



## MARS – MEDIA AGAINST RACISM IN SPORT

### Media, Diversity & Racism in Sport

#### NATIONAL MEDIA ENCOUNTER

#### *Journalism & Media Training & Literacy*

### BIOGRAPHIES

13. – 15 JUNE 2012

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MEDIAKASVATUSSEURA  
SÄLLSKAPET FÖR MEDIEOFSTRAN  
FINNISH SOCIETY ON MEDIA EDUCATION



### MARS - Media Against Racism in Sport

Funded  
by the European Union  
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EUROPEAN UNION



COUNCIL OF EUROPE  
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by the Council of Europe



## BERG Päivi

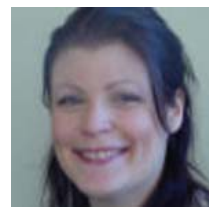
Nuorisotutkimusverkosto / Finnish Youth Research Network – *Researcher* – Finland



The Finnish Youth Research Society is a non-profit organization founded in 1988, for the purpose of promoting multidisciplinary youth research in Finland. The goal of the society is to develop youth research and to provide information and expertise on matters

relating young people. The Finnish Youth Research Society conducts its own research activities through the Finnish Youth Research Network, founded in the beginning of 1999. The Youth Research Network is a community of researchers which works together with universities, research institutes and institutes and various professionals in the field of youth work and youth policy. <http://www.nuorisotutkimusseura.fi/en>

I work as a researcher at the Youth Research Network at the project of Finnish Society of Sport Sciences doing a research review about sports of children and young people under 18 years old. At the same time I am working with my postdoctoral study "Family, social class and the leisure sports-activities of children and youth" which is an ethnographical study of the young people in their sports-activities. In this study, I am interested about the intersections of locality, social class, ethnicity and gender. In 2010-2011 I worked as a postdoctoral researcher at the University of Helsinki, Department of Social Research. My expertise locates to social psychology, gender studies, ethnography, embodiment, sports, and youth studies. In my dissertation (Berg 2010), I examined gender as a dimension of group divisions and differences in physical education (PE) lessons at school.



## 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 *Democracy*, previously *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 joined the Directorate *Democratic Governance, Culture and Diversity* and its Division *Cultural Policy, Diversity and*

*Intercultural Dialogue* to manage 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 in these fields. 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, *Europe's ethnic and diversity media : Beyond mere visibility* in: C. Dientz, P. Stamen (Eds), *Media on the move. Migrants and minorities in the media*, Aachen, CAMECO, 2009, *Ethnic media and diversity in Europe* in: Georgiou M., *Transnational lives and the media*, Londres, Routledge, Aug. 07, *Parler de l'autre / Parler d'ailleurs. De la visibilité à l'expression des diversités en Europe* in: Rigoni I., *Les bannis des media*, Paris, Aux lieux d'être, May 07, *Représentation des immigrés au sein des media: bilan des connaissances*, Paris, Panos / Fasild, July 06, *Media & Information, pratiques et réalités de la Diversité*, Paris, Panos, Apr. 06...



## ESKOLA Meri

**Women Journalists in Finland – Chairwoman – Finland**



Naistoimittajat ry - the Women Journalists in Finland was founded in 1946 to unite female professional journalists. It is one of the oldest journalistic organizations in Finland and the activity of the non-governmental organization is purely based on voluntary work. The association's main objective is to advance the members' professional skills and to function as a liason between women journalists. The association has two on-going international training programmes, one in Afghanistan (since 2009) and one in Somaliland (since 2012). Both are funded by the Foreign Ministry of Finland. In both projects the association's members give journalistic training to the local female journalists according to their needs.

I've been working as a professional reporter for 15 years, mainly in Finnish magazines and newspapers. Currently I work with the Alma360 as an assistant editor and a writer. I've specialized in stories covering culture and entertainment, currently also gaining broader understanding in matters relating Afghanistan, Somalia and the multicultural challenges in Finland. I'm also very interested in learning the skills the new social media requires. I've published two non-fiction books and participated in one fiction anthology. I infrequently give lectures about journalism and was elected as chairwoman of the Female Journalists' Association in Finland in 2011.



