



MARS – MEDIA AGAINST RACISM IN SPORT

EUROPEAN MEDIA FORUM

Journalism & Media Ethics, Diversity, Racism & Sport in Europe

DRAFT AGENDA

6. – 8. JUNE 2012

Birmingham City University
Millennium Point
Birmingham
United Kingdom



MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

12.00 am Registration

1.00 pm Welcoming lunch

2.00 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Welcoming session

Plenary session (Simultaneous interpretation in English & French)

Robert PALMER Director *Democratic Governance, Culture & Diversity*, Council of Europe

Stephen PEARSE Secretary General, *EFJ* – European Federation of Journalists

Dan HOWARD Executive Dean, *Faculty of Performance, Media and English*, BCU - Birmingham City University

2.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Introduction to *MARS* perspectives & the *European Media Forum*

Plenary session (Simultaneous interpretation in English & French)

Reynald BLION *Media & Diversity* and *MARS* Manager, Directorate *Democratic Governance, Culture & Diversity*, Council of Europe

Diane KEMP Director, Postgraduate Broadcast Journalism, Faculty of Performance, Media and English, BCU
Chair of the MARS European Media Forum

3.00 pm Coffee Break

3.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

The main challenges in Europe – A Q&A debate for an overview

Plenary session (Simultaneous interpretation in English & French)

Natasha HENRY Journalist, *The Voice*, member, *BCOMS* - Black Collective of Media in Sport

Muriel HANOT Director Studies & Research, CSA, Federation of Wallonia –Brussels, Belgium

Fabien WILLE Professor of University, Sports Sciences Faculty / Research Team *Sport & Society*, University of Lille (France)

Facilitator **Sukhraj SOHAL**, Executive Director, *The Ten Monkeys* & BBC Executive

4.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe
3 Working groups

Objectives:

To discuss the issues presented by the panel

To introduce other issues to be addressed, perhaps specific to their countries, media, sports etc

To identify common themes and issues

Mixed working groups; 1 with French – English simultaneous interpretation, 2 in English

- Facilitators*
- G1 **Kristina JURAITE**, Vytautas Magnus University (Lithuania) & **Bob CALVER**, BCU (United Kingdom)
- G2 **Mihaela DANGA**, CIJ (Romania) & **Larry FERGESON**, CCMC (Cyprus)
- G3 **Sharon WHEELER**, University of Portsmouth (United Kingdom) & **Alexander VOJVODA**, Radio FRO (Austria)

5.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe
Working groups' Conclusions
Plenary session (Simultaneous interpretation in English & French)

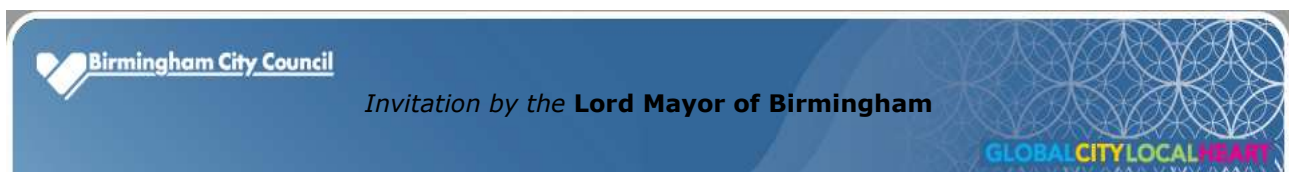
Are there common issues?

Can we include those in the following day's sessions?

Conclusions and introduction to the working group sessions of next day

6.00 pm *End of the day*

6.30 pm *Welcoming reception – City of Birmingham*



9.30 AM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Introduction

Plenary session (Simultaneous interpretation in English & French)

John PRICE & Amir SAEED

Authors

Race, Racism and Sports Journalism



10.00 AM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

3 Working groups on statutory and legal frameworks regulating media standards and discrimination

Identifying existing legal and regulatory frameworks on media standards and discrimination and assessing their effectiveness in tackling the problem. For example, how can national and European legislation on discrimination and regulatory bodies help fight against discrimination while including diversity and equality in the media and newsroom practice?

Mixed working groups; 1 with French – English simultaneous interpretation, 2 in English (Coffee break included in the WG dynamic)

Facilitators G1 **Kristina JURAITE**, Vytautas Magnus University (Lithuania) & **Bob CALVER**, BCU (United Kingdom)

G2 **Mihaela DANGA**, CIJ (Romania) & **Yuk Lan WONG**, EFJ (Belgium)

G3 **Sharon WHEELER**, University of Portsmouth (United Kingdom) & **Alexander VOJVODA**, *Radio FRO* (Austria)

1.00 pm *Lunch*

2.00 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Plenary session (Simultaneous interpretation in English & French)

Muriel HANOT Director Studies & Research, CSA, Federation of Wallonia – Brussels, Belgium

Hans LAROES *EBU* - European Broadcasting Union, Switzerland

Viorica NECHIFOR *ANSI* - The Example of the *Roma Charter*, Italy

2.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

3 Working groups on advisory systems / self-regulation

To identify ethical and professional codes of conduct

To what extent do they work?

