



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

EUROPEAN MEDIA ENCOUNTER

Journalism & Media Training & Literacy in Europe

VENUE & DATES Belgium *Maison des Associations Internationales*
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BACKGROUND

In **Europe**, only a **quarter of news'** subjects are **women**, even when **they** account for over **half** of the **European population** (*GMMP*, 2010)! While **immigrants** represent around **10%** of the **EU population** (Eurostat, 2011) **migrants and ethnic minorities** represent less than **5%** of the main actors in the **news in Europe** (Ter Wal, 2004). **Lesbian, Gay, Bisexual and Transgender (LGBT) people** represent roughly **6%** of the population of the United Kingdom but account for less than **1%** of the population seen **on TV**. **20% of the British population** is **disabled** but less than **1%** is represented in **British TV** (*CDN 2009-10 Progress Report*).

Through the **sources** they use, the **subjects** they select and the **treatment** they choose, the media **influence the agenda** (*what to think about*) and **public perception** (*how to think*) of contemporary debates. This is why the **Council of Europe** considers **truly inclusive information** - where everyone can participate as witnesses, players, producers etc. - to be **crucial** for **social cohesion** and **democratic participation**. But today, **too many people** are still **excluded** from **public debates!**

The new **MARS - Media against racism in sport** – EU / CoE joint programme **chooses to focus**, though not exclusively, on **sport** because it is considered as an **important area** for building **social cohesion** and it is also a **major sector of investment in the media industry**. However, **sport media coverage** does **not reflect social and cultural diversity** and does not ensure **equality for all**. Only **5%** of **press articles** cover **cultural and social aspects of sport**; **40%** of all **sport articles** refer to **only one source** and **20 %** refer to **no sources** at all; **female athletes** have four times more chances to be covered by a female rather than a male journalist but less than **5%** of **sport news** and stories are **covered by female journalists** (Play the Game, 2005)!

MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

Building upon **standards set** by various **Council of Europe bodies** on media pluralism, expression of diversity and non discrimination, and the **outcome** of the 2008-10 **CoE's antidiscrimination Campaign**, the **MARS – Media against racism in sport – EU / CoE joint programme** aims at considering **non discrimination** and **expression of diversity** as an ongoing **angle of media coverage**. Through this approach applied to sport coverage, MARS would like to encourage **innovative modes of media production** that could be reproduced in **all media sectors** and **used by any form of media coverage**.

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

OBJECTIVES

To encourage exchanges and sharing of professional practices in the field of **journalism training and media literacy** in relation to **sport issues, non-discrimination and expression of diversity**,

To contribute to the development of European networks of trainers and educators in order to **exchange and enrich** the pedagogical **tools of journalism training with media literacy ones**, and vice-versa,

To allow trainers and educators to develop and to have access to **pedagogical and methodological tools for journalism training and media literacy** in order to allow **journalism students and journalists** to considering **non discrimination and expression of diversity** as a constant **angle of media coverage**.

CONTENT

Identification and presentation, and probably **production**, of **exercises and/or pedagogical modules for journalism training using media literacy tools and resources** (and vice-versa) in relation to **sport media coverage** (although not exclusively) considered as a global issue and including non discrimination and expression of diversity. These training **exercises and modules** have to encourage the implementation of a **truly intercultural and inclusive media production** contributing to reduce prejudices, to fight against discrimination and to foster mutual understanding.

This European Media Encounter will focus on **exchanges of professional practices** between **actors** in the field of **journalism training and media literacy** in order to **exchange experiences and methods**, to **enrich them** and to **include** specific issues in relation to **non-discrimination and expression of diversity**.

Participants will be asked to **disseminate** and to expose the **output and outcome** of these exchanges in their **own institution** as well as towards **all bodies** in relation to **journalism training and media literacy**.

METHODOLOGY

Participants will be asked to join thematic working groups and to contribute in a **concrete and active** manner. These working groups will allow participants to share their practices and experiences in **journalism training and media literacy**.