## **FORSMAN-HÄRKÖNEN Gia**

**Helsingin Yliopisto – Grad student – Finland**

The University of Helsinki is one of the best multidisciplinary research universities in the world. The high-quality research carried out by the university creates new knowledge for educating diverse specialists in various fields, and for utilisation in social decision-making and the business sector. The university, with almost 4,000 researchers and teachers, operates on four campuses in Helsinki and at 17 other locations. There are 35,000 students, and a further 30,000 participate in adult education. Founded in 1640, the University of Helsinki wants to strengthen its position among the world's leading multidisciplinary research universities and to actively promote the well-being of humanity and a fair society.

A former female top athlete, current professional in communications and marketing, a mother and a grad student at the university of Helsinki with a newly accepted thesis of women, media, power relations and sports in the 1968 and 2008 summer olympics.



## **HEIKKINEN Satu**

**Ministry of Education and Culture – Senior Advisor – Finland**



## **HINTIKKA Matti**

**Sports Library of Finland – Head of Department – Finland**

The Sports Library of Finland is a research library specialising in the past and present of sports. Its collections contain a comprehensive range of Finnish sports literature and journalism from the 19th century to the present day. In March 1946 the Sports Library of Finland opened for public at the Olympic Stadium of Helsinki.

Head of the Sports Library of Finland 2003- Sports journalist 2000-2003



## **HULDÉN Anders**

**Seta – Youth work coordinator – Finland**



Seta, founded 1974, is a Finnish national human rights organization, aiming for equal rights, opportunities and well-being for all individuals regardless of their sexual orientation, gender identity or gender expression. Politically and religiously independent, Seta promotes equality by the means of political advocacy, co-operation with other organizations and networks and offering information and trainings for youth and professionals. The Trans Support Centre offers consultations and expertise on the diversity of gender. 19 member organizations unite 5000 individual members of all ages, offering social and cultural activities, peer support and information on the regional level or on

specific LGBTIQ issues. I have not used my French for ages, so I used Google Translate and tried to correct some things that did not look good, but please check whether it is ok. Shorten if necessary. / Fondée en 1974, Seta est une organisation finlandaise des droits humains travaillant pour la défense de l'égalité des droits et des chances et du bien-être pour tous les individus indépendamment de leur orientation sexuelle, leur identité de genre et leur expression de genre. Seta promeut l'égalité par le biais du plaidoyer politique, la coopération avec d'autres organisations et réseaux et en offrant d'information et des formations pour les jeunes et pour les professionnels. Le Centre de soutien Trans offre des consultations et de l'expertise sur la diversité des genres. 19 organisations membres unissent 5000 membres individuels de tous âges, offrant des activités sociales et culturelles, le soutien par les pairs et d'information sur le niveau régional ou sur des questions spécifiques LGBTIQ.

Anders Huldén has studied sociology and Russian language and culture at Åbo Akademi University, Universidad de Murcia and European University of Saint Petersburg. Employed by Seta since 2007 as Youth Work Coordinator, he supports youth initiatives in the member organizations, informs on LGBTIQ youth issues and educates youth and professionals. / Anders Huldén a étudié la sociologie et la langue et la culture russes à l'université Åbo Akademi, Universidad de Murcia et Université Européenne de Saint-Petersbourg. Employé par Seta depuis de 2007, comme coordonnateur du travail de jeunesse, il soutient les initiatives des jeunes dans les organisations membres, informe sur les questions de jeunes LGBTIQ et enseigne jeunes et professionnels.



## **JAAKKOLA Maarit**

**University of Tampere – Lecturer in Journalism – Finland**



## **KANERVA Juha**

**Ilta-Sanomat – Journalist – Finland**

Ilta-Sanomat (Finnish for the evening news) is one of Finland's two prominent tabloid size evening dailys and the second largest newspaper in the country.

