



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Journalism & Media Training & Literacy in Europe

FINAL AGENDA

30.11. - 03.12.11

CORECOM Emilia Romagna

Sala Polivalente Assemblea Legislativa

Viale Aldo Moro, 50

Bologna- Italy



MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe



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Implemented
by the Council of Europe

WEDNESDAY, 30TH NOVEMBER, 2011

Sala Polivalente della Regione Emilia-Romagna, Viale A. Moro, 50 - Bologna

12.30 *Lunch*

2.00 pm **Media, Diversity, Racism in Sport – Journalism & Media Training & Literacy**
Plenary session

Roberto Corradi Councillor Secretariat Office of the Presidency, *Legislative Assembly*, Emilia Romagna Region

Gianluca Gardini President, *CORECOM*, Emilia Romagna Region

Patrick Verniers Director, *Média Animation*, Belgium

Reynald Blion *Media & Diversity* and *Mars* Programme Manager, Council of Europe

2.30 pm **Media, Diversity, Racism in Sport – Journalism & Media Training & Literacy**
Introduction - Main results of the European Media Encounter, Brussels
Plenary session

Anne-Claire Orban Consultant

Patrick Verniers Director, *Média Animation*, Belgium

Reynald Blion *Media & Diversity* and *Mars* Programme Manager
Council of Europe

3.00 pm **Media, Diversity, Racism in Sport – Journalism & Media Training & Literacy**
The Useful Links
Round table - *Plenary session*

Roberto Farné University of Bologna. *Media education and sports: what possible dialogue?*

Mauro Sarti Journalist. *Journalism training, racism and discrimination: what is going on today in Italy?*

Anna Meli Consultant. *Diversity in media and possible matches with media education*

4.30 pm *Coffee Break*

5.00 pm **Media, Diversity, Racism in Sport – Journalism & Media Training & Literacy**
Presentation and expectations of participants
2 working groups

6.00 pm *End of the day*

THURSDAY, 1ST DECEMBER, 2011

Stanza A e stanza C, Viale A. Moro, 50 – Bologna e stanza n.1, Viale A. Moro, 68 – Bologna

- 9.30 am **Media, Diversity, Racism in Sport** – *Practices of media literacy and journalism training*
Working groups
Creation of 3 workgroups and presentation of the practices brought by the participants from the media education background, the journalism training in relation to diversity and sport media coverage
Analysis of the existing and the presented tools (methodologies, contents, strengths and weaknesses) with a particular focus to sport media coverage and the inclusion of non-discrimination and expression of diversity in media coverage
- 12.30 *Lunch*
- 2.00 pm **Media, Diversity, Racism in Sport** – *Practices of media literacy and journalism training*
Working groups
Planning of media literacy's programs / tools concerning the inclusion of diversity, its expression and principles of non discrimination in media coverage, in particular applied to sport issues. Plans based on the materials analysed in the morning
- 4.00 pm *Coffee Break*
- 5.00 pm **Media, Diversity, Racism in Sport** – *Practices of media literacy and journalism training*
Plenary session
Presentation of the working group conclusions and discussion
- 5.30 pm **Media, Diversity, Racism in Sport** – *Practices of media literacy and journalism training* –
The role of the media
Plenary session
Giuseppe Russo Sport sociologist, University of Florence; Reactions on the working groups' presentation
- 6.00 pm *End of day 2*
- 7.00 pm ***Dinner in a typical Bolognese restaurant***

FRIDAY, 2ND DECEMBER, 2011

Stanza A e stanza D, Viale A. Moro, 50 - Bologna e stanza 315/d, Viale A. Moro, 21 - Bologna

- 9.30 am **Media, Diversity & Racism in Sport** – *Building training modules and exercises*
Working groups
Construction, divided in workgroups, of exercises and/or modules to use as tools in journalism training using the resources and the results produced/presented on the day before
Coffee Break during the working group session
- 12.30 *Lunch*
- 2.00 pm **Media, Diversity & Racism in Sport** – *Building training modules and exercises*
Plenary session
Report of the working groups
- 3.00 pm **Media, Diversity & Racism in Sport** – *Experimenting training exercises*
Working groups
Starting from the materials provided from the staff (films, cartoons, videogames...) the main goal of the new working group session is to test proposed media literacy and journalism training modules / tools
- 4.30 pm *Coffee break*
- 5.00 pm **Media, Diversity & Racism in Sport** – *Experimenting training exercises*
Plenary session
Report of the working groups
- 6.00 pm **Media, Diversity & Racism in Sport** – *The future of journalism training*
Plenary session
Reactions on the working groups' presentation
- 6.30 pm *End of the day – Free evening*

SATURDAY, 3RD DECEMBER, 2011

Sala Polivalente Viale A. Moro, 50 - Bologna

9.00 am **Media, Diversity & Racism in Sport – Welcome**

Plenary session

Monica Donini *Legislative Assembly, Emilia Romagna Region*

Arianna Alberici *CORECOM Emilia-Romagna*

Patrick Verniers *Director, Média Animation, Belgium*

Reynald Blion *Media & Diversity and Mars Programme Manager
Council of Europe*

9.30 am **Media, Diversity, Racism in Sport – Practices of media literacy and journalism training -
Actions to be implemented in Italy**

Round table – Plenary session

Possible actions to be developed in Italy in relation to existing initiatives and projects

Facilitation

UNAR, *National Racial Antidiscrimination Office*

12.00 **Media, Diversity, Racism in Sport – Practices of media literacy and journalism training**

Plenary session

Conclusions

Massimo Mezzetti *Regional Sport councilor, Emilia-Romagna Region*

Patrick Verniers *Director, Média Animation, Belgium*

Reynald Blion *Media & Diversity and Mars Programme Manager
Council of Europe*

1.00 pm *Closing Lunch & 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 !