



MARS – MEDIA AGAINST RACISM IN SPORT
MARS – MEDIA & ANTI-RACISME DANS LE SPORT

Media, Diversity & Racism in Sport
Media, Diversité & Racisme dans le Sport

EUROPEAN MEDIA ENCOUNTER
RENCONTRES MEDIATIQUES EUROPEENNES

Journalism & Media Training & Literacy in Europe
Formation & Education au Journalisme & aux Media en Europe

BIOGRAPHIES PARTICIPANTS

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MEDIA
animation
communication & éducation

MARS - Media Against Racism in Sport

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ALET Mathilde

Conseil supérieur de l'audiovisuel (CSA) / Communauté française – Conseillère - Belgique



Le Conseil supérieur de l'audiovisuel (CSA) est chargé de la régulation de l'audiovisuel de la Fédération Wallonie-Bruxelles (Belgique). Ses missions sont principalement de contrôler le respect des obligations des éditeurs, des distributeurs de services et des opérateurs de réseaux (câblodistributeurs, Belgacom, RTBF, ...). Le CSA est composé de deux Collèges : une instance d'avis chargée de rendre des avis sur toute question relative à l'audiovisuel et une instance décisionnelle chargée d'attribuer les autorisations d'émettre aux télévisions et radios privées établies en Fédération Wallonie-Bruxelles, de contrôler le respect des obligations des éditeurs, distributeurs de services et opérateurs de réseaux et de sanctionner les infractions à ces obligations.

Mathilde ALET est juriste de formation et exerce une fonction de conseillère au Conseil supérieur de l'Audiovisuel de la Fédération Wallonie-Bruxelles (Belgique). Elle traite, entre autres attributions, des questions de discriminations dans les médias audiovisuels.



ASLANIDOUE Lida-Aglaia

City University London - Journalist BA Student - United-Kingdom



I was born in Thessaloniki, Greece's second-largest city, in 1992. I attended the American College of Thessaloniki, 'Anatolia College'. After completing my studies at Anatolia's International Baccalaureate programme, I started my studies at City University London on BA Journalism. Over my years as a secondary student, I have attended various international Model United Nations conferences, including ones in the United States, Turkey, the Netherlands, and France. From these conferences, I have gained valuable knowledge pertaining to journalism, politics social problems and other pressing issues of our times.



ASLANIDOUE Sophie

ASPETE / Ministère de l'éducation – Professor - Greece



ASPETE provides concurrent technological and pedagogical education and training at tertiary level. Its mission includes the promotion of applied research in educational technology and pedagogy, as well as the provision of training, further training or specialization for in-service or prospective secondary teachers. Nurtured with great expectations in relation to the teaching profession, ASPETE aims at ensuring and promoting excellence in all of the programmes offered by its academic departments. These include undergraduate study-programmes in five major disciplines, joint postgraduate programmes (MA) in cooperation with Higher Education Institutions in Greece or abroad, and programmes of pedagogical training, further training or specialization. To this end, ASPETE is committed to policies and standards that define best practices and encourage transnational cooperation. ASPETE is situated in Athens in a campus of 232 acres, but it also operates Branches in a number of cities across the country (Thessaloniki, Patras, Ioannina, Volos, Heraklion Crete, Sapes).

Thèse de doctorat en Sciences de l'éducation à « Paris VIII » (mention excellente avec félicitation du jury en unanimité, Prof. Geneviève Jacquinet , titre « la réception des Journaux télévisés par les lycéens grecs), 1998. DEA en Sciences de l'éducation à « Paris VIII », 1985. Responsable du série « Communication » des éditions « Katarti » Athènes, 2007. « Du discours quotidienne au discours ikonique » editions Katarti, 2008. Publications : *The myth of the passive TV viewer*. Athens: Dromeas 2000, *Theoretical approaches to the analysis of media*. Athens: Gutenberg 2004.



BEURAN Rares

Babeş-Bolyai University – Director - Romania



The university is a dynamic, but also traditional institution, with deep roots in Central Europe and strong international academic ties. Its origins date back to 1581, which makes it the oldest institution of higher education in Romania. Located in Transylvania, Babeş-Bolyai University is the crowning achievement of a long series of attempts to establish a higher education institution in the area. The university bridges Eastern and Western cultures and it is the largest Romanian university (approximately 50.000 students). As an academic public institution, its aim is to promote and sustain the development of specific cultural components within the local, regional, national and international community. The university benefits from a multicultural and multilingual environment that gives it a unique character, and it offers its courses in Romanian, Hungarian and German. The university invests heavily in research. The Journalism Department from BBU, with currently around 500 students enrolled, has a complete educational offer with full BA, MA and PHD programs in Romania, Hungarian, German and English (the English BA Journalism Program being the first of its kind in Romania). The curriculum integrates both theoretical courses and practical media work-shops conducted in the radio studio, in the TV studio or in the computers lab.

PhD Candidate with the thesis Mass Media and the Roma Communities, Rares Beuran is the Director of the Media Studio, Journalism Department, Babeş-Bolyai University, Romania. He has worked as a professional journalist in TV and photojournalism. He was a visiting journalist and visiting researcher at New York University, USA in 2005 and 2006. He teaches practical workshops in TV journalism and photojournalism and he currently is the general coordinator of UBB Radio www.ubbbradio.ro and of the online TV project www.ubbtv.ro. He is an expert within EU funded projects, and had a previous significant experience in project management while having been involved at the Roma Resource Center from Cluj.



BEVORT Evelyne

CLEMI – Directrice déléguée - France



Le CLEMI est le centre du Ministère de l'éducation nationale français chargé de l'éducation aux médias. Créé en 1983, avec l'appui de son réseau, il assure des formations en France et à l'étranger (+ ou - 25 000 p./an), il organise des opérations comme la Semaine de la Presse et des Médias dans l'école (4 millions d'élèves participants), propose des outils pédagogiques et de réflexion et travaille étroitement avec un réseau de structures d'éducation aux médias dans le

monde entier. Toutes ses actions sont développées à la fois autour de la réception et de la production de médias et donnent lieu à d'étroits partenariats avec professionnels des médias, parents ...

Deputy director of CLEMI, former social sciences teacher, EB is in charge of pedagogical project of CLEMI, international topics and scientific council. Expert in media education for UNESCO, CoE and European Commission, EB has been involved in a number of international projects and researches about Media education or issues like « Young people and Media ». At the moment EB works in expert groups for the new school curricula in France, in SHARP european programme and about researches involving « prisoners and images ».



BIJOUX Stephane

France Télévisions – *Directeur délégué pour la diversité dans l'information - France*



francetélévisions

Depuis la loi du 7 mars 2009, France Télévisions regroupe au sein d'une même entreprise les 5 diffuseurs France 2, France 3, France 4, France 5 et RFO. Société de service public, France Télévisions s'impose comme la principale offre télévisuelle française en rassemblant plus d'un tiers de l'audience nationale.

Affichant une ligne éditoriale différente et ambitieuse et offrant toujours plus de place à la culture et à la création, France Télévisions se veut au service du public, de tous les publics. Composant un bouquet de chaînes aux identités fortes et complémentaires, France Télévisions est présent sur tous les genres de programmes et offre à chaque instant un vrai choix au téléspectateur. Avec 424 millions d'euros investis en 2008 dans tous les genres audiovisuels et cinématographiques, France Télévisions apparaît plus que jamais comme un acteur incontournable de la création française et comme le premier média culturel en France. Outre le soutien à la création audiovisuelle, France Télévisions s'engage en faveur de missions citoyennes : la diversité, le handicap, le développement durable et le soutien aux causes d'intérêt général. France Télévisions cultive sa différence en développant sur ses antennes comme au sein de l'entreprise, la représentation de la France telle qu'elle est : ouverte, rassemblée et multiculturelle. Le bouquet France Télévisions est un média citoyen, un média durable, un média responsable, qui fait de sa relation privilégiée avec les téléspectateurs la colonne vertébrale de sa stratégie. Cette différence est la marque du service public. Parce que France Télévisions veut faire évoluer les mentalités, une mission sur la représentation de la diversité dans les œuvres de création a été mise en place dès 2008. En 2009, France Télévisions a poursuivi son engagement avec la mise en place d'un Comité permanent de la diversité, composé de personnalités extérieures et de collaborateurs de France Télévisions.

Stéphane Bijoux - Directeur délégué en charge de la représentation de la diversité dans l'information de France Télévision. Formé à l'Institut de Journalisme de Bordeaux Aquitaine, il est également diplômé en ethnologie sur l'Afrique et le Pacifique. Il a été directeur de l'information de RFO (Réseau France Outre-Mer) de 2002 à 2005. Il a ensuite participé à la construction d'un process de fabrication numérique des journaux télévisés (Media Asset Management) à RFO Polynésie comme rédacteur en chef. Outre-Mer, il a aussi occupé les fonctions de Rédacteur en chef national des magazines d'information de RFO et de rédacteur en chef de RFO Réunion. Depuis 2009, il a rejoint le siège de France Télévisions comme Coordonnateur pour la Diversité dans l'Information. A ce titre, il siège au Comité Permanent pour la Diversité à France Télévisions. Il est aussi présentateur joker des éditions du Soir3 Week-end sur France3. Depuis mars 2011, il est directeur délégué en charge de la diversité dans l'information de France Télévisions.



BLION Reynald

Council of Europe – MARS Programme Manager - France



The Council of Europe (CoE), based in Strasbourg (France), covers virtually the entire European continent, with its 47 member countries. Founded on 5 May 1949, the Council of Europe seeks to develop throughout Europe common and democratic principles based on the European Convention on Human Rights and other reference texts on the protection of individuals. The Council of Europe aims at creating a common democratic and legal area throughout the whole of the continent, ensuring respect for its fundamental values: human rights, democracy and the rule of law, which are the foundations of a tolerant and civilised society and indispensable for European stability, economic growth and social cohesion. The main objectives of the CoE are to protect human rights, pluralist democracy and the rule of law; to promote awareness and encourage the development of Europe's cultural identity and diversity; to find common solutions to the challenges facing European society; to consolidate democratic stability in Europe by backing political, legislative and constitutional reform.

Since September 2008, Reynald Blion is *Media & Diversity* Manager for the Directorate General *Education, Culture and Heritage, Youth and Sport*. Until December 2010, he has been responsible for the implementation of the *Media & Diversity* part of the *Speak out against discrimination* Campaign of the Council of Europe. Within the same Directorate General, he has joined in January 2011 the Directorate *Culture and Cultural and Natural Heritage* and its Division *Cultural Policy, Dialogue and Diversity*. Reynald BLION manages the European Union /



Council of Europe joint programme MARS – *Media Against Racism in Sport*; programme he conceived and developed on the basis of previous actions of the Council of Europe and of the results of its antidiscrimination Campaign. More globally, in his division, he contributes to facilitate and develop Council of Europe's actions in the field of *Media, Diversity & Intercultural Dialogue* in Europe ; issues on which he specialised for more than fifteen years. He produced, or contributed, to several publishing as, for example, *Tell us about diversity! A practical Approach to Intercultural Media Content*, Strasbourg, Council of Europe, 2011, *To fight against discrimination and for cultural diversity: a major challenge for the media* in: Cavdar A., Yildirim A.B. (Eds), *Hate Crimes and Hate Speech*, Istanbul, The International Hrant Dink Foundation Publication, 2010..



