ Conference Hall**

Closing remarks of the 24th International Days

Clear the future by reducing uncertainties

Consumers mainly require that the media reduce their uncertainties and help them clear the future. This demand cannot be honoured by productions that have been produced with their noses up against the event. We need to reintroduce some reading within lasting events to answer social demand.

■ **12:30 p.m. – 2:15 p.m. / Hôtel Saint-Sauveur / 9-13 rue Sainte-Marie :** Closing lunch

■ **4:30 p.m. / Departure of shuttle buses for Tarbes-Lourdes-Pyrénées Airport**

N.B.This preliminary programme is given for information, with no final commitment. To this day, some contacts have been taken for participants and for French and foreign witnesses whose names will be provided as soon as possible.