In these **working groups**, participants are expected to propose :

1/ inclusion strategies of conceptual and methodological tools in:

- a) media literacy in training journalism modules,
- b) journalism training in media literacy courses.

2/ synopsis of modules and/or exercises in:

- a) journalism training using the output and outcome of media literacy,
- b) media literacy using the output and outcome of journalism training.

The proposed exchange between the two **sectors** (Media literacy / Journalism Training), applied to **sport** (although not exclusively) and taking into account **diversity** and **non discrimination** issues aims at supporting new **truly inclusive and intercultural media approaches**, both in terms of production as well as in terms of consumption.

THEMES

The **encounter** is based on three themes: Sport/Media/Diversity & non discrimination, around which working groups will be built knowing that each theme will be considered in relation to the two other themes.

1/ **SPORT** – This first working group will build its exchanges and proposals on the way in which Sport, through its **multiple practices**, expressions and economic, cultural and political dimensions can:

- a) be included in a better way in **media approaches**,
- b) contribute to support a better understanding of today's challenges on **diversity** and **non discrimination** on which **media coverage** should be based,
- c) **strengthen the fight against racism, promote mutual understanding** and contribute to a world where people could **live together in harmony** through **renewed and truly inclusive media contents** on sport.

2/ **MEDIA** – The second working group will build its exchanges and proposals on the way in which media **tools** and **techniques** of **production** as well as **consumption** can allow:

- a) a **better coverage of Sport** through its **multiple practices**, expressions and economic, cultural and political dimensions,
- b) **diversity** and **non discrimination** to be considered as ongoing **angles** of media coverage,
- c) **strengthen the fight against racism, promote mutual understanding** and contribute to a world where people could **live together in harmony** through **renewed and truly inclusive media contents** on sport.

3/ **DIVERSITY & NON DISCRIMINATION** – The third working group will build its exchanges and proposals on the way in which a Diversity and non discrimination approach in media coverage can:

- a) produce a **better coverage of Sport** through its **multiple practices**, expressions and economic, cultural and political dimensions,
- b) **renew media approaches** both in terms of consumption and in terms of production,
- c) **strengthen the fight against racism, promote mutual understanding** and contribute to a world where people could **live together in harmony** through **renewed and truly inclusive media contents** on sport.

COE PARTNER



Media Animation – Belgian organisation and resource centre on media literacy (production and training) facilitating the networks grouping the main European media literacy bodies in Europe *Euromeduc* and *EuroMediaLiteracy*

MARS CoE PARTNERS

CMFE – CoE MARS partner in charge of National and European Media Encounters on Media Cross-Production

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

IFJ / EFJ – International / European Federation of Journalists

UEFA – Union of European Football Associations

PARTICIPANT PROFILE

45 actors of journalism training and media literacy. Priority, even if not exclusively, will be given to **participants** coming from: ***Austria, Belgium, Bulgaria, Denmark, France, Germany, Finland, Hungary, Ireland, Italy, Poland, Portugal, Romania, Spain, The Netherlands*** and ***United Kingdom***.

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

Around 55 participants

OUTPUT

3 strategic documents of inclusion of conceptual and methodological tools crossing media literacy and journalism training (1 per working group),

3 synopsis of modules and/or exercises, compendium of exercises and modules of journalism training and media literacy crossing media literacy and journalism training (1 per working group).

EXPECTED OUTCOMES

Enrichment of professional practices due to a greater awareness of intercultural dialogue, expression of diversity and non discrimination based on learning from different experiences.

Building bridges between **journalism training organisations**, on one side, and **media literacy bodies** on the other side.

Permanent dialogue and exchange between actors of journalism training and media literacy at European level.