BONAMY Etienne

Freelance Journalist – Former Chief Editor « L'Equipe » / « L'Equipe Magazine » - France

French journalist, 54. Former chief editor at *L'Equipe*, french daily sports newspaper, then *L'Equipe Magazine*, weekly sports magazine, from 1992 to 2011. Football and Olympics specialist. Has covered many football world cups (1982, 90, 94, 98) and Olympic Games (1996, 2000, 02, 04, 06, 08), and many world championships / Journaliste français, 54 ans. Ancien rédacteur en chef de *L'Equipe*, quotidien sportif français, et à *L'Equipe Magazine*, de 1992 à 2011. Spécialiste football et sports olympiques. A suivi plusieurs Coupes du Monde de Football (1982, 90, 94 et 98) et Jeux Olympiques d'été et d'hiver (1996, 2000, 02, 04, 06, 08) ainsi que de nombreux championnats du monde.



BONVOISIN Daniel

Media Animation – *Animateur / Formateur* - Belgique



Media Animation ASBL is a media and multimedia education body for the Belgium French-speaking Community. It is recognized and subsidized by the Ministry of Education and Ministry of Culture. It is specialized for implementing research, information, training and educational publication. Media Animation's mission is to support operators in the field of education along two complementary action lines: 1/ Consultancy, audiovisual and multimedia production and 2/ professional production support to operators in the cultural and educational fields. Media and multimedia education : raising awareness with political authorities and education authorities, training teachers and educational mediators (social workers, educators,...), publishing educational works, setting up research actions. Media Animation coordinates and participates in different EC funded project: Educaunet, Media-educ, Mediappro, Euromeduc, MARS. Media Animation works actively to create a European network for media literacy and is an active member of the steering group of the European Charter for Media Literacy (www.euromedialiteracy.eu) / Média Animation est un centre de ressources en éducation aux médias et au multimédia pour la communauté francophone de Belgique. Il est reconnu et subsidié par le ministère de l'enseignement et de la culture. Il est aussi un centre de formation professionnelle et d'éducation permanente des adultes.

Trainer of adult learners and teachers about media literacy since five years in Média Animation. More specifically, I am working on cinema, new media and intercultural matters / Ancien journaliste en relations internationales et rédacteur/Formateur d'enseignants et animateur pour adultes en éducation aux médias depuis cinq ans dans l'asbl Média Animation, je suis plus spécifiquement engagé sur les questions du cinéma, des nouveaux médias et de l'interculturalité.



CARLIER Abel

IHECS – *Professeur / Président Département Education permanente et médias* - Belgique



L'Institut des Hautes études des communications sociales de Bruxelles (IHECS) est une école supérieure sociale de type long reconnue par l'Etat. Il organise des études de niveau Bachelor (3 ans) et Master (2 ans) en Journalisme, en Education permanente et médias, en Relation publiques et en publicité. A côté de cette formation de base, IHECS-formations et IHECS-international organisent des cursus de formation (Executive Master) destinés aux professionnels ou aux diplômés en journalisme européen et en maîtrise des médias.

Ex-coopérant spécialisé en formation des journalistes (Bolivie, Cambodge, Burkina Faso). Ex-formateur en langage télévisuel à l'ESJ de Lille. Réalisateur RTBF (Magazine Strip Tease). Professeur d'analyse du traitement audiovisuel et multimédia à l'IHECS Bruxelles. Membre du Conseil supérieur pour l'Education aux médias de la CFWB. Membre du C.A. de la RTBF. Expert Evalueur pour le programme médialiteracy. Membre du C.A. de Wallonie Image Production. Membre du CECOM (Centre d'études de la communication, UCL.) Président du département Education permanente et médias de l'IHECS.



CAMILLERI Ellsworth

Council of Europe – MARS Programme Assistant - France



The Council of Europe (CoE), based in Strasbourg (France), covers virtually the entire European continent, with its 47 member countries. Founded on 5 May 1949, the Council of Europe seeks to develop throughout Europe common and democratic principles based on the European Convention on Human Rights and other reference texts on the protection of individuals. The Council of Europe aims at creating a common democratic and legal area throughout the whole of the continent, ensuring respect for its fundamental values: human rights, democracy and the rule of law, which are the foundations of a tolerant and civilised society and indispensable for European stability, economic growth and social cohesion. The main objectives of the CoE are to protect human rights, pluralist democracy and the rule of law; to promote awareness and encourage the development of Europe's cultural identity and diversity; to find common solutions to the challenges facing European society; to consolidate democratic stability in Europe by backing political, legislative and constitutional reform.

Ellsworth Camilleri has recently joined the Council of Europe as MARS programme assistant. He provides support to the MARS project manager in relation, on one side, to the media, PR and communication activities and, on the other side, to the financial and administrative aspects of the project. Previously, he worked as Fund Raising, PR and Campaigning Officer on voluntary basis with KOPIN, a Non-Governmental Development Organisation. He has also worked at the Embassy of France to Malta as assistant to the Counsellor for Cooperation and Cultural Action, where he was mainly responsible of the administration and monitoring of cooperation projects and programmes. Ellsworth Camilleri studied International Relations and Project Management.



CARO Sue

BBC – Diversity Business Partner - United Kingdom



The **BBC** is one of the world's leading media organisations. Its mission is to 'enrich people's lives with Programmes and services that inform, educate and entertain'. They see their audience 'at the heart of everything' that they do. The Diversity Centre within the BBC has the sole purpose of promoting and ensuring Diversity in this huge organisation. By establishing clear goals in diversity employment the BBC can measure and fully evaluate an initiative when it has run its course. To achieve these targets certain initiatives have been put in place. All staffs are given training courses on diversity, from online training to practical courses in how to reach out and find diverse contributors. This helps to produce inclusive Programming and supports other initiatives by laying a clear foundation of understanding / La BBC est l'une des organisations médiatiques les plus importantes au monde. Sa mission est d'enrichir la vie des gens grâce à des programmes et services qui informent, éduquent et divertissent. Le *Diversity Centre* créé au sein de la BBC a pour but de promouvoir la diversité dans l'ensemble de cette immense organisation. Ayant établi des objectifs précis en matière de recrutement de personnes issues de la diversité, la BBC a les moyens de mesurer et d'évaluer pleinement une initiative menée à son terme. Pour atteindre ses objectifs, un certain nombre d'actions ont été entreprises ; ainsi, l'ensemble du personnel bénéficie de formations, depuis des outils en ligne jusqu'à des ateliers pratiques destinés à identifier et cibler des contributeurs de diverses origines. Cette démarche favorise la production de programmes qui touchent le plus grand nombre et contribuent à une meilleure compréhension mutuelle.

As a Senior Diversity Manager at the BBC, I promote the business and creative case for diversity; internally and externally, nationally and internationally. I interact and work with senior management and other BBC colleagues, internal staff networks, external opinion formers and interest groups, licence fee payers, a wide range of diverse talent and



represent the BBC at events both in the UK and overseas. Before I took up my current role I had spent my entire career working in television - in production, commissioning and editorial management. I have worked for all the major UK broadcasters - ITN, Channel 4, ITV, Sky - and in the independent production sector.



CHIRIAC Marian

Balkan Investigative Reporting Network – Editor - Romania



Balkan Investigative Reporting Network

The Balkan Investigative Reporting Network, BIRN, is a close group of editors and trainers that enables journalists in the region to produce in-depth analytical and investigative journalism on complex political, economic and social themes. BIRN emerged from the Balkan programme of the Institute for War & Peace Reporting, IWPR, in 2005. Since then, its work in publishing, media training and public debate activities has become synonymous with quality, reliability and impartiality. BIRN's reports focus on EU integration, post-conflict justice and peace-building, political transformation and democratisation, economic development, international interventions, social trends and regional cooperation.

I've been working for 20 years as a journalist and media expert in Romania, being also a regular contributor for some international media outlets. I have also experience working as a journalist for both broadcast and print media as well as a journalism trainer. As a journalist specializing in social and human rights issues, I've had the opportunity to witness and write about most of the major events in Romania during '90s. Most of my articles were about the problems Romania was facing on its way to a democratic society: development of human rights and rule of law, reporting ethnic diversity, freedom of expression etc. Those are the types of stories I enjoy researching, digging up, and putting together. My varied experience as a reporter and editor include: research and write assigned news stories; write editorial column; write and research feature stories, assist with feature page layout and design. Winner of Best News Story Broken on the Net category, European Online Journalism - NetMedia Awards, 2002.



ÇINAR Mahmut

Bahçeşehir University Journalism School – Lecturer - Turkey



Bahçeşehir University Faculty of Communication consists of Cinema and Television, Advertising, Public Relations, Visual Communication Design, Photography and Video and Journalism departments. The structure of classes is designed based on both theoretical and practice driven courses. The students graduate from the school by creating their own short films, radio programs, advertising and public relations campaigns, animation and interactive web sites and photographs in this practice environments - examples of professional communication life. Thanks to Co-Op classes that are opened by well known local and international companies and branded as such, the students obtain the opportunity of being educated as communication professionals in agencies, studios and companies for three or six months. Hence, they get in touch with the sector, improve their practical skills and horizons while they are at school.

Mahmut Cinar is an instructor and PhD candidate at Bahcesehir University / Istanbul. His academic researches comprise media and nationalism; emergence of modern Turkey and Turkish national identity; and minority media. He has attended national/international conferences on journalism, media, and cultural studies; participated in several workshops on discrimination, diversity, and hate speech. Mahmut Cinar is one of the organizers and trainers of 'On Road Media Workshops' project, an initiative for encouraging a participatory and localized media atmosphere. He is also involved in a national project about social and cultural history of telephone technology in Turkey. He teaches News Writing, News Editing, History of Turkish Press and Media Ethics courses in undergraduate level.



COLLARD Yves

Media Animation – *Animateur / Formateur* - Belgique



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Licencié en archéologie et histoire de l'art, licencié en communication sociale, auteur d'un mémoire sur la narration journalistique du parcours « sacré » des Diables Rouges » (équipe nationale belge de football) à Mexico_ (point de vue anthropologique). Assistant aux FUCaM (UCL Mons) et intervenant dans les cours de sociologie de l'information_ et de rôles et systèmes des médias. Formateur en éducation aux médias depuis 1996, intervenant en milieu scolaire et supérieur, à ce titre, Yves Collard est auteur ou co-auteur de différentes publications et outils pédagogiques sur le thème des médias. De manière générale, ses intérêts se portent sur la culture médiatique populaire, avec un accent mis sur leurs lectures socio-anthropologiques / Yves Collard holds a bachelors degree in social communication, proposed an anthropological analysis of a Football World Cup, through daily press. For four years he was assistant-researcher in the FUCaM (now UCL-Mons), where he intervened in courses of « sociology of the media » and « analysis of the media systems », during which he proposed analyses relating to sports in the media. Since 1996, in Media Animation, he ensured around 1500 days of training on media-literacy (press, television, Internet, cinema, video games) and media contents (information, TV-reality, advertising, social networks,...), in which he develops a particular interest for popular cultural products. He is also invited as expert over these subjects. He is author or co-author of books or educational tools about media and media-literacy. He is author of several articles about the setting of sports events in the media.



CROS Marguerite

CLEMI – *Coordinatrice académique* – France



Le CLEMI est le centre du Ministère de l'éducation nationale français chargé de l'éducation aux médias. Créé en 1983, avec l'appui de son réseau, il assure des formations en France et à l'étranger (+ ou - 25 000 p./an), il organise des opérations comme la Semaine de la Presse et des Médias dans l'école (4 millions d'élèves participants), propose des outils pédagogiques et de réflexion et travaille étroitement avec un réseau de structures d'éducation aux médias dans le monde entier. Toutes ses actions sont développées à la fois autour de la réception et de la production de médias et donnent lieu à d'étroits partenariats avec professionnels des médias, parents ...

