



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Ethics & Editorial Management

VENUE & DATES Lithuania (Vilnius)
30 & 31 March 2012

REGISTRATION Deadline for Preregistration – 10 March 2012
Final Registration – 17 March 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** (*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 new **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 production** that could be reproduced in **all media sectors** and **used by any form of media coverage**.

MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION



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Implemented
by the Council of Europe

In **achieving these outcomes**, the **MARS** programme **offers media professionals** (journalism students and trainers, journalists, media managers, etc.) to **participate to various activities, in particular National Media Encounters** to **explore** the possibilities of developing **ways of producing truly inclusive media contents**.

OBJECTIVES

To encourage exchanges and sharing of professional practices in the field of **ethics & editorial management** in relation to **sport issues, non-discrimination and expression of diversity**,

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

To allow prospective and in-service journalists and media professionals to include **non discrimination and expression of diversity** in their proper professional ethics and to consider, **non discrimination and expression of diversity** as a constant **angle of media coverage** in **editorial management**.

CONTENT

Presentation and analysis of national **codes of ethics** on journalism, media **codes of conducts** and/or audiovisual **regulation laws** with regards to **non discrimination and expression of diversity** in the media coverage of sport, even if not exclusively.

These presentations and analysis will aim at **answering to the main** following **questions**:

- **References or not on non-discrimination and / or diversity** - Is there a reference to non-discrimination and/or expression of diversity in the journalism code of ethics, in the media codes of conduct, in sport's journalism ethical guides and the audiovisual regulation laws of the country? How do they address these issues? What are the main weaknesses and strengths of these references? What are the differences between them in the way non-discrimination and diversity are taken into account? If there is no reference, do other mechanisms exist and how do they address these issues (*for instance: law and dedicated bodies on non discrimination and diversity and their responsibility in the media field, etc.*)?
- In case of **existing references** to non discrimination and/or diversity issues, how are these referenced, implemented and respected in the media, between the various types of existing media in the country? Concrete practices and results? Are the existing mechanisms useful / helpful to the audience? Are there possible ways of improving the situation? What are they and how could they be implemented?
- If there is **no reference** on non discrimination and/or diversity issues, why is it the case? Is there any particular impact on the way media cover the news and make their own editorial management, in particular on sport, without having ethical references and rules on non discrimination and expression of diversity? Is there a way for better inclusion of these issues in journalism code of ethics, in the media codes of conduct, in sports journalism ethical guides and the audiovisual regulation laws of the country? And if so, how and why?

This Media Encounter will focus on **exchanges of professional practices** between **actors** in order to **cross experiences and methods**, to **enrich them** and to include **non discrimination and expression of diversity** as an **ethical principle of journalism** and as a constant **angle of media coverage** in terms of **editorial management**.

Participants will be asked to **disseminate** and to expose the **outputs** and **outcomes** of these exchanges in their **own institution** as well as towards **all bodies** concerned with **ethics** and **editorial management**.

COE PARTNERS



IFJ / EFJ – International / European Federation of Journalists



Lithuania – LZS - Lietuvos žurnalistų Sąjunga (Lithuanian Union of Journalists)

MARS CoE PARTNERS

CMFE – CoE MARS partner in charge of national and European media encounters on Media Cross-Production

Fair Play / VIDC - Austrian organisation facilitating various initiatives in the field of sport, antiracism and non discrimination

Media Animation – Belgian organisation and European facilitator of a network of more than 300 organisations on media literacy

UEFA – Union of European Football Associations

PARTICIPANT PROFILE

30 media professionals involved in issues of **ethics** and **editorial management**.

Council of Europe – Representatives of MARS Partner Organisations and Members of the MARS team

Around 35 participants

OUTPUT

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**.

EXPECTED OUTCOMES

Enrichment of professional practices in the field of **ethics** and **editorial management** in relation to **sport media coverage, non discrimination** and **expression of diversity**,

Building bridges and dialogue and **exchange between** the **various actors** linked to the field of **ethics** and **editorial management** (*journalists' unions, editors, broadcasters, self regulation and regulation bodies*) in relation to **non discrimination** and **expression of diversity**,

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 .