I am sports reporter. My main intrests are sports history, sport politics, football and athletics.



## **KIVIJÄRVI Antti**

**University of Eastern Finland / Finnish Youth Research Network – Researcher – Finland**

The University of Eastern Finland is a multidisciplinary university, which offers teaching in more than 100 major subjects. The university comprises four faculties: the Philosophical Faculty, the Faculty of Science and Forestry, the Faculty of Health Sciences, and the Faculty of Social Sciences and Business Studies. The Finnish Youth Research Society is a non-profit organization founded in 1988, for the purpose of

promoting multidisciplinary youth research in Finland. The goal of the society is to develop youth research and to provide information and expertise on matters relating young people. With approximately 15,000 students and 2,800 members of staff, the University of Eastern Finland is one of the largest universities in Finland. The university's campuses are located in Joensuu, Kuopio and Savonlinna.

Antti Kivijärvi is a researcher and PhD student in The University of Eastern Finland. He also works as a researcher in The Finnish Youth Research Society. His main research interests are interethnic affiliations in youth leisure, youth work and racism.



## **KOKKONEN Marja** University of Jyväskylä – *Researcher* – Finland

The University of Jyväskylä one of the largest and most popular multidisciplinary universities in Finland. Seven faculties are hosting some 15 000 students from all over Finland and from nearly 90 countries around the world. The core fields of research and education are basic natural phenomena and the structure of matter; education, learning, and teaching in the future; languages, culture, and social change processes; physical activity and wellbeing; and human technology. Eight research units have been awarded the status of a Centre of Excellence through the international evaluation carried out by the Academy of Finland. The Faculty of Sport Sciences and Health is the only one in the country. There are three departments (Department of Biology of Physical Activity, Department of Health Sciences, and Department of Sport Sciences) and four research centres at the Faculty of Sport and Health. In the department of Sport Sciences, the subjects of Sport Pedagogy, Sport and Exercise Psychology, Adapted Physical Activity, Dance Pedagogy, and Social Sciences of Sport can be studied.

Marja Kokkonen (PhD. in psychology, MA in sport sciences) works as a researcher in the department of sport sciences at the University of Jyväskylä. In the domains of personality and developmental psychology, sport psychology, and physical education, Kokkonen has been interested in the personality, moods, emotions, emotion regulation, and emotional intelligence. Her research has mainly focused on the precursors and consequences of both cognitive and behavioral emotion regulation strategies, and the role of emotional intelligence in both psychological and physical health, and health-related behaviour. In 1997 – 2004 she conducted psychological research on these topics in the Human Development and Its Risk Factors programme in the psychology department of the University of Jyväskylä, which was appointed as a Centre of Excellence by the Ministry of Education for 1997-1999, and again for 2000-2005. She has worked as an external consultant of socioemotional skills for the Ministry of Education, and as the Finnish representative and a Fellow in the Social and Emotional Education Group, part of the work of the Fundación Botín Platform for Innovation in Education (in Spain). In 2004 – 2007, Kokkonen was a Treasurer and a Managing Council member of European Federation of Sport Psychology (FEPSAC). Currently, she is looking at the relationships of professional coaches' emotional skills, professional well-being, and their relationship with the athletes as well as rally drivers' emotional skills in relation to their well-being. In her research, she is also looking at the frequency and experiences of discrimination based on sexual orientation and identity in sport and exercise. She has also worked as a sport and music journalist in the radio and as a sport presenter on the national TV channel (TV2).



## KOLJONEN Kari

Tampere Research Centre for Journalism – *Researcher* – Finland



UNIVERSITY  
OF TAMPERE

Tampere Research Centre for Journalism, Media and Communication (COMET) is the leading research centre in its field in Finland. During its 15 years of existence COMET has gained national and international recognition for its studies with a wide focus on the development of journalism, audience practices, changes in media economy and technology, and the role of media in society. COMET is located in the School of Communication, Media and Theatre at the University of Tampere, Finland. The Centre engages in contract research and organizes training and development projects related to journalism, communication and media. The Centre draws on sound domestic and international academic expertise and knowhow combined with a practically-oriented approach to research problems. COMET operates on external funding: Projects are funded by various private and public sources. The Centre is interested in working more closely with international partners and in establishing contacts with organizations in the field of journalism, media and communication research.