Coordonnatrice académique du Centre de Liaison de l'Enseignement et des Moyens d'Information (CLEMI - Ministère de l'Education Nationale) au Rectorat de Montpellier. Agrégée d'histoire géographie. Chargée de TD en « Médias, culture et communication » , membre de « l'Observatoire des pratiques médiatiques émergentes » Université Montpellier III. Responsable de formation et formatrice, chargée d'organiser et encadrer des formations d'enseignants dans le champ de l'éducation aux médias. Participation à des projets européens; accompagnement de projets pédagogiques premier et second degré dans le domaine des médias. Auteur d'articles et d'ouvrages pédagogiques autour de l'éducation aux médias. Auteur et responsable pédagogique d'une quinzaine de productions télévisées qui donnent la parole aux jeunes (*France5*), auteur et/ou réalisatrice de six documentaires qui traitent de la question de l'Ecole (*France 5/Public Sénat*).



DANGA Mihaela

Center for Independent Journalism (CIJ) – *Deputy director* – Romania



CIJ offers core courses and specialized training for journalists and students of journalists, providing consultants for media organizations, maintaining a journalism library, sponsoring debate clubs and symposia for journalists and public figures on issues of the day. CIJ organizes programs for the media in Bucharest and the countryside and offers equal opportunities to the participants, irrespective of their ethnic origin, beliefs or region they come from. CIJ is actively involved in advocacy, curricula development, media policy formulation and watch dogging. CIJ is one of the most visible and respected CSOs in Romania due to its implication in supporting civil society development, passing of favourable legislation and facilitating social dialogue. CIJ is part of

Southeast European Network for the Professionalization of Media (www.seenpn.org), a network of 15 media centers in 12 SEE countries. In 2006 CIJ completed a maximum of 2 mandates as the SEENPM president.

Mihaela Danga has been working with the CIJ since 1998. As the CIJ deputy director she is in charge of program writing and managing, with a focus on youth programs. A certified trainer, facilitator and evaluator, Mihaela Danga has organized media events and conducted training programs in Romania and abroad. As the secretary of the Southeast European Network for the Professionalization of Media (www.seenpm.org), she has acquired firsthand solid knowledge of the region. Mihaela Danga is a graduate of the University of Bucharest (Romanian and English Language and Literature); she also graduated various courses in librarianship (Romania, USA), NGO management and organizational development (Denmark, Croatia, Serbia).



DE THEUX Paul

Media Animation – *Directeur délégué* – Belgique



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and educational fields. Media and multimedia education : raising awareness with political authorities and education authorities, training teachers and educational mediators (social workers, educators,...), publishing educational works, setting up research actions. Media Animation coordinates and participates in different EC funded project: Educaunet, Media-educ, Mediappro, Euromeduc, MARS. Media Animation works actively to create a European network for media literacy and is an active member of the steering group of the European Charter for Media Literacy (www.euromedialiteracy.eu) / Média Animation est un centre de ressources en éducation aux médias et au multimédia pour la communauté francophone de Belgique. Il est reconnu et subsidié par le ministère de l’enseignement et de la culture. Il est aussi un centre de formation professionnelle et d’éducation permanente des adultes.



Paul Theux is deputy Director of Media Animation. He manages the resource centre in media education of Media Animation. He is also teaching assistant at the Catholic University of Louvain.



DE WIT Peter

Community Media Forum Europe (CMFE) – *President* – The Netherlands



CMFE was founded in 2004 after a series of European and international conferences which had made clear that there is a lack of information and participation of the Third Media Sector on a European level. In 2009 CMFE has been admitted as observer on the Steering Committee on the Media and new Communications Services (CDMC) and the newly formed Group of Specialists on New Media (NC-NM) of the Council of Europe (CoE). CMFE is part of the International Non-Governmental Organisations (INGO) conference. Currently, CMFE has 23 Individual Members, 31 Organisational Members, of which 16 National Federations, and 19 countries are represented.



FRACHON Claire

MediaEuropaDiversity – *Consultante, journaliste, chef de projets* – France

MediaEuropaDiversity, Auto-entrepreneur, Consultante médias et lutte contre les discriminations, montage de projets audiovisuels européens, intervenante dans écoles de journalisme et rencontres internationales.

Claire Frachon, European Media Consultant based in Paris, was projects leader on media and diversity at Institut Panos Paris from 2005 to 2009. She was producer for PSB France 3, hosting the Saga-Cités programme with a network of 11 European TV. Claire launched a series of programmes on cultural diversity and migration in Europe. In addition to having organized a number of international events, Claire is author of *Télévisions d'Europe et Immigration* (Ina, La Documentation Française, 1993), *European Television and Ethnic Minorities* (John Libbey, Luton University, 1995), *Médias et Diversité, de la visibilité aux contenus* (Karthala, 2008), and *Media and Cultural Diversity in Europe and North America* (Karthala, 2009) / Claire Frachon, aujourd'hui consultante Médias basée à Paris, a été chef de projets sur les médias et la diversité à l'Institut Panos Paris de 2005 à 2009. Elle a été journaliste/productrice pour la chaîne publique France 3, émission Saga-Cités pour laquelle elle a animé avec l'UER un réseau de 11 chaînes publiques européennes. Elle a initié une série d'émissions sur les identités culturelles et l'immigration en Europe. Elle est également conceptrice de plusieurs rencontres internationales et co-auteur de « *Télévisions d'Europe et Immigration* » (Ina, La Documentation Française, 1993), « *European Television and Ethnic Minorities* » (John Libbey, Luton University, 1995) « *Médias et Diversité, de la visibilité aux contenus* » (Karthala, 2008) et « *Media and Cultural Diversity in Europe and North America* » (Karthala, 2009).



GEEROMS Catherine

Media Animation – *Formatrice et chargée de projets européens* – Belgique



Media Animation ASBL is a media and multimedia education body for the Belgium French-speaking Community. It is recognized and subsidized by the Ministry of Education and Ministry of Culture. It is specialized for implementing research, information, training and educational publication. Media Animation's mission is to support operators in the field of education along two complementary action lines: 1/ Consultancy, audiovisual and multimedia production and 2/ professional production support to operators in the cultural and educational fields.

Media and multimedia education : raising awareness with political authorities and education authorities, training teachers and educational mediators (social workers, educators,...), publishing educational works, setting up research actions. Media Animation coordinates and participates in different EC funded projects: Educaunet, Media-educ, Mediappro, Euromeduc, MARS. Media Animation works actively to create a European network for media literacy and is an active member of the steering group of the European Charter for Media Literacy (www.euromedialiteracy.eu) / Média Animation est un centre de ressources en éducation aux médias et au multimédia pour la communauté francophone de Belgique. Il est reconnu et subsidié par le ministère de l'enseignement et de la culture. Il est aussi un centre de formation professionnelle et d'éducation permanente des adultes.

Catherine Geeroms is a media education trainer since 2009 for Média Animation. Her field of expertise is video games, advertising and entertainment. She also used to collaborate to European projects. After a degree in Information and Communication at UCL in 2003 (Université Catholique de Louvain), she collaborated as assistant researcher to the coordination of the European project Mediappro (www.mediappro.org). She was also the coordinator of a Belgian association which works in the field of media literacy with young people (www.acmj.be). From 2007 to 2009, she coordinates "Games and Education" projects for the Interactive Software Federation on Europe (ISFE) and led other media projects in collaboration with UCL and Media Animation as a consultant.



GOUVEIA Regina

Instituto Politécnico da Guarda – *Director Multimedia Communication Graduate / Teacher* – Portugal



My name is Maria Regina Gomes Gouveia. I was born and have always lived in Portugal. I have the masters and the doctorate in Communication Sciences by a Portuguese University. I am teacher in a Higher School of Education, Communication and Sport, of the Polytechnic Institute of Guarda-Portugal. I teach some curricular units, as Communication Ethics, Communication Theory and Semiotics. I am also developing a post-doctoral research project about "Journalism of proximity, immigration and ethnic minorities / Je m'appelle Maria Regina Gomes Gouveia. Je

suis née et ai toujours vécue au Portugal. J'ai la maîtrise et le doctorat en Sciences de la Communication par une université portugaise. Je suis professeure dans une école supérieure d'Éducation, Communication et Sport, de l'Institut Polytechnique de Guarda (Portugal). J'enseigne quelques unités pédagogiques, comme l'Éthique de la Communication, la Théorie de la Communication et la Sémiotique. Je développe maintenant un projet de recherche de post-doctorat sur « journalisme de proximité, l'immigration et les minorités ethniques ».



GRAPELOUX Claire

European Union Commission / DG Justice Unité Antidiscrimination et roms – *Information & Communication Officer* - Belgium



The EU acts on behalf of EU citizens to prevent them being discriminated against on grounds of racial or ethnic origin, religion or belief, disability, age or sexual orientation. The European Commission takes action to improve knowledge of discrimination by raising awareness among the population of their rights and obligations and also of the benefits of diversity; to support intermediary actors such as NGOs, social partners and equality bodies to improve their capacity to combat discrimination; to support the

development of equality policies at national level and encourage the exchange of good practices between EU countries; to achieve real change in the area of anti-discrimination through anti-discrimination training activities; and to push for business-oriented diversity management as part of a strategic response to a more diversified society, customer base, market structure and workforce. In addition to the two Directives (Racial Equality Directive and Employment Framework Directive), the European Commission adopted in July 2008 a Communication which presents a comprehensive approach to stepping up action against discrimination and to promoting equal opportunities and a Commission Decision creating a non-discrimination governmental experts group. The European Commission supports also equal treatment of the Roma, the EU largest ethnic minority. The European institutions and EU countries have a joint responsibility to improve the social inclusion and integration of Roma by using all the respective instruments and policies for which they are responsible. In the past, the EU has repeatedly stressed the need for better integration of Roma, such as in its April 2010 Communication on the economic and social integration of the Roma in Europe. Despite this, strong and proportionate measures are still not in place to tackle the deep-rooted problems facing a large proportion of the EU's Roma population. In order to step up a gear and ensure that national, regional and local integration policies focus on Roma in a clear and specific manner, on 5 April 2011 the Commission adopted a Communication on an EU Framework for National Roma Integration Strategies by 2020.



GUIDIKOVA Irena

Council of Europe / Cultural Policy and Dialogue – *Head of Division* – France



The Council of Europe (CoE), based in Strasbourg (France), covers virtually the entire European continent, with its 47 member countries. Founded on 5 May 1949, the Council of Europe seeks to develop throughout Europe common and democratic principles based on the European Convention on Human Rights and other reference texts on the protection of individuals. The Council of Europe aims at creating a common democratic and legal area throughout the whole of the continent, ensuring respect for its fundamental values: human rights, democracy and the rule of law, which are the foundations of a tolerant and civilised society and indispensable for European stability, economic growth and social cohesion. The main objectives of the CoE are to protect human rights, pluralist democracy and the rule of law; to promote awareness and encourage the development of Europe's cultural identity and diversity; to find common solutions to the challenges facing European society; to consolidate democratic stability in Europe by backing political, legislative and constitutional reform.

Irena GUIDIKOVA. A graduate of Political Science and Political Philosophy from the Universities of Sofia (BG) and York (UK), she has been working at the Council of Europe since 1994. Her carrier has taken her from the Directorate of Youth and Sport where she developed and carried out a large research programme, through a transversal 3-year project on the future of democracy in Europe, the Private Office of the Secretary General where she was a policy advisor, to her present job as Head of Division of Cultural Policy, Diversity and Dialogue and Manager of the Intercultural cities programme / Diplômée en Sciences politiques de l'Université de Sofia (Bulgarie), et en Philosophie politique de l'Université de York (Royaume-Uni), elle travaille au Conseil de l'Europe depuis 1994. Elle commence sa carrière à la Direction de la



Jeunesse et du Sport, où elle développe et met en œuvre un important programme de recherche pour un projet transversal de 3 ans sur l'avenir de la démocratie en Europe. Elle occupe ensuite la fonction de conseiller politique au Cabinet du Secrétaire général. Elle est actuellement chef de la Division des politiques culturelles, de la diversité et du dialogue.