Commonalities and 'real-life' uses of these 'codes' in newsrooms and management

*Mixed working groups; 1 with French – English simultaneous interpretation, 2 in English
(Coffee break included in the WG dynamic)*

Facilitators G1 **Kristina JURAITE**, Vytautas Magnus University (Lithuania)
& **Bob CALVER**, BCU (United Kingdom)

G2 **Mihaela DANGA**, CIJ (Romania) & **Lionel MORRISSON**,
NUJ (United Kingdom)

G3 **Sharon WHEELER**, University of Portsmouth (United Kingdom) &
Alexander VOJVODA, Radio FRO (Austria)

5.00 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Conclusions of 2 working groups' sessions

Plenary session (Simultaneous interpretation in English & French)

5.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Plenary session (Simultaneous interpretation in English & French)

The floor to

John AMAECHI *New York Times* Columnist & Former NBA Basket Ball player (UK /
USA)

6.00 pm *End of the day*

7.15 pm Dinner at Lasan's, St. Paul's Square, Birmingham



Offered by **Birmingham City University**, Faculty of
Performance, Media and English

www.lasan.co.uk

9.00 AM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

How might it work?

Plenary session (Simultaneous interpretation in English & French)

Hamida ALI BBC Diversity Cell

Stéphane BIJOUX Executive Director on Diversity in News, *France Télévisions*

Johannes HOFER Chief Editor, *Ballesterer FM* (Austria)

9.30 AM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

3 Working groups

What concrete tools could be developed to encourage inclusive reporting?

Each working group will decide and elaborate on one or several practical tools to be introduced to the audience in the final session.

Be creative.

Creative phase – Mixed working groups; 1 with French – English simultaneous interpretation, 2 in English

(Coffee break included in the WG dynamic)

Facilitators G1 **Kristina JURAITE**, Vytautas Magnus University (Lithuania) & **Bob CALVER**, BCU (United Kingdom)

G2 **Mihaela DANGA**, CIJ (Romania) & **Pamela MORINIERE**, EFJ (Belgium)

G3 **Sharon WHEELER**, University of Portsmouth (United Kingdom) & **Alexander VOJVODA**, *Radio FRO* (Austria)

11.45 AM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Plenary session (Simultaneous interpretation in English & French)

Presentation, by each working group, of their proposed complementary frameworks and/or structures for a better inclusion of diversity and non discrimination journalism ethics and editorial management.

Debate and collective synthesis

12.15 AM MEDIA, DIVERSITY & RACISM IN SPORT – *Ethics & Editorial Management in Europe*

The next steps to MARS & Conclusions

Plenary session (Simultaneous interpretation in English & French)

Pamela MORINIERE EFJ - European Federation of Journalists

Reynald Blion Council of Europe

Diane KEMP BCU & Chair of the MARS European Media Forum

1.00 pm Lunch and Depart of participants.

2.30 pm Optional walking tour of the city centre for those wanting to stay on or not rushing for travel.

Media, Diversity & Sport - Key Figures!

In Europe, only a quarter of news subjects are women, even though they account for over half of the European population (GMMP, 2010) While immigrants represent around 10% of the EU population (*Eurostat, 2011*) migrants and ethnic minorities represent less than 5% of the main actors in the news in Europe (*Ter Wal, 2004*). Lesbian, Gay, Bisexual and Transgender (LGBT) people represent roughly 6% of the population of the United Kingdom but account for less than 1% of the population seen on TV. 20% of the British population is disabled but less than 1% is represented in British TV (*CDN 2009-10 Progress Report*).

Through the sources they use, the subjects they select and the treatment they choose, the media influence the agenda (what to think about) and public perception (how to think) of contemporary debates. This is why the Council of Europe considers truly inclusive information - where everyone can participate as witnesses, players, producers etc. - to be crucial for social cohesion and democratic participation. But today, too many people are still excluded from public debates.

The MARS - Media Against Racism in Sport – EU / CoE joint programme chooses to focus, though not exclusively, on sport because it is considered as an important area for building social cohesion as it is also a major sector of investment in the media industry. However, sport media coverage does not reflect social and cultural diversity and does not ensure equity for all. Only 5% of press articles cover cultural and social aspects of sport; 40% of all sport articles refer to only one source and 20 % refer to no sources at all; female athletes have four times more chances to be covered by a female journalist rather than a male one but less than 5% of sport news and stories are made by female journalists (*Play the Game, 2005*).

Building upon standards set by various Council of Europe bodies on media pluralism, expression of diversity and non discrimination and the outcome of the 2008-10 CoE's antidiscrimination Campaign, the MARS – Media Against Racism in Sport – EU / CoE joint programme aims at considering non discrimination and expression of diversity as an ongoing angle of media coverage.

Through this approach applied to sport coverage, MARS wants to encourage innovative modes of media content production that could be reproduced in all media sectors and used by any form of media coverage. By stimulating media cross-practices in the field of training, ethics and production, MARS aims at implementing an inclusive and intercultural approach to media content production. To achieve these outcomes, the MARS programme offers media professionals (journalism students and trainers, journalists, media managers, etc.) to participate in **National and European Media Encounters** and **Media Work Exchanges** conceived as first steps towards a European media network against racism and for intercultural dialogue.

More – www.coe.int/mars