



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Ethics & Editorial Management in Bulgaria

DATES

21 & 22 September 2012
SOFIA - BULGARIA

VENUE

Hotel DOWNTOWN
27, Vasil Levski Blvd
1040 Sofia
Bulgaria
<http://downtown-sofia.hotel-rn.com/?l=gg>
Tel.: + 800 97 33 42 26

REGISTRATION

Preregistration deadline – **7 September 2012**
Final Registration – **11 September 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 BULGARIA



СБЖ - Съюз на българските журналисти
UBJ – Union of Bulgarian Journalists - Bulgaria

MARS CoE PARTNERS	<p>CMFE – CoE MARS partner in charge of national and European media encounters on Media Cross-Production</p> <p>Fair Play / VIDC - Austrian organisation facilitating various initiatives in the field of sport, antiracism and non discrimination</p> <p>Media Animation – Belgian organisation and European facilitator of a network of more than 300 organisations on media literacy</p> <p>UEFA – Union of European Football Associations</p>
PARTICIPANT PROFILE	<p>30 media professionals involved in issues of ethics and editorial management.</p> <p>Council of Europe – 5 Representatives of MARS Partner Organisations and Members of the MARS team</p> <p>Around 35 participants</p>
OUTPUT	<p>Analytical report (10 pages, 15 000 characters) with concrete proposals and recommendations for including expression of diversity and non discrimination in ethical principles of journalism and media (self)regulation and as a constant angle of media coverage in editorial management in Europe.</p>
EXPECTED OUTCOMES	<p>Enrichment of professional practices in the field of ethics and editorial management in relation to sport media coverage, non discrimination and expression of diversity,</p> <p>Building bridges and dialogue and exchange between the various actors linked to the field of ethics and editorial management (<i>journalists' unions, editors, broadcasters, self regulation and regulation bodies</i>) in relation to non discrimination and expression of diversity,</p> <p>Improvement of ethical regulation and editorial management in relation to non discrimination and expression of diversity in the field of sport media coverage, if not exclusively</p>
LANGUAGES	<p>English & Bulgarian – <i>Simultaneous interpretation for plenary sessions</i></p>
PROVISIONAL AGENDA	<p><u>Day 1</u></p> <p>9.00 am <i>Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe</i> Introduction – National Partner, IFJ and Council of Europe <i>Plenary session</i></p> <p>9.30 am <i>Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe</i> <i>The main challenges in Europe – A debate for an overview</i> 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.</p> <p>11.00 am <i>Coffee Break</i></p>

- 11.30 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe**
Working groups share their findings and identify common themes and issues.
3 Working groups
- 12.30 *Lunch*
- 2.00 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe**
Conclusion of the 1st working groups and introduction to the next ones.
Plenary session
- 2.15 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe**
Working groups statutory and legal frameworks regulating media standards and discrimination. 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
- 5.30 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe**
Conclusion of the working groups on legal framework and regulation system.
Plenary Session
- 6.00 pm *End of the day*
- 7.30 pm **Dinner** *(to be confirmed)*
- Day 2**
- 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
- 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.
3 Working groups / Coffee break included in the WG dynamic
- 12.00 **Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe**
Conclusions of the working groups on advisory, voluntary and self-regulation systems and introduction to the last set of working groups on building concrete solutions
- 13.00 *Lunch*
- 2.00 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management in Europe**
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
3 Working groups / Coffee break included in the WG dynamic

- 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
- 5.00 pm **Media, Diversity, Racism in Sport - Ethics & Editorial Management in Europe**
CoE, IFJ and National Partner Conclusions
Plenary session
- 5.30 pm *Departure of participants*

CONTACTS

Reynald BLION

MARS Programme Manager
Council of Europe
+ 33 3 90 21 53 69
reynald.blion@coe.int

Yuk Lan WONG

Pamela MORINIÈRE
European Federation of Journalists
+ 32 2 235 22 26
yuklan.wong@ifj.org
pamela.moriniere@ifj.org

Snezhana TODOROVA

UBJ - Union of Bulgarian
Journalists
+ 359 29 88 04 17
snetod@abv.bg