GUILBERT Thierry

Institut Pratique du Journalisme (IPJ) – *Directeur adjoint* – France



L'institut pratique du journalisme, créée en 1978, par l'historien Pierre Miquel, président fondateur. L'IPJ est une école de journalisme reconnue (reconnaissance CPNEJ) et délivre un diplôme BAC + 5 ainsi qu'un master de journalisme de l'Université Paris-Dauphine. L'Université Paris Dauphine, créée en 1968, bénéficie dès sa création, d'une large autonomie en matière d'innovations scientifiques et pédagogiques, et développe un projet ambitieux fondé sur une offre de cursus cohérente, pluridisciplinaire, sélective et professionnalisée. Dauphine devient un grand établissement, en 2004. IPJ et Dauphine ont tissé des liens étroits, sur un plan pédagogique afin de permettre aux étudiants d'obtenir à l'issue de leur cursus, un double diplôme : Diplôme BAC + 5 d'IPJ et Master de journalisme de l'Université Paris Dauphine. IPJ et l'Université Paris Dauphine développent ensemble une politique active en matière de diversité, au travers de la Fondation Dauphine.

Thierry Guilbert, 39 ans est directeur Adjoint de l'Institut pratique du journalisme (IPJ Paris Dauphine). Dans cette fonction nouvellement créée par l'IPJ, il a en charge le développement de l'école, la responsabilité pédagogique ainsi que le placement professionnel des étudiants de seconde année. Il a également en charge une mission « diversité et égalité des chances » qu'il développe, depuis 2004, en créant la première filière apprentissage en direction des lycées de la région Ile-de-



France. Diplômé de l'Institut supérieur de la communication, de l'École Supérieure de Réalisation Audiovisuelle, en 1994, Thierry Guilbert était depuis 2004, Responsable de l'apprentissage à l'IPJ. Il fut précédemment journaliste spécialisé dans les nouveaux médias et l'audiovisuel. Il a également fait partie de l'équipe fondatrice de la filiale française de Silicon Media Group et a été reporter et chroniqueur pour l'émission *Les Ecrans du savoir sur la Cinquième*.



HANOT Muriel

Conseil supérieur de l'audiovisuel (CSA) / Communauté française – Directrice des Etudes et Recherches – Belgique



Le Conseil supérieur de l'audiovisuel (CSA) est chargé de la régulation de l'audiovisuel de la Fédération Wallonie-Bruxelles (Belgique). Ses missions sont principalement de contrôler le respect des obligations des éditeurs, des distributeurs de services et des opérateurs de réseaux (câblodistributeurs, Belgacom, RTBF, ...). Le CSA est composé de deux Collèges : une instance d'avis chargée de rendre des avis sur toute question relative à l'audiovisuel et une instance décisionnelle chargée d'attribuer les autorisations d'émettre aux télévisions et radios privées établies en Fédération Wallonie-Bruxelles, de contrôler le respect des obligations des éditeurs, distributeurs de services et opérateurs de réseaux et de sanctionner les infractions à ces obligations.

Muriel Hanot has a PhD in communication studies, a BA in journalism and a BA in history (UCL – Belgium). She's director of Research and Studies at the CSA. Earlier she has followed a research career as research fellow and postdoctoral researcher at the department of communication of the UCL (Belgium). Her favourite subjects were TV reception and uses, history of media... She has been visiting lecturer in several Belgian universities (FUSL, FUNDP, FUcAM) giving different communication courses (semiology, pragmatic, media history...). She presently gives lecture at the UCL on research methods. She has written *Télévision : réalité ou réalisme ?* (INA/De Boeck, 2002), directed *50 ans de RTBF : L'extraordinaire jardin de la mémoire*, vol. 1 : *Télévision* (Musée de Mariemont, 2004) and published numerous articles on TV including *Transposition SMA en Communauté française*, in *Auteurs & Médias*, 2009/4 (with V. Straetmans) / En tant que directrice des études et des recherches au CSA, Muriel Hanot a la charge des études relatives à l'évolution culturelle, sociologique, économique et technologique des questions de production, de programmation et de consommation audiovisuelles. Dans ce cadre, elle assure également la coordination des travaux du Collège d'avis du CSA. Licenciée en histoire, licenciée en communication sociale et docteur en communication, elle est entrée au CSA en 2005 où elle a géré pendant plusieurs années les dossiers et questions liés à l'audiovisuel public (RTBF, télévisions locales) et à l'information. Elle avait auparavant travaillé comme chercheur FNRS au département de Communication de l'UCL, notamment dans le domaine de l'histoire, de la réception, des usages et des appropriations de la télévision. Elle dispose également d'une expérience dans le domaine de l'enseignement universitaire où elle a assumé et assume encore la charge de certains cours dans différents domaines de la communication (sémio-pragmatiques, socio-histoire des médias, méthodes de recherche...). Elle a publié, notamment, *Télévision : réalité ou réalisme ? Introduction à l'analyse sémiopragmatique des discours télévisuels*, (INA/De Boeck, 2002), a dirigé *50 ans de RTBF : L'extraordinaire jardin de la mémoire*, vol. 1 : *Télévision* (Musée de Mariemont, 2004) ainsi que de nombreux autres articles consacrés à la télévision.



JAQUIN Patrick

France Télévisions / Service de la Médiation – Rédacteur en chef – France



francetélévisions

Depuis la loi du 7 mars 2009, France Télévisions regroupe au sein d'une même entreprise les 5 diffuseurs France 2, France 3, France 4, France 5 et RFO. Société de service public, France Télévisions s'impose comme la principale offre télévisuelle française en rassemblant plus d'un tiers de l'audience nationale. Affichant une ligne éditoriale différente et ambitieuse et offrant toujours plus de place à la culture et à la création, France Télévisions se veut au service du public, de tous les publics. Composant un bouquet de chaînes aux identités fortes et complémentaires, France Télévisions est présent sur tous les genres de programmes et offre à chaque instant un vrai choix au téléspectateur. Avec 424 millions d'euros investis en 2008 dans tous les genres audiovisuels et cinématographiques, France Télévisions apparaît plus que jamais comme un acteur incontournable de la création française et comme le premier média culturel en France. Outre le soutien à la création audiovisuelle, France Télévisions s'engage en faveur de missions citoyennes : la diversité, le handicap, le développement durable et le soutien aux causes d'intérêt général. France Télévisions cultive sa différence en développant sur ses antennes comme au sein de l'entreprise, la représentation de la France telle qu'elle est : ouverte, rassemblée et multiculturelle. Le bouquet France Télévisions est un média citoyen, un média durable, un média responsable, qui fait de sa relation privilégiée avec les téléspectateurs la colonne vertébrale de sa stratégie. Cette différence est la marque du service public. Parce que France Télévisions veut faire évoluer les mentalités, une mission sur la représentation de la diversité dans les œuvres de création a été mise en place dès 2008. En 2009, France Télévisions a poursuivi son engagement avec la mise en place d'un Comité permanent de la diversité, composé de personnalités extérieures et de collaborateurs de France Télévisions.

Actuellement rédacteur en chef de l'émission « Votre télé et vous », Service de la médiation. Avril 1999 / octobre 2006 : Union européenne de radio télévision (Genève), Chef du service de la communication ; 1990 / 1999 : Radio France Internationale, Chef du service de la communication et chef du service des relations avec les auditeurs.



KAHN Ibrar

BBC / Central ITV – Journalist / Diversity advisory Panel Member – United Kingdom



BBC: The British Broadcasting Corporation is a public service broadcaster with its headquarters based in London and Manchester. The BBC is completely independent of the government and operates under the Royal Charter. It is also the largest broadcaster in the world and employs over 23,000 people and was founded in 1922. **ITV:** Independent Television is the biggest commercial public service TV network in the United Kingdom and was launched in 1955 to provide competition to the BBC, it is also the oldest commercial network in the UK. **93.5 UnityFM:** UnityFM came from the beginnings of a local RSL in



Birmingham called Radio Ramadhan Birmingham, it is now full time a non-profit making Community Radio station serving the needs of some of the most deprived wards in Birmingham, particularly focusing on the diverse Muslim communities within the city.

I am a BJTC certified Broadcast Journalist with an array of practical skills including interviewing, news/copy and press release writing, digital recording and using editing equipment/software. I have newsroom practice and have examined Media law in detail along with reporting in courts and main public institutions. I aspire to produce stimulating yet entertaining radio. I have over 15 years worth of experience working in ethnic media as well as in print, radio, online, TV and PR and experienced working for media companies such as the *BBC*, *ITV*, *The Mirror* and *Birmingham Mail*. I've worked as a journalist, producer, researcher, press officer, studio and production manager within the media industry; producing scripts, bulletins, dramas, features, reports, jingles/ads.





KLEIN Judith

MTV / Hungarian Television Co. – Editor – Hungary



I work for the public service television in Hungary. It has two channels and was founded 1956. Since then the company serves the countries audience with the first channel terrestrial and the second through satellite. I started to work as journalist 1993 and I am still that time working for minority programs. It is more than a job for me, in this part you are not only journalist, but part of the community. I live in Pécs and work in one of the regional studios.



KRUCSAY Suzanne

Formerly / Federal Ministry of Education, Culture and Arts – Head of Media Department – Austria

Media department at the Austrian Ministry of Education, the Arts and Culture: dealt with media both as vehicles in the different subjects and texts in their own right; production/distribution of adequate media to be used in the various disciplines / Media department Ministère de l’Enseignement, des Arts et de la Culture: s’occupait avec Media Animation d’éducation aux et par les media ; production/distribution des media pour toutes les disciplines scolaires.

Born in Budapest, Hungary; secondary and tertiary education (English and German philology) in university of Vienna; 16 years teacher and teacher trainer, 24 years at the ministry / Née à Budapest, Hongrie; education secondaire et tertièr (philologie Anglaise et Germanique) Université Vienne; 16 ans professeur; 24 ans au ministère.



LAANAN Fadila

Gouvernement de la Communauté française – Ministre de la Culture, de l’Audiovisuel, de la Santé et de l’Egalité des chances – Belgique



GOUVERNEMENT DE LA COMMUNAUTÉ FRANÇAISE DE BELGIQUE



LAINÉ Anna-Maija

The Finish Society of Media Education – Coordinator – Finland

The Finnish Society on Media Education, founded in 2005 by Finnish researchers and practitioners within media education, is an association operating nation-wide in two main languages (Finnish and Swedish). The society and its activities are funded by the Ministry of Education and culture. Our aim is to support and develop the field of

research and practices concerning media education, contribute to the public debate and provide opportunities to share media educational experiences online and offline. We have about 200 personal members from all over the country (teachers, early childhood pedagogues, social workers, librarians and more). In 2011, we have nearly 50 community members, among them are film centres, youth centres, culture centres, associations, companies etc.

Anna-Maija Laine is one of two coordinators at the Finnish Society on Media Education. She has studied media culture, and in her studies she specialized in TV and film scriptwriting and directing. Laine has worked as well with TV and film, as with child care and youth work, and has actively promoted media usage in her own hobbies, such as scouting. As a coordinator at the Finnish Society on Media Education Laine has the main responsibility for the administration of the websites mediaeducation.fi (eng) and mediekunskap.fi (swe), as well as international and national, Swedish-speaking affairs.