LANGUAGE **Lithuania** – Lithuanian + whispering interpretation for non Lithuanian speaking invitees in English

PROVISIONAL **DAY 0**
AGENDA

Arrival of non local participants – Free evening

DAY 1

9.00 am **Registration**

9.30 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management**
Introduction
Plenary session

10.30 am *Coffee Break*

11.00 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management**
Round Table – Contextual Elements, Presentation of the challenges and issues to be addressed – Perspectives on print press

12.30 *Lunch*

2.00 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management**
THE CHALLENGES OF PRINT PRESS
2 Working groups

Based on the professional practices of the participants, the examples of their media daily work and the discussion of the existing ethical mechanisms and regulation working groups will have to provide an analysis of the context, strengths, weaknesses, challenges and needs / expectations and to build proposals regarding the inclusion of non discrimination and expression of diversity in print press journalism ethics and media editorial management (objectives, content and ways of implementation and respect) in relation to media sport coverage, even if not exclusively. This analysis will follow the three groups of questions presented above. Concretely, each working group will aim at answering to the following three groups of questions:

1/ what concrete contents are introduced in ethical and professional principles implemented in print press regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in media production of print press?

2/ *what tools (code of conducts, charter, internal rules...) are developed within the print press regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in media production of print press?*

3/ *what mechanisms of respect of professional rules and principles and tools are implemented in print press regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in media production of print press?*

4.30 pm Coffee break

5.00 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management**

Presentation of working groups' conclusions on:

1/ *contents introduced in ethical and professional principle in print press regarding diversity, its expression and non discrimination*

2/ *developed tools in print press regarding diversity, its expression and non discrimination*

3/ *mechanism of implementation and respect of professional rules and principles and tools implemented in print press regarding diversity, its expression and non discrimination*

Synthesis of key points regarding the observed and discussed elements.

Plenary session

6.00 pm End of day 1 – Free evening

7.30 pm Dinner (to be confirmed)

DAY 2

9.00 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management**
Round Table – Contextual Elements, Presentation of the challenges and issues to be addressed – Perspectives on audiovisual

10.30 am Coffee Break

11.00 am **Media, Diversity & Racism in Sport – Ethics & Editorial Management**

THE CHALLENGES OF AUDIOVISUAL

2 Working groups

Based on the professional practices of the participants, the examples of their media daily work and the discussion of the existing ethical mechanisms and regulation working groups will have to provide an analysis of the context, strengths, weaknesses, challenges and needs / expectations and to build proposals regarding the inclusion of non discrimination and expression of diversity in audiovisual journalism ethics and media editorial management (objectives, content and ways of implementation and respect) in relation to media sport coverage, even if not exclusively. This analysis will follow the three groups of questions presented above. Concretely, each working group will aim at answering to the following three groups of questions:

- 1/ what concrete contents are introduced in ethical and professional principles implemented in radio and TV regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in radio and TV production?*
- 2/ what tools (code of conducts, charter, internal rules...) are developed within the audiovisual media regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in audiovisual media production?*
- 3/ what mechanisms of respect of professional rules and principles and tools are implemented in radio and TV regarding diversity, its expression and non discrimination? What are their added values and limits? What are the complementary elements, in terms of content, to be developed for a greater inclusion of diversity, its expression and of non discrimination in audiovisual media production?*

1.00 pm *Lunch*

2.30 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management**

Presentation of working groups' conclusions on:

- 1/ contents introduced in ethical and professional principle in print press regarding diversity, its expression and non discrimination*
- 2/ developed tools in print press regarding diversity, its expression and non discrimination*
- 3/ mechanism of implementation and respect of professional rules and principles and tools implemented in print press regarding diversity, its expression and non discrimination*

Synthesis of key points regarding the observed and discussed elements.

Plenary session

4.00 pm **Media, Diversity & Racism in Sport – Ethics & Editorial Management**
Presentation and discussion of the final conclusions of the **National Media Encounter *Media & Anti-Racism in Sport – Ethics & Editorial Management***

5.00 pm ***End of the National Media Encounter & Departure of participants***

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