



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Ethics & Editorial Management

DRAFT AGENDA

21 & 22 SEPTEMBER 2012

Hotel DOWNTOWN

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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

9.00 AM MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN EUROPE

Introduction – National Partner, IFJ and Council of Europe

Plenary session

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|--------------------------|---|
| Snezhana TODOROVA | Acting President, Union of Bulgarian Journalists |
| Yuk Lan WONG | EFJ – European Federation of Journalists |
| Reynald BLION | <i>Media & Diversity</i> and <i>MARS</i> Manager, Council of Europe |

9.30 AM MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN EUROPE

The major challenges in Bulgaria facing journalists – A debate for an overview

Plenary Session

Short presentations from speakers outlining the key issues on ethics and journalism

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| Dr Silvia BAKALOVA | Researcher, National Academy of Sport |
| Ass. Prof. Efrem EFREMOV | Faculty of Journalism and Mass Communication, Sofia University |
| Ass. Prof. George KALAGLARSKI | Executive Board Member, Union of Bulgarian Journalists, Varna Free University |
| <i>Facilitator</i> | Snezhana TODOROVA , Union of Bulgarian Journalists |

11.00 am *Coffee Break*

11.30 AM MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN EUROPE

Working groups will analyse daily challenges and practices in newsroom that compromise ethical reporting. .

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| <i>Facilitators</i> | G1 | Petar PADEV , Journalist, Ethical Commission, Union of Bulgarian Journalists |
| | G2 | Jordan GEORGIEV , Journalist, Executive Board Member, Union of Bulgarian Journalists |

12.30 *Lunch*

9.00 PM MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN EUROPE

Introduction to a new set of working groups on advisory, voluntary and self-regulation systems

Plenary Session

Facilitator

Snezhana TODOROVA, Acting President, Union of Bulgarian Journalists

9.15 PM MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN EUROPE

Working groups on advisory, voluntary and self-regulation 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.

2 Working groups / Coffee break included in the WG dynamic

Facilitators

G1 **Petar PADEV**, Journalist, Ethical Commission, Union of Bulgarian Journalists

G2 **Jordan GEORGIEV**, Journalist, Executive Board Member, Union of Bulgarian Journalists

12.00 MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN EUROPE

Conclusions of the working groups on voluntary systems and ***introduction*** to the last set of working groups on building concrete solutions

Plenary Session

Facilitator

Snezhana TODOROVA, Acting President, Union of Bulgarian Journalists

1.00 pm *Lunch*

2.00 PM MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN EUROPE

Working groups on building concrete solutions. 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.

Creative phase

2 Working groups / Coffee break included in the WG dynamic

Facilitators

G1 **Petar PADEV**, Journalist, Ethical Commission, Union of Bulgarian Journalists

G2 **Jordan GEORGIEV**, Journalist, Executive Board Member, Union of Bulgarian Journalists

4.30 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

Facilitator

Snezhana TODOROVA, Acting President, Union of Bulgarian Journalists

5.00 PM **MEDIA, DIVERSITY, RACISM IN SPORT - ETHICS & EDITORIAL MANAGEMENT IN EUROPE**
Conclusions
Plenary session

Reynald BLION

Media & Diversity and *MARS* Manager, Council of Europe

Yuk Lan WONG

EFJ – European Federation of Journalists

Snezhana TODOROVA

Acting President, Union of Bulgarian Journalists

5.30 pm *Departure of participants*

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 !