LECOMTE Michel

RTBF – Chef de rédaction Sport, Radio-TV - Belgique



La RTBF est la radio télévision publique en Belgique francophone. Elle dépend de la Communauté Française de Belgique et est subsidiée par elle, en plus des recettes publicitaires. Elle a 3 chaînes TV, 5 chaînes Radio et un Site Internet en plein développement. Au niveau de l'information, elle tend vers l'application de l' « info 360° » qui implique que les sujets sont déclinés simultanément, autant que possible, dans les trois media / RTBF is the governmental radio & tv station of the French speaking community in Belgium. She works with public funds, and advertisement funds. She brings 3 TV channels and 5 radio channels, plus a very fast developing Internet Site. The information tends to achieve a "360° info", that implies that, if possible, every news item is simultaneously declined in the 3 media

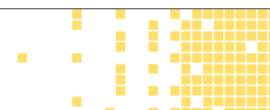


LIEBERMANN Patrick

Gouvernement de la Communauté française / Ministre de la Culture, de l'Audiovisuel, de la Santé et de l'Égalité des chances – Coordinateur de la cellule égalité des chances – Belgique



GOUVERNEMENT DE LA COMMUNAUTÉ FRANÇAISE DE BELGIQUE



LORGE Carine

Media Animation – Responsable financière et administrative – Belgique



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Diplômée en Comptabilité. 12 ans d'expérience de gestion administrative et financière dans le secteur associatif. Expérience en coordination administrative et budgétaire de multiples subventions, coordination d'équipe administrative.



MARTIN Razvan Christian

Media Monitoring Agency – Project Manager – Romania



ActiveWatch

ActiveWatch - Media Monitoring Agency is a human rights organization advocating free communication in the public interest. *ActiveWatch objectives* are: • to consolidate access to information, freedom of the press and freedom of expression; • to advocate for the improvement of public policies regarding human rights, mass media and good governance; • to fight social inequity, racism, discrimination and intolerance; • to develop media consumers' critical sense towards media messages; • to develop programs which improve social dialogue; • to develop social research programs. ActiveWatch is engaged in a large array of activities, with an emphasis on human rights monitoring, advocacy, direct intervention, education, and media research and permanently collaborates with local and international NGOs. *International partnerships:* ActiveWatch is part of the Reporters without Borders Network and represents this organization in Romania.

Birth date: 11.06.1976, Education: graduate in finance 2000, 2001-2002 EVS at Barnimer Alternative e.v., Berlin. I have been working with ActiveWatch-MMA since late 2002. My activities have ranged from media monitoring, to working in anti-discrimination projects and to coordinating the FreeEx Department, which advocates freedom of speech and aims to protect the right of journalists. I have been contributing to the annual Press Freedom reports in Romania since 2002, to annual reports of SEEMO about press freedom in Romania, to the "Media: the business of ethics, the ethics of business".



MASTROGIANNAKIS Diamantis

**Université de Lille / Equipe de Recherche Septentrionale "Sport & Société" –
Conférencier – France**



The most important scientific centre in Sport Sciences in the North of Paris, ER3S (Equipe de Recherche Septentrionale "Sport et Société) is a research group recognised by the French Ministry of Higher Education and Research. The centre covers three main research fields: sport, Innovation and Communication / Sport, Education and Health / Sport, Violence and Regulation / L'Equipe de Recherche Septentrionale Sport et Société (ER3S) est un laboratoire de recherche universitaire qui mène entre autres des recherches dans le domaine des médias et plus précisément dans le domaine de la responsabilité sociale des médias et des journalistes.

In June 2010 I defended my PhD dissertation entitled "The regulation of hooliganism in Greece: games and stakes of counter hooligan policies". Actually, I am a contractual lecturer in the University of Lille 2 at the Department of Physical Education and Sport and I am also engaged in a post doctoral research at the Durham University in the School of Applied Social Sciences, Institut for Hazard and Risk Management; the title of my research is "*Preparing the Games: cross border security governance of the 2012 Olympic Games. The case of U.K and France*".



MELI Anna

Consultant – Independant Media & Diversity Expert – Italy



Currently independent consultant on media and diversity, I've been working for more than 10 years for COSPE, an Italian NGO managing Italian and European projects and activities on media and diversity. Degree in Political Sciences and expert in intercultural communication, I'm working now on research, consulting and training activities for the promotion of diversity in the media in Italy. Actuellement consultante indépendante sur médias & diversité, j'ai travaillé pendant plus de 10 ans comme responsable de projets et des activités sur l'immigration et les médias pour l'ONG COSPE. Diplômée en sciences politiques et expert en communication interculturelle, je travaille maintenant en recherche, formation et consultante sur Médias & Diversité en Italie.



MISCHLER Sarah

Université de Lille / Equipe de Recherche Septentrionale "Sport & Société" – Maître de conférences – France



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Maître de conférences à la faculté des sciences du sport et de l'éducation physique de l'université de Lille 2, spécialiste des études quantitatives.



MORINIÈRE Pamela

EFJ / IFJ – European / International Federation of Journalists – *Authors’rights, gender and projects officer* – Belgium



The European Federation of Journalists (EFJ) is a regional organisation of the International Federation of Journalists (IFJ). It is created within the framework of the IFJ Constitution to represent the interests of journalists' unions and their members. The EFJ is Europe’s largest organisation of journalists, representing about 260.000 journalists in over thirty countries. The EFJ fights for social and professional rights of journalists working in all sectors of the media. The EFJ is recognized by the European Union, the Council of Europe and the European Trade Union

Confederation as the representative voice of journalists in Europe. The EFJ has its headquarters in Brussels. The EFJ supports its affiliates to foster trade unions, to recruit new members and to maintain or create environments in which quality, journalistic independence, pluralism, public service values and decent work in the media exist / La Fédération Européenne des Journalistes (FEJ) est une organisation régionale de la Fédération Internationale des Journalistes (FIJ). Elle a été créée dans le cadre des Statuts de la FIJ afin de représenter les intérêts des syndicats des journalistes et de leurs membres. La FEJ est l’organisation rassemblant le plus grand nombre de journalistes en Europe et représente environ 260.000 journalistes dans plus de 30 pays. La FEJ lutte en faveur des droits sociaux et professionnels des journalistes actifs dans tous les secteurs des médias. La FEJ est reconnue par l'Union européenne, le Conseil de l'Europe et la Confédération européenne des syndicats comme étant l'organisation habilitée à s'exprimer au nom des journalistes d'Europe. La FEJ a son siège à Bruxelles. Elle apporte son soutien à ses syndicats membres dans l'Europe entière pour promouvoir les syndicats, recruter de nouveaux membres et pour maintenir ou créer des environnements dans lesquels la qualité, l'indépendance journalistique, le pluralisme, les valeurs de service public et le travail décent sont une réalité.

Authors’ Rights, Gender and Project officer of the European/international Federation of Journalists. Pamela holds Masters’ degrees in Intellectual property law (DEA) and commercial law (L.L.M.) and a diploma in journalism. Prior to joining the IFJ in 2002 she worked for a Brussels-based consultancy. Pamela also worked in 2006-2007 for the Media Entertainment and Arts Alliance, the Australian union of journalists in Sydney. At the IFJ she has run various campaigns and projects to support the authors’ rights system across Europe, defend press freedom, promote gender equality and non-discrimination at work and in news content. She is heavily involved in the IFJ campaign for Ethical journalism.



Ó SIOCHRÚ Seán

Consultant – *MARS Evaluator* – Ireland



I am the MARS Evaluator, and as such not a participant in the event, but an observer and facilitator.

Seán O Siochrú has over 25 years of experience in project and programme evaluation at local to global levels, and is also active in media as a writer and on the board of a community television channel.



ORBAN de XIVRY Anne-Claire

Consultante Education aux media – Italy



Mainly as coordinator of a Youth organization of Media Education (Action Cine Medias Jeunes – Belgium), Anne-Claire Orban has developed different kinds of expertizes in the field of Media Education, especially about young people and their web practices. She has developed some projects, tools, trainings and conferences. She was also member of the Council Superior of Media Education (CSEM – Belgium) et participated at different European Meetings of Media Education. During three years, she was also teacher about "Uses and Web: challenges and future" in Institut des Hautes Etudes des Communications Sociales (IHECS, Brussels). Recently settled in Italy, Anne-Claire

Orban is still passionate about the challenges of citizenship and creativity of Media Education and develops different collaborations / Principalement en tant que coordinatrice de l'organisation de jeunesse d'éducation aux médias (Action Ciné Médias Jeunes - Belgique), Anne-Claire Orban a développé différents types d'expertises dans le domaine de l'éducation aux médias, notamment autour des jeunes et leurs pratiques numériques. Elle y a développé des projets multiples à l'attention des jeunes, des outils pédagogiques, des formations et des conférences. A ce titre, elle a notamment siégé au Conseil Supérieur de l'Education aux Médias (Belgique) et a participé à diverses rencontres européennes de l'éducation aux médias. Elle a également pris pendant trois ans la charge d'un cours « Usages du Web : enjeux et perspectives » à l'Institut des Hautes Etudes des Communications Sociales (IHECS, Bruxelles). Récemment installée en Italie, Anne-Claire Orban reste passionnée par les enjeux citoyens et créatifs de l'éducation aux médias et met sur pieds diverses collaborations en ce domaine.



PAPAYRE Sonia

Council of Europe / EPAS - Enlarged Partial Agreement on Sport – Deputy Executive Secretary – France



The Council of Europe (CoE), based in Strasbourg (France), covers virtually the entire European continent, with its 47 member countries. Founded on 5 May 1949, the Council of Europe seeks to develop throughout Europe common and democratic principles based on the European Convention on Human Rights and other reference texts on the protection of individuals. The Council of Europe aims at creating a common democratic and legal area throughout the whole of the continent, ensuring respect for its fundamental values: human rights, democracy and the rule of law, which are the foundations of a tolerant and civilised society and indispensable for European stability, economic growth and social cohesion. The main objectives of the CoE are to protect human rights, pluralist democracy and the rule of law; to promote awareness and encourage the development of Europe's cultural identity and diversity; to find common solutions to the challenges facing European society; to consolidate democratic stability in Europe by backing political, legislative and constitutional reform.



The Enlarged Partial Agreement on Sport (EPAS) aims to promote sport and emphasise its positive values. It establishes international standards and develop a framework for a pan-European platform of intergovernmental sports co-operation. At the same time, it provides support to public authorities of EPAS

member States, sports federations and NGOs to promote sport and make it healthier, fairer and better governed / L'Accord partiel élargi sur le sport (APES) a pour objectif de promouvoir le sport et de souligner ses valeurs positives. Il établit des normes internationales et développe un cadre pour une plateforme paneuropéenne de coopération intergouvernementale dans le domaine du sport. Il apporte également son soutien aux autorités publiques des Etats membres de l'APES, aux fédérations sportives et aux ONG, afin de promouvoir le sport et de le rendre plus sain, plus juste et mieux gouverné.

Sonia Parayre is a Council of Europe staff member presently working in Strasbourg as Deputy Executive Secretary of the Enlarged Partial Agreement on Sport. Among her activities, she is responsible for coordinating a pan-European programme promoting diversity and fighting against discrimination in and through sport. This programme will cover all grounds of discrimination listed in human rights treaty such as the European Convention on Human Rights, i.e. discrimination based on ethnicity, gender, disability, religion, sexual orientation, etc. Sonia Parayre is a French lawyer who joined the Council of Europe in 2000. She was previously co-Secretary of the Secretariat of the European Charter for Regional or Minority Languages and worked in several departments of the Directorate General of Legal Affairs, the Directorate General of Human Rights, the Parliamentary Assembly and the Council of Europe Field Office in Kosovo. Sonia Parayre has lectured in several Universities in Europe, notably the University of Paris Sorbonne, and has written articles in international law and human rights law. / Mme Sonia Parayre est administratrice au Conseil de l'Europe, travaillant actuellement à Strasbourg comme Secrétaire Exécutive adjointe de l'Accord Partiel Elargi sur le Sport. Parmi ses activités, elle coordonne un programme pan-européen visant à promouvoir la diversité et combattre les discriminations dans le sport et grâce au sport. Ce programme couvre toutes les discriminations recensées dans les traités de protection des droits de l'homme comme la Convention européenne des droits de l'homme, par exemple les discriminations basées sur l'appartenance ethnique, le genre, le handicap, la religion, l'orientation sexuelle, etc. Sonia Parayre est une juriste française qui a rejoint le Conseil de l'Europe en 2000. Précédemment elle exerçait les fonctions de Co-secrétaire de la Charte européenne des langues régionales ou minoritaires et a travaillé au sein de différents départements de la Direction Générale des Affaires Juridiques, de la Direction Générale des Droits de l'homme, de l'Assemblée Parlementaire et du Bureau extérieur du Conseil de l'Europe au Kosovo. Sonia Parayre a enseigné dans diverses Universités en Europe, notamment à la Sorbonne, et a écrit des articles relatifs aux droits de l'homme et au droit international.