Kari Koljonen is a PhD student and researcher in the Tampere Research Centre for Journalism, Media and Communication (COMET). His dissertation work concerns journalism change and crisis reporting, and the central themes in his presentations and publications are professionalism, reflective practice and journalism ethics. Currently, Koljonen is working as a researcher for the project called "Transparency to Journalism Management". The aim of the project is to elucidate the role of journalistic organizations' middle management in organizing journalistic work, in particular concerning the development of editorial control systems. Central to the perspective of the study is the relation between editorial routines and the creativity they facilitate. This raises the question of individual journalist's autonomy in relation to the editorial organization's cooperative processes in journalistic work. The project started in late 2011 and ends at the beginning of 2013.



## KUNNAS Kaj

Finnish Broadcasting Company – *Sports Journalist* – Finland

The Finnish Broadcasting Company is the state owned nationwide oldest TV-station in Finland.

I'm a sports journalist since 23 years. Studied english language and literature to MA level at Åbo Akademi, Finland.





## LAINÉ Anna-Maija

Mediakasvatusseura - Finnish Society on Media Education – Coordinator – Finland



MEDIKASVATUSSEURA  
SÄLLSKAPET FÖR MEDIEOFSTRAN  
FINNISH SOCIETY ON MEDIA EDUCATION

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. The aim of the Finnish Society on Media Education 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. The Society has about 200 personal members from all over the country (teachers, early childhood pedagogues, social workers, librarians and more). In 2012 the Society has over 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. As a coordinator at the Finnish Society on Media Education Laine has the main responsibility for the administration of the websites [mediaeducation.fi](http://mediaeducation.fi) (eng) and [mediekunskap.fi](http://mediekunskap.fi) (swe), as well as international and national, Swedish –speaking affairs.



## LAINÉ Antti

University of Jyväskylä – University teacher (PhD) – Finland



UNIVERSITY OF JYVÄSKYLÄ

The Faculty of Sport and Health Sciences at the University of Jyväskylä is the only university level institution of sport sciences in Finland.

I'm 37 years old university teacher (PhD). My main research interests are media and sport. Dealing with Media Against Racism in Sport subjects, in my 2011 published dissertation (A Match in Sports Journalism between Finland and Sweden. A Comparative Study of Finnish and Swedish Tabloid Coverage of the Athens 2004 and Turin 2006 Olympic Games) I have for example studied gender representations in sports media.



## LINFELDT Mikael

Åbo Akademi University – Ass. professor – Finland

Åbo Akademi University is the Swedish-speaking university in Finland. It has about 7500 students in three campuses, Åbo (Turku), Vasa and Jakobstad. It is organized in 3 different thematic sectors: humanities, Social sciences and technical/natural sciences.

I work as ass. professor in theological ethics in the Theology-department at Åbo Akademi University. I have done some research in sports ethics and philosophy of sport.



## MARKKULA Heli

Save the Children – Advisor on anti-racism – Finland



**Pelastakaa Lapset - Rädda Barnen**

Save the Children

Save the Children Finland is a politically and religiously independent non-governmental organization founded in 1922, which fights for children's rights in order to immediately and permanently improve children's lives in Finland and all over the world. Save the Children Finland is part of the Save the Children organization, which operates in over 100 countries to improve children's lives. Our vision is a world where every child has the right to live, to be protected, to develop and to participate. Our mission is to improve the way children are treated and to immediately and permanently improve children's lives. Additional information: [www.pelastakaalapset.fi](http://www.pelastakaalapset.fi)

Heli Markkula (M. Soc. Sc., social psychology) is currently working at Save the Children Finland in an anti-racism project, which was launched in 2009 with support from the Ministry of Education and Culture, Finland. Recently she has written a handbook with her colleague about recognizing and reacting racism in the area of youth work (see the PDF-version in Finnish: <http://tinyurl.com/R-sana>). She is specialized and interested in discrimination and racism, experiences of racism, anti-racism in youth work, equality, prejudice reduction and the social psychology of immigration.