LANGUAGE

English & French – *Simultaneous interpretation for plenary session and one working group (one working group in English and one in French)*

12.30 pm **Welcome Lunch**

2.15 pm **Media, Diversity & Racism in Sport**

Plenary session

Fadila Laanan, Minister, *Ministry of Culture, Audiovisual, Health & Equal opportunity*, French Community Government, Belgium

Irena Guidikova, Head of Division *Cultural Policy, Diversity & Dialogue*, Council of Europe

Massimo Serpieri, Unit D4 Anti-discrimination, DG Justice, European Commission

Facilitators

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

Patrick Verniers, Director, *Media Animation*, Belgium

2.45 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy in Europe**

Introduction & Presentation

Plenary session

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

Patrick Verniers, Director, *Media Animation*, Belgium

3.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy in Europe**

Round Table

Plenary session

Etienne Bonamy, former Chief Editor, *L'Equipe* (France)

Sonia Parayre, deputy executive Secretary, *EPAS*, Council of Europe

Sukhraj Sohal, Executive in *BBC sport*, Director, *Tenmonkeys Sport & Media Consultancy*, (United Kingdom)

Facilitators

Lida-Aglaia Aslanidou, *City University London*, United Kingdom

Ibrar Khan, *BBC*, United Kingdom

4.15 pm *Coffee Break*

4.30 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy in Europe**

Working groups

Group 1 - Journalism & perceptions of journalism, the media, sport and diversity (Practices and challenges)

Facilitator **Thierry Guilbert**, *IPJ*, France

Group 2 - Media literacy and perceptions of media literacy, the media, sport and diversity (Practices and challenges)

Facilitator **Patrick Verniers**, *Média Animation*, Belgium

- 5.45 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy in Europe**
Reports of the working groups
Plenary session
Sharing of perceptions of each professional sector and presentation of the challenges
Facilitators **Reynald Blion**, *Media & Diversity and Mars*
Programme Manager, Council of Europe
Patrick Verniers, Director, *Media Animation*,
Belgium
- 6.15 pm **End of the day**

WEDNESDAY, 12TH OCTOBER, 2011

- 9.00 am **Media, Diversity & Racism in Sport – From Media Literacy to Journalism Training in Europe**
Welcoming
- 9.15 am **Media, Diversity & Racism in Sport – From Media Literacy to Journalism Training in Europe**
Plenary session
Facilitators **Reynald Blion**, *Media & Diversity and Mars*
Programme Manager, Council of Europe
Patrick Verniers, Director, *Media Animation*,
Belgium
- 9.30 am **Media, Diversity & Racism in Sport – From Media Literacy to Journalism Training in Europe**
Working groups
Analysis of the existing and presented tools (methodology, content, strengths and weaknesses) of media literacy and of their potential added value to journalism training. Exchanges built around the three themes:

Group 1 – SPORT
Facilitator **Alessandro Zaffiria**, *Zaffiria*, Italy
Group 2 – MEDIA
Facilitator **Marguerite Cros**, *CLEMI*, France
Group 3 – DIVERSITY & NON DISCRIMINATION
Facilitator **Suzanne Krucsay**, Austria

(Coffee break at mid-term)
- 1.00 pm *Lunch*
- 2.30 pm **Media, Diversity & Racism in Sport – From Media Literacy to Journalism Training in Europe**
Working groups

First steps for building inclusion strategies of conceptual and methodological and of synopsis, to be finalised later, of modules and/or exercises structured around the three themes:

Group 1 – SPORT

Facilitator **Alessandro Zaffiria**, *Zaffiria*, Italy

Facilitator **Marguerite Cros**, *CLEMI*, France

Group 3 – DIVERSITY & NON DISCRIMINATION

Facilitator **Suzanne Krucsay**, Austria

(Coffee break at mid-term)