PEREIRA Luis

Communication and Society Research Centre / University of Minho – Researcher – Portugal



Universidade do Minho

Communication and Society Research Centre is a permanent research structure affiliated with the Institute of Social Sciences at the University of Minho (Portugal). It was created in September 2002 to provide an institutional framework for integrating the growing body of research and the increasing number of researchers in the Department of Communication Sciences. CECS aims to promote and strengthen the status of Communication Sciences within the framework of Social Sciences; to develop research on Communication Sciences within the Portuguese Speaking Countries; and to reinforce relations with similar organisations in Portugal and abroad.

I'm a researcher at the Communication and Society Research Centre and, presently, I'm finishing a PhD at University of Minho (Portugal) with the support of the Portuguese Foundation for Science and Technology. The main theme of my investigation is the Media Literacy and the Information Society Policies. In 2007, I presented my Master thesis on Educative Technology at the same University, a study with Portuguese teenagers about their perspectives and perceptions related to Videogames. For the last 4 years I have been integrating some research projects related to the main theme of Media Literacy, being a member of the team who was awarded with the Evens Prize for Media Education 2009 with a project that consisted in produce support material to develop media education among families, schools and society in general.



RANIERI Maria

Italian Association for Media Education (MED) / University of Florence – Assistant Professor – Italy

The Italian Association for Media Education (MED) is a non-profit organization established in 1996 in Rome by a group of university professors, school teachers and media professionals. The objectives of its mission are: to create a network among all the people who are interested in the relationship between media and children/adult education; to promote research, study and experimentation in the field of media education, media studies and pedagogy; to foster the collaboration among the different stakeholders. One of the most important initiatives organized by the Association since 1996 is the Summer School in Corvara where media educators are formed and trained (both at theoretical and practical level). In Corvara every year national/international scholars, school teachers and educators, students, media professionals meet and confront each other about the issues and concerns regarding the promotion of an active citizenship through Media Education.

PhD in "Telematics and Information Society", she is assistant professor at the Dipartimento di Scienze dell'Educazione e dei Processi culturali e formativi of the Università degli Studi di Firenze. Since 2001 she has been involved in the research activities of the "Educational Technology Laboratory" (<http://www.lte.unifi.it>) of the Università degli Studi di Firenze and is currently member of the executive council of the Italian Association of Media Education (MED). Her main research areas include theory and methodology relating to media and technology in education, as well as work around teachers' practices and students' learning. She recently published: *Media Education in Action. A Research Study in Six European Countries*, FUP, Firenze, 2010 (with A. Parola).



RAZZOLI Damiano

Intercultural Centre Mondinsieme – Intercultural Communication Officer – Italy



**Centro Interculturale
MONDINSIEME**
Intercultural Centre

The Intercultural Centre Mondinsieme was born in 2001 to focus on cultural processes of integration of foreigners. Ten years later, it has become a Foundation, implementing many projects in the field of cultural diversity promotion, citizenship with intercultural association and second generation youngsters, of media and diversity, of education against racism in the schools, of intercultural communication and relation with workers and companies / Le Centre Interculturel Mondinsieme est active du 2001. Pendant le 2011, il prend le statut de Fondation. L'activité du Centre se concentre sur l'intégration dans une perspective interculturelle, afin de prévenir les situations de marginalisation culturelle et la ghettoïsation des citoyens étrangers et, au même temps, l'émergence du radicalisme et de l'idéologie du multiculturalisme. Il a développé plusieurs projets sur la citoyenneté avec les jeunes de seconde génération et les associations interculturelles, sur les médias et la diversité, sur la promotion de la diversité culturelle, sur l'éducation contre le racisme dans les écoles, sur la communication interculturelle avec les travailleurs et la société.

Graduated in Communication Sciences at the University of Modena e Reggio Emilia, he holds a PhD in Semiotics from the University of Bologna with researches on media, memory, and cultural identity. He has been teaching new media and visual communication since 2009 at the University of Modena and Reggio Emilia. He has been working as journalist for more than 10 years. Since 2011, he is the Intercultural Communication Officer at the Intercultural Centre Mondinsieme / Diplômé en Sciences de la Communication à l'Université de Modena et Reggio Emilia, il est titulaire d'un Doctorat en Sémiotique à l'Université de Bologna suite à une recherche sur les relations entre journalisme, mémoire sociale et identité culturelle. Il enseigne Web Media et Communication Visual à l'Université de Modena et Reggio Emilia depuis 2009. Il a commencé à faire du journalisme il y a plus de 10 ans. En 2011, il est devenu le responsable pour la communication interculturelle de la Fondation Mondinsieme.





RENARD Yves

ESJ Lille – Ecole Supérieure de Journalisme – *Directeur ESJ International – France*



ÉCOLE
SUPÉRIEURE
DE JOURNALISME
DE LILLE

Ecole supérieure de journalisme de Lille. Créée en 1924, l'École supérieure de journalisme de Lille (ESJ Lille) est l'une des premières écoles professionnelles de formation au journalisme en Europe. La formation initiale au journalisme demeure la mission première de l'ESJ. Les soixante étudiants sélectionnés chaque année par concours reçoivent pendant deux ans une formation «polymédia» (radio, télé, presse écrite, agence, multimédia). Un accord avec l'IEP de Lille permet, depuis 2011, de mettre en place un concours commun et d'attribuer un double diplôme aux étudiants (celui de l'ESJ Lille et celui de l'IEP de Lille). Une classe préparatoire «égalité des chances», créée en 2009, permet d'accompagner chaque année 20 jeunes, sélectionnés sur critères sociaux et scolaires, afin qu'ils puissent présenter dans les meilleures conditions possibles les concours des écoles de journalisme. L'ESJ Lille propose également deux filières spécialisées. D'une part la filière "Journaliste et scientifique", développée en partenariat avec Lille 1, qui forme au journalisme des étudiants déjà titulaires d'une maîtrise ou d'un master scientifique et technique. D'autre part la filière PHR (presse hebdomadaire régionale), objet d'un partenariat avec le Syndicat de la Presse Hebdomadaire Régionale et Lille 3, qui forme une vingtaine de stagiaires au travail de journalisme en locale, à destination des hebdomadaires régionaux. L'ESJ propose également des formations en alternance (contrats de professionnalisation), à Montpellier, en région parisienne et à Lille. Les activités de formation continue (pour les journalistes et pour les communicants) sont mises en oeuvre par ESJ PRO (<http://esj-pro.fr>). L'ESJ Lille n'oublie pas d'être internationale. Elle intervient régulièrement dans de nombreux pays en Europe, en Afrique en Asie... Un Master International en Management des Médias (en partenariat avec l'IAE de Lille et Canal France International) est proposé en formation traditionnelle et en formation en ligne. L'ESJ s'est dotée d'un «pôle recherche» sur les métiers du journalisme, lieu de rencontres et de réflexion pour les journalistes et les chercheurs. Elle publie aussi, en partenariat avec l'Université Laval (Québec), la revue "Les Cahiers du journalisme". L'ESJ Lille est membre du PRES Université Lille Nord de France, de la CRGE (Conférence régionale des grandes écoles), de l'Agence Universitaire de la Francophonie, de la Conférence Permanente de l'Audiovisuel Méditerranéen (COPEAM). Elle assure également le secrétariat général du Réseau Théophraste, réseau mondial de centres francophones de formation au journalisme, créé à l'initiative de l'ESJ Lille en 1994.

Yves RENARD est journaliste et directeur du département Développement France et International de l'ESJ Lille depuis septembre 2007. Ce département travaille comme opérateur ou sous-traitant auprès de nombreuses organisations internationales telles que l'Union Européenne, le ministère français des Affaires Etrangères, des agences de l'ONU, mais aussi en partenariat avec des collectivités locales ou universités françaises. Avant de travailler à l'ESJ Lille, Yves Renard a été pendant cinq ans rédacteur en chef de Radio Okapi, la radio des Nations-Unies implantée à Kinshasa (RDC) qui emploie environ 200 personnes et écoutée par 20 millions de gens en Afrique centrale. Encore avant cela, Yves Renard était rédacteur en chef de différents médias français du service public pour la radio et pour la télévision à Radio France et France Télévisions.



SCHOLLER Françoise

France Télévisions – Journaliste – France



francetélévisions

Depuis la loi du 7 mars 2009, France Télévisions regroupe au sein d'une même entreprise les 5 diffuseurs France 2, France 3, France 4, France 5 et RFO. Société de service public, France Télévisions s'impose comme la principale offre télévisuelle française en rassemblant plus d'un tiers de l'audience nationale. Affichant une ligne éditoriale différente et ambitieuse et offrant toujours plus de place à la culture et à la création, France Télévisions se veut au service du public, de tous les publics. Composant un bouquet de chaînes aux identités fortes et complémentaires, France Télévisions est présent sur tous les genres de programmes et offre à chaque instant un vrai choix au téléspectateur. Avec 424 millions d'euros investis en 2008 dans tous les genres audiovisuels et cinématographiques, France Télévisions apparaît plus que jamais comme un acteur incontournable de la création française et comme le premier média culturel en France. Outre le soutien à la création audiovisuelle, France Télévisions s'engage en faveur de missions citoyennes : la diversité, le handicap, le développement durable et le soutien aux causes d'intérêt général. France Télévisions cultive sa différence en développant sur ses antennes comme au sein de l'entreprise, la représentation de la France telle qu'elle est : ouverte, rassemblée et multiculturelle. Le bouquet France Télévisions est un média citoyen, un média durable, un média responsable, qui fait de sa relation privilégiée avec les téléspectateurs la colonne vertébrale de sa stratégie. Cette différence est la marque du service public. Parce que France Télévisions veut faire évoluer les mentalités, une mission sur la représentation de la diversité dans les œuvres de création a été mise en place dès 2008. En 2009, France Télévisions a poursuivi son engagement avec la mise en place d'un Comité permanent de la diversité, composé de personnalités extérieures et de collaborateurs de France Télévisions.

Depuis septembre 1996, journaliste spécialisée à la Rédaction Européenne de France Télévisions. Réalisation de sujets d'actualité magazine, en particulier pour "Avenue de l'Europe", magazine hebdomadaire consacré à l'Europe. Avant cela, depuis fin 1979, toute ma carrière a été consacrée à l'Europe. En tant que journaliste freelance, j'ai fait du travail d'enquête, de reportage et de rédaction de l'actualité européenne et des activités des différentes institutions. (correspondante particulière du quotidien national "La Libre Belgique, de l'Agence internationale de presse "Associated Press", et de la Radio Suisse Romande). Petite pause journalistique de 1988 à 1991 pour raisons "maternelles", années toujours consacrées à la l'Europe par le biais de la littérature. (Déléguée Générale du Carrefour des Littératures Européennes) / Since 01-09-1996: Specialized journalist on the European Desk of France Télévisions. News and magazine reports. Before that, freelance journalist for Associated Press, Radio Suisse Romande and the national Belgian daily newspaper "La Libre Belgique". In depth and news reporting on European affairs and in particular the work of the Strasbourg-based institutions.