## 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.

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*".



**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. For the Council of Europe, she wrote in particular the report of the European Meeting of MARS in octobre 2011.



**PEKKALA Leo**  
Finnish Centre of Media Education and Audiovisual / Mediakasvatusseura - Finnish Society on Media Education – Director / Board Member – Finland



The Finnish Centre for Media Education and Audiovisual Programmes 1) Promotes media education, children’s media skills and the development of safe media environment for children in cooperation with other authorities and corporations in the sector; 2) Acts as an expert in the development of children's media environment and promotes research related to the sector, as well as monitors international development in the field; 3) Distributes information about children and the media; 4) Takes charge of the education and refresher training of audiovisual programme classifiers;

Leo Pekkala, [Ph.D.(Ed.), Lic.Ed., MA (Ed.), MA (Hist.)] Leo Pekkala has over 20 years of experience in education, especially media education, research and development in higher education, teacher training and school development sectors both in the developing country context and in the developed country context. Leo has a primary school teacher background and later a doctorate with majors in education and history. He has worked in media education, teacher education and development cooperation. Together with his colleagues he has developed the first MA –level degree program in Media Education in Finland. Leo Pekkala has been involved in sports as an athlete and as a coach in orienteering, track & field and fencing. He has also studied and worked in the USA, England, Germany and South Africa and lived in Tanzania. He has given more than 40 scientific presentations over the years and also published widely. Leo is currently working as the Director of the Finnish Centre for Media Education and Audiovisual Media.



**PRATESI Maurizio**  
Palloliitto – Multicultural issues Advisor – Finland



## PUHAKKA Anneli

**The Finnish Association on Intellectual and Developmental Disabilities –  
Communications Manager – Finland**



FAIDD (founded in 1952) is a non-profit, non-governmental organisation that promotes good life, equality and participation for people with intellectual disabilities and others who need support with learning, understanding and communicating. We exercise social influence and serve as a centre of knowledge and expertise and a cooperative forum. / L'association finlandaise pour les personnes avec une déficience intellectuelle (la FAIDD) a pour objectif d'améliorer l'égalité des chances des personnes avec une déficience intellectuelle. Depuis 1952, la FAIDD travaille en faveur des personnes déficientes, tel que déficientes intellectuelles ou de difficultés d'apprentissage et de communication.

I have worked in FAIDD as the Communications Manager since 1998. I'm responsible for external communications and media relations and also for our websites and our own magazine Ketju. / Depuis 1998 je travaille comme chef de communication en la FAIDD. Je suis responsable de la communication externe, relations avec la média, internet y notre magazine Ketju.



## RAHJA Rauna

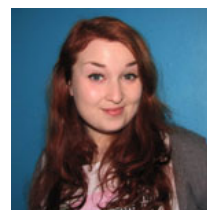
**Mediakasvatusseura - Finnish Society on Media Education – Coordinator – Finland**



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I have worked as a coordinator for the Finnish Society on Media Education since 2010. At the FSME my tasks involve e.g. handling co-operational projects of the Society, producing national activities, events and trainings for the field and coordinating the web portal mediaeducation.fi. I have a degree in Cultural Management and besides this I've studied communications and journalism. Before I started to work for the Society I worked in different media educational projects and programmes in different organisations in the field (e.g. Plan Finland, School Cinema Association). In addition I've got some experience on working with children and young people on media educational matters and trainings. In these projects I've also been involved in the production of media educational material for teachers, youth workers.



