



## MARS – MEDIA AGAINST RACISM IN SPORT

### EUROPEAN MEDIA FORUM

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

#### DATES

UNITED KINGDOM – Birmingham  
6. – 8. June 2012

#### VENUE

BIRMINGHAM CITY UNIVERSITY – Birmingham School of Media

#### REGISTRATION

Deadline for Preregistration – **11 May 2012**  
Final Registration for participants outside UK – **13 May 2012**  
Final Registration for UK participants – **20 May 2012**

#### BACKGROUND

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** and **public perception** of public 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 new **MARS - Media against racism in sport** – EU / CoE joint programme **chooses to focus**, though not exclusively, on **sport** because it is considered an **important area** for building **social cohesion**. 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**. 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)!

#### 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

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 production** that could be reproduced in **all media sectors** and **used by any form of media coverage**.

Applied to sport issues, **MARS** wants to **lead to innovative modes of production** that could be **reproduced in all media sectors** and in which **expression of diversity and non-discrimination**, as a constant angle of approach, are **used by any form of media coverage**. To **go towards achieving these outcomes**, the **MARS** programme **offers media professionals** (journalism students and trainers, journalists, media managers, etc.) to **participate to various activities, in particular European Media Encounters** to **explore** the possibilities of developing **these ways of producing truly inclusive media contents**.

#### OBJECTIVES

To encourage the **exchange and sharing** of **practices** in **journalistic, ethics & editorial management** in the coverage of **sport**, in relation to **non-discrimination** and **diversity** issues,

To contribute to the **development of European networks of journalists and media professionals** in order to **enrich** understanding of **ethical regulation** with regards to non discrimination and expression of diversity,

To encourage working **journalists, media professionals and managers, and trainers** to include **non discrimination** and **diversity** in **everyday reporting** as standard and sustained angles of media coverage.

#### CONTENT

**Examining in detail systems of regulation, professional and ethical codes from various EU member states with regard to non discrimination** and **expression of diversity** in news and sports coverage. Developing problem solving techniques to real life reporting issues and sharing ways to support and guide professional practices.

**Participants** in this European Media Encounter will be asked to **disseminate** the outcomes of these exchanges in their **own institution and in other professional bodies concerned with ethics and editorial management**.

#### COE PARTNER



IFJ / EFJ – International / European Federation of Journalists

#### COE PARTNER IN UK



BIRMINGHAM CITY UNIVERSITY – Birmingham School of Media

<b>COE ASSOCIATE PARTNER IN UK</b>	<b>NUJ – NATIONAL UNION OF JOURNALISTS</b>
<b>MARS CoE PARTNERS</b>	<p><b>CMFE</b> – CoE MARS partner in charge of national and European media encounters on Media Cross-Production</p> <p><b>Fair Play / VIDC</b> - Austrian organisation facilitating various initiatives in the field of sport, antiracism and non discrimination</p> <p><b>Media Animation</b> – Belgian organisation and European facilitator of a network of more than 300 organisations on media literacy</p> <p><b>UEFA</b> – Union of European Football Associations</p>
<b>PARTICIPANT PROFILE</b>	<p><b>55 media professionals</b> involved in issues of <b>ethics</b> and <b>editorial management</b>.</p> <p><b>Council of Europe</b> – Representatives of MARS Partner Organisations and Members of the MARS team</p> <p><b>Around 65 participants</b></p>
<b>OUTPUT</b>	<b>Analytical report</b> (10 pages, 15 000 characters) with <b>concrete proposals</b> and <b>recommendations</b> for <b>including expression of diversity</b> and <b>non discrimination</b> in <b>ethical principles of journalism and media (self)regulation</b> and as a constant <b>angle of media coverage</b> in <b>editorial management</b> in Europe.
<b>EXPECTED OUTCOMES</b>	<p><b>Enrichment of professional practices</b> in the field of <b>ethics</b> and <b>editorial management</b> in relation to <b>sport media coverage</b>, <b>non discrimination</b> and <b>expression of diversity</b>,</p> <p><b>Building bridges and dialogue</b> and <b>exchange between</b> the <b>various actors</b> linked to the field of <b>ethics</b> and <b>editorial management</b> (<i>journalists' unions, editors, broadcasters, self regulation and regulation bodies</i>) in relation to <b>non discrimination</b> and <b>expression of diversity</b>,</p> <p><b>Improvement</b> of <b>ethical regulation</b> and <b>editorial management</b> in relation to <b>non discrimination</b> and <b>expression of diversity</b> in the field of sport media coverage, if not exclusively</p>
<b>LANGUAGES</b>	<b>English &amp; French</b> – <i>Simultaneous interpretation for plenary sessions</i>
<b>PROVISIONAL AGENDA</b>	<p><b><u>6 June 2012</u></b></p> <p><i>Morning      Arrival of non local participants</i></p> <p><i>12.00 am      Registration</i></p> <p><i>1.00 pm      Welcoming lunch</i></p>

- 2.30 pm ***Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe***  
Introduction – BCU, IFJ and Council of Europe  
Challenges and Debate - A personal reflection.  
*Plenary session*
- 3.30 pm *Coffee Break*
- 4.00 pm ***Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe***  
*The main challenges in Europe – A debate for an overview*  
Plenary Session  
Short presentations from each member state outlining the key issues; with examples.  
Working groups will then discuss these and look to identify common themes and issues.
- 5.30 pm ***Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe***  
*Working groups share their findings. Conclusions and introduction to the working group sessions of next day.*
- 6.00 pm *End of the day. Short drinks reception in the City Centre TBC & free evening*

## **7 June 2012**

- 9.30 am ***Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe***  
Introduction: having identified common problems, trying to identify the current solutions both regulatory and advisory.  
*Plenary session*
- 9.45 am ***Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe***  
Working groups on statutory regulation.  
Identifying legal and regulatory frameworks and assessing their contribution to tackling the problem. How far do they work?  
*3 Working groups / Coffee break included in the WG dynamic*
- 1.00 pm *Lunch*
- 2.30 pm ***Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe***  
Working groups on advisory systems.  
Identifying ethical and professional codes of conduct. To what extent do they work?  
Commonalities and 'real-life' uses of these 'codes' in newsrooms and management.  
*3 Working groups*
- 4.30 pm *Coffee break*

5.00 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe**  
Presentation of the conclusions of 2 different sessions of working groups.

6.00 pm *End of the day*

7.30 pm **Dinner** (to be confirmed)

### **8 June 2012**

9.30 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe**  
Conclusions so far and looking for a better way forward.  
*Plenary session*

10.00 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe**  
Guest speaker: Examples of how it can work.  
Working groups to discuss problem solving techniques: How can you support better practice?  
The balance between regulation and advisory pressure to encourage better reporting.  
'Real life' solutions for working journalists and news editors.  
*Creative phase – 3 working groups / Coffee break included*

12.30 am *Lunch*

2.00 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe**  
Presentation, by each working group, of their suggestions and group discussion.  
Discussion and conclusions.  
*Plenary session*

3.00 pm **Media, Diversity, Racism in Sport - Ethics & Editorial Management in Europe**  
CoE, IFJ and BCU Conclusions  
*Plenary session*

3.30 pm *Departure of participants*

#### **CONTACTS**

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