SCHWEITZER Eric

CLEMI – Formateur – France



Le CLEMI est le centre du Ministère de l'éducation nationale français chargé de l'éducation aux médias. Créé en 1983, avec l'appui de son réseau, il assure des formations en France et à l'étranger (+ ou - 25 000 p./an), il organise des opérations comme la Semaine de la Presse et des Médias dans l'école (4 millions d'élèves participants), propose des outils pédagogiques et de réflexion et travaille étroitement avec un réseau de structures d'éducation aux médias dans le monde entier. Toutes ses actions sont développées à la fois autour de la réception et de la production de médias et donnent lieu à d'étroits partenariats avec professionnels des médias, parents ...

Enseignant spécialisé puis conseiller pédagogique TICE. Actuellement formateur audiovisuel au CleMI. Joueur, entraîneur et responsable technique d'une école de rugby.



SERPIERI Massimo

European Union Commission / DG Justice – Unit DG4 Anti-Discrimination – Policy Officer
– Belgium



The EU acts on behalf of EU citizens to prevent them being discriminated against on grounds of racial or ethnic origin, religion or belief, disability, age or sexual orientation. The European Commission takes action to improve knowledge of discrimination by raising awareness among the population of their rights and obligations and also of the benefits of diversity; to support intermediary actors such as NGOs, social partners and equality bodies to improve their capacity to combat discrimination; to support the development of equality policies at national level and encourage the exchange of good practices between EU countries; to achieve real change in the area of anti-discrimination through anti-discrimination training activities; and to push for business-oriented diversity management as part of a strategic response to a more diversified society, customer base, market structure and workforce. In addition to the two Directives (Racial Equality Directive and Employment Framework Directive), the European Commission adopted in July 2008 a Communication which presents a comprehensive approach to stepping up action against discrimination and to promoting equal opportunities and a Commission Decision creating a non-discrimination governmental experts group.



SHAH Lilian

European Union Commission / DG Justice Fundamental Rights and Citizenship Programme – Project Officer – Belgium



The EU Fundamental Rights and Citizenship programme aims to promote the development of a European society based on respect for fundamental rights and rights derived from citizenship of the European Union. Its further objectives are to strengthen civil society and to encourage an open, transparent and regular dialogue with it in respect of fundamental rights; to fight against racism, xenophobia and anti-Semitism; to improve the contacts, exchange of information and networking between legal, judicial and administrative authorities and the legal professions; and by supporting judicial training, the Fundamental Rights and Citizenship programme will lead to better mutual understanding among such authorities and professionals.

Lilian SHAH. I started my career at the European Commission attached to the office of the Director General for Internal Market. After three years, I moved to the office of António Vitorino, Commissioner for Justice and Home Affairs, working with the Member responsible for asylum and immigration policy. After a two year stint as Assistant to the Director responsible for civil justice, fundamental rights and citizenship, I changed direction and have spent the last five years working as project officer on the Fundamental Rights & Citizenship Programme, currently responsible for some 90 projects / J'ai commencé ma carrière au sein de la Commission européenne au bureau du Directeur général pour le marché intérieur. Après trois ans, j'ai rejoint le cabinet d'António Vitorino, commissaire pour la justice et les affaires intérieures, en travaillant avec la personne responsable de la politique d'asile et immigration; puis deux ans pour le directeur chargé de la justice civile, des droits fondamentaux



et de la citoyenneté. J'ai changé de direction et travaille, depuis cinq ans, en tant que chargé de projet pour le programme "Droits fondamentaux et citoyenneté" et suis responsable d'environ 90 projets.



SINNAEVE Marc

IHECS – Enseignant – Belgique



L'IHECS, Institut des hautes études des communications sociales, situé au cœur de Bruxelles, est une école supérieure (niveau universitaire) publique de formation aux communications appliquées, délivrant notamment un diplôme de Master spécialisé en Information au terme de 5 années d'études. La formation au journalisme se déploie sur 3 années : 3^{ème} année de baccalauréat, et deux années de Master. L'établissement abrite également un Département chargé d'organiser des formations de troisième cycle spécialisées et de la formation continuée. Ensemble, nos structures accueillent environ 1.800 étudiants.

Marc SINNAEVE. Journaliste de 1987 à 1995. Professeur à l'IHECS depuis 1991. Coordonnateur de l'organisation des cours au sein du département « Journalisme » de 1995 à 1998. Président du département journalisme et responsable à ce titre du développement et de l'organisation de l'ensemble du programme de formation au journalisme depuis 1998.



SOHAL Sukhraj

The Ten Monkeys – Director / BBC executive – United Kingdom



Tenmonkeys is a sport and media consultancy that specialises in connecting disadvantaged young people with the mainstream media. It has run programmes in the UK, Norway, Tanzania, India and Namibia. We also devise and deliver sport participation campaigns for governing bodies, with particular emphasis on those from more marginalised backgrounds. We devise training programmes, produce content for broadcasters and events for a range of clients around the world including the BBC, The Commonwealth Broadcast Association, the BBC World Service Trust and various sport for development agencies.

With 20 years experience in sport broadcasting, training and diversity issues and after more than a decade at the BBC Caj has now established his own consultancy business. He was the first British Asian football reporter on the BBC and has worked in a number of roles including Head of Football and Head of Sport for the BBC Asian Network. Caj now trains football commentators and journalists in the UK and beyond including the BBC's first female football commentator. He also designs and delivers social inclusion programmes for clients to combat discrimination and connect disadvantaged youth to mainstream media and sporting bodies. He has spoken at a number of conferences around the world.



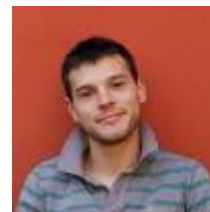
SORIANI Alessandro

Zaffiria – Centre of Media Literacy – Educator – Italy



Zaffiria – Excellence Centre of the Province of Rimini – is a centre based in the Municipality of Bellaria Igea Marina. The centre is engaged in offering and developing media education in the schools in collaboration with teachers, parents and children. Our projects and workshops are carried out in close cooperation with the many governing bodies of the schools throughout the territory. Our aim is to promote Children’s rights and their social participation through the creative use of mass media, as with awareness raising initiatives like the Children’s Municipal Council.

I’m 27 and I live in Cento, a small town near Bologna. I graduated in ICT and then I get a master degree in Science of education with the curriculum of “media education and e-learning”. I own a cultural association that works for and with young people in order to create events. I also work as educator for Zaffiria in Rimini. My job is to do workshops in schools about media literacy, critical thinking, and correct use of new media like social network, chat, mobile phones, etc... I love photography, the video arts, and I practice in ju-jitsu, a sport that I love.



TENNER Stefen

Community Media Forum Europe (CMFE) – CMFE MARS Coordinator – Germany

CMFE

COMMUNITY MEDIA FORUM EUROPE

CMFE was founded in 2004 after a series of European and international conferences which had made clear that there is a lack of information and participation of the Third Media Sector on a European level. In 2009 CMFE has been admitted as observer on the Steering Committee on the Media and new Communications Services (CDMC) and the newly formed Group of Specialists on New Media (NC-NM) of the Council of Europe (CoE). CMFE is part of the International Non-Governmental Organisations (INGO) conference. Currently, CMFE has 23 Individual Members, 31 Organisational Members, of which 16 National Federations, and 19 countries are represented.

Stefan Tenner is the MARS coordinator for CMFE - Community Media Forum Europe. He is a journalist, worked as a correspondent in southeastern Europe or research associate at the Berlin University of the Arts, coordinator for several European radio projects and media trainer. He is engaged in community station Radio CORAX and the Association of Free Radios in Germany (BFR).



THIEULE Laurent

Sport et Citoyenneté – Président – Belgique



Sport and Citizenship / Sport et Citoyenneté is an independent think tank that aims to stimulate the study and debate of sports role in society, and promote its basic values. The origins of the association are Franco-Belgian but its ambitions and structure are designed for the European stage. A diverse network of athletes, policy-makers,

academics, and governmental and non-governmental institutions at both European and national level is driving the work forward. But most of all we are open to the general public: any citizen who wants to contribute to our work and spread it is welcome. The main objectives of the association is to convince decisions-makers (whether they are coming from the sphere of politics, private sector or public institutions) as well as a maximum of citizens of the fundamental values of sport and the useful and beneficial contribution it can make for the whole society. Sport et Citoyenneté offers a forum for new thinking and a vehicle for advocacy vis-à-vis the political and corporate communities as well as private sector and associative world. Our think tank is offering its services to the sport movement from the athletes and trainers to the academics and executives so that the social dimension of sport can enrich their work / Sport et Citoyenneté - Premier think tank européen dédié à l'impact sociétal du sport et à la promotion de ses valeurs fondamentales, dans le but de les mettre au service de la société. Ce défi se base sur une réflexion de fond menée au sein d'un réseau de sportifs, de professionnels du sport, d'institutions sportives et d'organisations gouvernementales et non gouvernementales nationales et européennes. Mais il s'appuie surtout sur chaque citoyen qui souhaite s'engager, propager et appliquer cette réflexion globale, collective et civile. L'objectif principal de notre think tank est alors de convaincre les décideurs (aussi bien les personnalités politiques que les entreprises privées et les institutions publiques, les réseaux d'influences ainsi qu'un maximum de citoyens) de l'utilité des valeurs du sport et de leurs influences positives sur la société. Sport et Citoyenneté est un lieu de réflexion et de mise en réseau auprès des pouvoirs publics, du secteur privé et du milieu associatif. Notre association se met au service du mouvement sportif, des sportifs et des citoyens (impliqués de près près ou de loin dans le sport) pour promouvoir leurs actions et enrichir leur parcours d'une expérience éthique.

Diplômé en sciences économiques, cet ancien journaliste, fut Chef de cabinet du Président du Conseil Régional de Languedoc-Roussillon en 1986 puis Directeur de cabinet jusqu'en 1989. Bien connu pour avoir organisé les 12e Jeux Méditerranéens en 1993 dont il a été le Directeur Général, cet amoureux du sport dirigea ensuite la société Havas Advertising sport en tant que Président Directeur Général en parallèle de son rôle de consultant pour Vivendi. Cette mission achevée, il accepte la direction de la communication du "Comité des régions " au sein de l'Union Européenne. Il est Président du Think Tank *Sport et Citoyenneté*.



TOME Vitor Politechnic Institute of Castelo Branco – Lecturer – Portugal



Instituto Politécnico de Castelo Branco
Escola Superior de Educação

The Polytechnic Institute of Castelo Branco (Portugal) has six higher education schools: Education, Economics, Agriculture, Engeneering, Arts and Health Care. About 5000 students are doing their studies over there. In the Education area, the school offers pre-service and in-service teacher education. It also has offers in the communication area. The New University of Lisbon is one of the most important universities in Portugal and is based in Lisbon. In the Education area, the school of social sciences offers pre-service and in-service teacher education, regional development, sociology, among others. It also has offers in the communication area, mainly in the journalism area. Several of the most well known journalists in Portugal did their studies at that University.

Vitor TOME, 42, is a Lecturer at the Polytechnic Institute of Castelo Branco (Portugal) and an invited teacher at the New University of Lisbon, where he teaches Media Education. Nowadays he is developing a post-PhD research project at the University of Algarve (Portugal), Catholic University of Milan (Italy) and Centre de Liaison de l'Enseignement et les Médias d'Information (Clemi – Paris). He is also a professional journalist since 1993, has a degree in Education and a PhD in Media Education. He worked in two research projects in Portugal: Children and Youth in the News and Media Education in Castelo Branco. Since 2007 he published several book chapters and presented more than 30 papers in conferences that took place in several countries like



United States of America, Canada, Japan, Cyprus, Tunisia, Spain, Ireland, Italy, The Netherlands, Sweden, France and Portugal.