## RAUNIO Silja

**Yleisradio – News**



**Reporter – Finland**



Finnish Broadcasting Company YLE is a national broadcasting company that provides Finnish people with news, current affair programs, kids' program, sports and plenty other media content on four different tv channels and seven radio channels. The company's aim is to maintain a good variety of quality content on its channels for all the language and other minorities in Finland as well.

I am a 27-year old journalist working for the Finnish Broadcasting Company as a News Reporter. As a reporter on the Yle News on the channel YleX I am specialized on reporting and covering things especially of big relevance for young people and grown ups in the thirties. Our channel is specially tailored for people between 15 and 29 years old and so are our news. We cover topics like education, traveling, health care, social issues, drugs & alcohol policy and many other things interesting for our audience.



### **RISSANEN Sanna**

**Mediakasvatusseura - Finnish Society on Media Education – Assistant – Finland**



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I have studied cultural management at the HUMAK University of Applied Sciences and will graduate this summer. As a cultural producer my specialties are media industry issues and event production. Now I am working in Finnish Society on Media Education as an assistant. My responsibilities are for example website maintenance, marketing and event production together with other employees. The Finnish Society on Media Education is the local partner for Finland's Mars - Media against Racism in Sport National Encounter and I have taken part in organizing the conference in Finland.



### **SIRKKIÄ-JARVA Sari**

*Sports Journalist – Finland*



### **SVANFELDT Ingrid**



## **SYVÄSALMI Harri**

**Ministry of Education and Culture – Director – Finland**

Within the Finnish Government, the Ministry of Education and Culture is responsible for developing educational, science, cultural, sport and youth policies and international cooperation in these fields.



## **TOLONEN Jonna**

**Finnish Newspapers Association – Manager, Young Readers and Newspaper in Education – Finland**



Finnish Newspapers Association The Finnish Newspapers Association is a branch organisation for newspapers and newspaper publishers. It is a member of the Federation of the Finnish Media Industry that safeguards the common interests of the media branch. Tasks of the Finnish Newspapers Association The main task of the association is to improve the facilities and competitiveness for newspapers so that they will continue to be a leading medium in Finland. The online services along with the printed newspaper make a significant area of growth for newspapers. Communication, marketing and research are used to strengthen the attractiveness of newspapers. A central task is to promote newspaper reading among young people. The association safeguards the interests of newspapers in cooperation with the Federation of the Finnish Media Industry. It represents newspapers among others in the following areas: freedom of speech, distribution, media marketing and newspapers in education. The association also participates in safeguarding the interests of the branch on an international level. The Finnish Newspapers Association supports the development of newspaper personnel's expert knowledge by acquiring and distributing information. The association also keeps an eye on the training possibilities on the field and organizes courses and competitions selectively. In addition it acts as a forum for internal cooperation in the newspaper field. The values of the association are freedom of speech, independence, economic success of newspapers and cooperation.

Past: Planning Officer at University of Helsinki, Palmenia Centre for Continuing Education - Senior lecturer (in Digital Media) at Laurea University of Applied Sciences (nowdays called Metropolia) - Mentor of a thesis work at Lahti Insitute of Design - Teacher and Programme manager at Adult Education Centre in Rovaniemi. Specialties: communications, social media, media education, youth work, theory of communication, advertising, interpreting advertisements.



## **TOMA Mircea**

**ActiveWatch – President – Romania**



ActiveWatch Media Monitoring Agency is a human rights organization that advocates for open communication in the public interest. ActiveWatch promotes four major strategic directions of social intervention: good

governance policies, freedom of expression, anti-discrimination and education for media literacy. Since its formation, ActiveWatch functioned as a debate platform for sensitive issues such as: human rights violations, media pressure and lack of transparency of central and local government initiatives. This information is documented and communicated through publications (reports, statements), case studies and press conferences. As of 2004, ActiveWatch is a member of Reporters Without Borders network. During the EU accession process, ActiveWatch influenced European policy towards Romania and actively intervened in the legislative process by promoting freedom of speech, freedom of access to information of public interest, accountable and transparent governance practices and equal opportunities in the Romanian society.