5.30 pm **Media, Diversity & Racism in Sport – From Media Literacy to**

Journalism Training in Europe

Reports of the working groups

Plenary session

Sharing of working group results

Facilitators **Reynald Blion**, *Media & Diversity* and *Mars*

Programme Manager, Council of Europe

Patrick Verniers, Director, *Media Animation*,
Belgium

6.00 pm **End of the day**

7.30 pm **Dinner**



THURSDAY, 13TH OCTOBER, 2011

9.30 am **Media, Diversity & Racism in Sport – Synthesis of the 1st working**

group session

Plenary session

Facilitators **Reynald Blion**, *Media & Diversity* and *Mars*

Programme Manager, Council of Europe

Patrick Verniers, Director, *Media Animation*,
Belgium

9.45 am **Media, Diversity & Racism in Sport – From Journalism Training to Media Literacy in Europe**

Working groups

Analysis of the existing and presented tools (methodology, content, strengths and weaknesses) of journalism training and of their potential added value to journalism training. Exchanges built around the three themes:

Group 1 – SPORT

Facilitators **Fabien Wille**, Lille University, France
Regina Gouveia, I.P.G, Portugal

Group 2 – MEDIA

Facilitators **Alexander Vojvoda**, Radio FRO, Austria
Sue Caro, BBC, United Kingdom

Group 3 – DIVERSITY & NON DISCRIMINATION

Facilitators **Mihaela Danga**, CIJ, Romania
Mahmut Cinar, Bahçesehir University, Turkey

(Coffee break at mid-term)

1.00 pm *Lunch*

2.30 pm **Media, Diversity & Racism in Sport – From Journalism Training to Media Literacy in Europe**

Working groups

Finalisation of inclusion strategies of conceptual and methodological tools and of synopsis, to be finalised later, of modules and/or exercises structured around the three themes:

Group 1 – SPORT

Facilitators **Fabien Wille**, Lille University, France
Regina Gouveia, I.P.G, Portugal

Group 2 – MEDIA

Facilitators **Alexander Vojvoda**, Radio FRO, Austria
Sue Caro, BBC, United Kingdom

Group 3 – DIVERSITY & NON DISCRIMINATION

Facilitators **Mihaela Danga**, CIJ, Romania
Mahmut Cinar, Bahçesehir University, Turkey

(Coffee break at mid-term)

5.30 pm **Media, Diversity & Racism in Sport – From Journalism Training to Media Literacy in Europe**

Reports of the working groups

Plenary session

Sharing of working group results

Facilitators **Reynald Blion**, Media & Diversity and Mars Programme Manager, Council of Europe
Patrick Verniers, Director, Media Animation, Belgium

6.00 pm **End of the day & Free evening**

- 9.30 am **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy in Europe**
Presentation of inclusion strategies and synopsis
Plenary session
Presentation by each working group of the results of its works in relation to the three themes:
Group 1 – SPORT
Group 2 – MEDIA
Group 3 – DIVERSITY & NON DISCRIMINATION
Comments **Michel Lecomte**, Editor in chief sport Radio-TV, RTBF, Belgium
Facilitators **Reynald Blion**, *Media & Diversity* and *Mars* Programme Manager, Council of Europe
Patrick Verniers, Director, *Media Animation*, Belgium
- 11.00 am **Coffee Break**
- 11.30 am **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy in Europe – The next steps**
Plenary session
The next 5 national encounters – to deepen the proposals and to build modules and exercises
The Media Work Exchanges – Another MARS action to follow the exchanges and to deepen and finalize synopsis of exercises and modules
The MARS intranet website – A tool for following the work
The *European Journalists for Diversity* Face book Page – A network of exchanges and of work
Facilitator **Reynald Blion**, *Media & Diversity* and *Mars* Programme Manager, Council of Europe
- 12.00 **Media, Diversity, Racism in Sport - Journalism & Media Training & Literacy in Europe - Conclusions**
Plenary session
Matteo Zacchetti, Deputy Head of Unit *Media Programme and Media Literacy*, DG Education and Culture, European Union Commission
Patrick Verniers, Director, *Media Animation*
Reynald Blion, *Media & Diversity* and *Mars* Programme Manager, Council of Europe
- 1.00 pm **Closing Lunch**
- 2.30 pm **Departure of participants**

CONTACTS

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