VAN VOORST Evert

Windesheim University of Applied Sciences – *Interim director* – The Netherlands



The Department of Journalism of Windesheim University of Applied Sciences celebrates its 30th anniversary this year. Some 1300 students are enrolled in the fulltime and part-time bachelor programme. The Department has also a research center that focuses on Media & Civil Society with three main research programmes: Public judgment and news media, Youth and news, Public Storytelling and Professional Standards (EJTA).

I started working for the Department of Journalism in 1986 and have held different positions: Head of field placements, lecturer in Politics, Chairman of the social science and languages section, Head of the parttime programme, Researcher, Interim-manager. My background is in Political Science which I studied in Syracuse, New York (MA) and in Amsterdam. My fields of interest were Public Administration and Political Theory, particularly democratic theory. My latest two research projects concerned analysis of news in regional and local media about municipal elections in 2010 and provincial elections in 2011.



VERBIST Tim

Evens Foundation – *Media Programme Manger* – Belgium



The Evens Foundation is a public benefit foundation based in Antwerp, Belgium and with offices in Paris and Warsaw. The Evens Foundation initiates and supports sustainable projects, and awards biennial prizes, which contribute to the progress and strengthening of Europe based on cultural and social diversity. Our programs are Peace Education, Media and Sustainable Peace Building in Europe / La Fondation Evens est une fondation d'utilité publique ayant son siège à Anvers, en Belgique, et disposant d'antennes à Paris et à Varsovie. La Fondation Evens initie et soutient des projets viables et décerne des prix biennaux, qui contribuent au progrès et au renforcement d'une Europe fondée sur la diversité culturelle et sociale. Les programmes sont Éducation à la paix, les médias et la Construction de la paix durable en Europe.



VERNIERS Patrick

Media Animation – *Directeur* – Belgique



Media Animation ASBL is a media and multimedia education body for the Belgium French-speaking Community. It is recognized and subsidized by the Ministry of Education and Ministry of Culture. It is specialized for implementing research, information, training and educational publication. Media Animation's mission is to support operators in the field of education along two complementary action lines: 1/ Consultancy, audiovisual and

multimedia production and 2/ professional production support to operators in the cultural and educational fields. Media and multimedia education : raising awareness with political authorities and education authorities, training teachers and educational mediators (social workers, educators,...), publishing educational works, setting up research actions. Media Animation coordinates and participates in different EC funded project: Educaunet, Media-educ, Mediappro, Euromeduc, MARS. Media Animation works actively to create a European network for media literacy and is an active member of the steering group of the European Charter for Media Literacy (www.euromedialiteracy.eu) / Média Animation est un centre de ressources en éducation aux medias et au multimédia pour la communauté francophone de Belgique. Il est reconnu et subsidié par le ministère de l'enseignement et de la culture. Il est aussi un centre de formation professionnelle et d'éducation permanente des adultes.

Patrick VERNIERS is director of Media Animation (Resource centre for Media Education) since 1996. Vice-president of the governmental higher board for Media Education of the Brussels Wallonia Federation (Belgium). He is expert for the Council of Europe and for the European Commission. Senior Lecturer for the communication school of UCL (Catholic University of Louvain-la-neuve) and invited Professor at IHECS (Higher School for Social Communication) in Brussels. He is coordinator of different European projects in the field of Media Education, including MARS. He is General Secretary of the European Charter for Media Literacy, the main Media Education network of organisations in Europe / Patrick Verniers est directeur de Media Animation (association d'éducation permanente et centre de ressources en éducation aux médias et multimédia) depuis 1996. Il est également vice-président du Conseil Supérieur de l'éducation aux médias de la Fédération Wallonie-Bruxelles. Expert auprès de la Commission Européenne et du Conseil de l'Europe, il a initié et coordonné plusieurs programmes européens en matière d'éducation aux médias. Patrick Verniers est maître de conférence invité à l'école de communication de l'Université Catholique de Louvain-la-neuve (Belgique) et professeur Invité à L'IHECS (Institut des Hautes études en communication sociale, Bruxelles). Il est également Secrétaire Général du principal réseau d'éducation aux medias en Europe.



VOGT Anaïs

Council of Europe – *MARS Programme Webmaster & Web publisher* – France



The Council of Europe (CoE), based in Strasbourg (France), covers virtually the entire European continent, with its 47 member countries. Founded on 5 May 1949, the Council of Europe seeks to develop throughout Europe common and democratic principles based on the European Convention on Human Rights and other reference texts on the protection of individuals. The Council of Europe aims at creating a common democratic and legal area throughout the whole of the continent, ensuring respect for its fundamental values: human rights, democracy and the rule of law, which are the foundations of a tolerant and civilised society and indispensable for European stability, economic growth and social cohesion. The main objectives of the CoE are to protect human rights, pluralist democracy and the rule of law; to promote awareness and encourage the development of Europe's cultural identity and diversity; to find common solutions to the challenges facing European society; to consolidate democratic stability in Europe by backing political, legislative and constitutional reform.

Diplômée d'un DUT en Services et Réseaux de Communication, Anaïs VOGT a intégré le Conseil de l'Europe il y a trois ans. Elle a travaillé sur différents projets web pour la Direction de la Communication, le Congrès des Pouvoirs Locaux et Régionaux ainsi que pour le Groupe Pompidou. Passionnée par le design, elle s'intéresse par tout ce qui touche de près ou de loin au graphisme et aux nouvelles technologies.



VOJVODA Alexander

Radio FRO 105,0 MHz – *Program Manger* – Austria



Radio FRO 105.0 MHz is a free, noncommercial community radiostation, that works according to the open access concept. It is located in Linz, Upper Austria, and has been broadcasting since September 1998. Roughly 350 volunteer programming providers turn out over 100 radioshow in more than 17 languages (March 2011). Areas of emphasis are informational and public service programs by NGOs and local initiatives, diverse language shows, a cultural and educational channel, broadcasts for young people as well as senior citizens and a variety of music programming.

Alexander Vojvoda, Sociologist and journalist. Since 1998 editor of various broadcasting shows at Radio FRO 105.0 MHz and co founder of Campus Radio at the Johannes Kepler University Linz. From 2008 onwards coordinator of media trainings and since 2009 programme and project manager at Radio FRO 105.0 MHz. He is member of the board of the "Federation of Free Radios Austria" (VFRÖ) and member of the "Community Media Forum Europe" (CMFE). Currently he is working in the fields of listener and potential analysis of non-commercial broadcasters and aspects of migrant media production in non-commercial media and he is post graduate student at the Goldsmith's College, University of London.



VURGUN Attila

SIA Consult – *Trainer* – Germany

In Egyptian mythology, SIA was a goddess that embodied reason, insight and wisdom. Interestingly enough, the old Egyptians assigned these qualities to the heart – not the mind. This may seem like a paradox in European background. To us, the professionals in SIA, it's like joining the left and right hemispheres of the brain together – and that's exactly what SIA has to offers, the right mixture of heart and mind.

Atilla VURGUN. Born into a nomad family of Turkmen in East Anatolia (Erzincan, Turkey), my family immigrated as guest worker to Germany. Grown up in Berlin, I studied anthroposophical medicine at the University of Witten/Herdecke and Bristol and trained in journalism in London. Having worked in Brussels, Strasbourg, Haarlem and Cologne for European institutions as well as NGOs, I am currently a freelance journalist and trainer.



Wille Fabien

Université de Lille / Equipe de Recherche Septentrionale "Sport & Société" – *Professeur des Universités* – France



The most important scientific centre in Sport Sciences in the North of Paris, ER3S (Equipe de Recherche Septentrionale "Sport et Société) is a research group recognised by the French Ministry of Higher Education and Research. The centre covers three main research fields: sport, Innovation and Communication / Sport, Education and Health / Sport, Violence and Regulation / L'Equipe de Recherche Septentrionale Sport et Société (ER3S) est un laboratoire de recherche universitaire qui mène entre autres des recherches dans le domaine des médias et plus précisément dans le domaine de la responsabilité sociale des médias et des journalistes.

Professor, faculty of Sport Sciences, University of Lille 2. Specializing in issues "sport-media." Author of various publications on the processes of media coverage of the sport. A pilot project funded by the Institute of Communication Sciences of the CNRS (National center of scientific research) about the social responsibility of sports media. Professeur des universités au sein de la Faculté des Sciences du sport de l'Université de Lille2. Spécialisé dans les problématiques « sport-médias ». Auteur de différentes publications sur les processus de médiatisation du sport. Pilote d'un projet financé par l'Institut des Sciences de la Communication du CNRS sur la responsabilité sociale des médias sportifs.



YOODTS Sandrine

Ministère de la Communauté française / Direction Egalité des Chances – Attachée – Belgique



La Direction de l'Égalité des Chances du Ministère de la Communauté française travaille les questions d'égalité Femmes/Hommes dans le cadre des compétences de la Fédération Wallonie-Bruxelles. Parmi nos missions : la lutte contre les stéréotypes sexistes, l'Égalité et la Diversité dans les médias.

Sandrine YODTS. Titulaire d'un master en journalisme et d'un DEA en Relations internationales et intégration européenne, j'ai effectué plusieurs stages au sein des médias audiovisuels belges francophones (radio privée, télévision publique et télévision locale) et réalisé mes 2 mémoires sur la RTBF (travail d'investigation). Après avoir travaillé au sein de la Direction générale de l'Enseignement non obligatoire et de la recherche scientifique (DGENORS) du Ministère de la Communauté française, je fais actuellement partie de la Direction Egalité des Chances qui est un service transversal dépendant à la fois du Secrétariat général du Ministère et de la Ministre en Charge de l'Égalité des Chances en Communauté française. Mes deux domaines de compétences sont l'enseignement (obligatoire et non obligatoire) et les médias.



ZACCHETTI Matteo

European Union Commission / DG Justice Unité Antidiscrimination et roms – Information & Communication Officer – Belgium



The Commission's initiative on media literacy responds to requests by the European Parliament and industry together with a number of Member States. At the end of 2007, the Commission adopted a communication on media literacy which adds a further building block to European audiovisual policy and links to the provisions of the Audiovisual Media Services directive (AVMS). Article 33 in this directive introduced a reporting obligation for the Commission on levels of media literacy in all Member

States. In 2008, the Council and the European Parliament adopted respectively conclusions and an own initiative report on media literacy. In particular, projects have received European financial support in with the objective to analyse media representations and media values in a multimedia perspective; to encourage the production and distribution of Media Literacy related content; to stimulate the use of media in order to improve participation in social and community life; to intensify networking around media education related issues; and to concentrate on the implementation of media literacy initiatives bridging the media industry and the education world, in a "hands-on" approach. Since November 2000, in the framework of the Lisbon Agenda, the Commission has organised three

workshops on Media Literacy and provided 3.5 M€ of financial support to some 30 projects (through the eLearning initiative). These initiatives have proved to be very effective in helping media literacy organisations and practitioners from different European Countries to establish contact and create networks which are a first step to a steady and profitable exchange of knowledge and experiences.

Born in Genoa (Italy) in 1966. He works at the European Commission since 1995. He is Deputy Head of Unit "MEDIA Programme and media literacy" and in particular responsible for the Media Literacy initiative. He spent almost all his professional life in the media or dealing with media related issues both in the private sector (Super Channel Ltd.) and at the European Commission where he has been working for more than 15 years on different policy aspects of the audio-visual media. He holds a degree in Economics of the University of Genoa.