Aged 59, social activist, trainer and journalist; studies in psychology, PhD; worked as a psychologist for airplane pilots for 15 years; after 1989 researcher in the Romanian Institute for Psychology; meanwhile he started his journalism activity for a weekly political satire magazine; in 1994 he founded a media watch not for profit organisation, ActiveWatch-Media Monitoring Agency (MMA). Occasionally taught media research techniques, social psychology or communication strategies as a guest professor for students in journalism and political sciences; involved, as an expert for Council of Europe, Freedom House, Open Society Institute, in several international democracy development programs (Albania, Nigeria, Cuba etc.). Trainer in communication strategies. Co-editor of three books, author of 20 academic articles and more than 4000 articles in media; realized TV and radio programs, mostly dedicated to media analysis.



## **TURTIAINEN Riikka**

**University of Turku (Digital Culture) – Researcher / University Teacher – Finland**



Department of Digital Culture, Degree Program of Cultural Production and Landscape Studies, University of Turku, The Pori University Consortium. Department of Digital Culture has three research focuses: cultural appropriation of technology, game studies and network communities/social media. Digital Culture applies a

multidisciplinary approach to current changes in culture, new forms of digital communication, art, entertainment and teaching. The students become qualified in comprehensive digital content production and specialise in digital media solutions for cultural phenomena. They are capable of working in all the fields of culture from traditional industry to new media. Department of Digital Culture (University of Turku) is a part of the Degree Program of Cultural Production and Landscape Studies (School of History, Culture and Arts / Faculty of Humanities). The program is located at the Pori University Consortium which consists of university units from four different Finnish universities operating networked in a multi-science environment.

I work as a researcher / a teacher of Digital Culture. My PhD thesis considers digitalization of media sport. I have studied discussion forums, fantasy web leagues, YouTube videos and console games but also the "old media" such as teletext, newspapers and television in relation to sports. One of my research result relates to the media coverage of female athletes; marginalization and trivialization. Personally I have played Finnish Women's League in football and at the moment I play Women's Rugby Championship.



## VERNIERS Patrick

Media Animation – *Directeur* des relations internationales – Belgique



Media Animation (non profit organization) is a media education resource center and lifelong learning organization for the Belgian French-speaking Community (Brussels Wallonia Federation). It is recognized and subsidized by the Ministry of education and Ministry of culture. The center is specialized for implementing research, information, training and educational resources for teachers, social workers, adults and professionals in educational sector. Media Animation coordinates and participates in different EC funded project in

the fields of media literacy, cultural diversity, citizenship and non-discrimination. Media Animation works actively to create and animate a European network for media literacy - [www.euromedialiteracy.eu](http://www.euromedialiteracy.eu)

Patrick VERNIERS is international department director of Media Animation (resource centre for Media Education and lifelong learning centre). 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.



## VIRTAPOHJA Kalle

Finnish Golf Union – *Director, communications* – Finland



Finnish Golf Union represents all the golfers in Finland, 145 000 players.

Ph.D. in Journalism in the University of Jyväskylä in 1998, about three decades as a sports journalist, but since last October as the Director of Communications in the Finnish Golf Union. I am 49 years of age, and I do still follow journalism education, as I worked as a researcher and lecturer at the University for about three years in the late 1990s. I have given lectures in 4-5 international seminars about sports journalism or the history of sports journalism.



## WARIS Johannes

Helsingin yliopisto – *Student* – Finland



## Media, Diversity & Sport - Key Figures!

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

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

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

Building upon standards set by various Council of Europe bodies on media pluralism, expression of diversity and non discrimination and the outcome of the 2008-10 CoE's antidiscrimination Campaign, the MARS – Media Against Racism in Sport – EU / CoE joint programme aims at considering non discrimination and expression of diversity as an ongoing angle of media coverage.

Through this approach applied to sport coverage, MARS wants to encourage innovative modes of media content production that could be reproduced in all media sectors and used by any form of media coverage. By stimulating media cross-practices in the field of training, ethics and production, MARS aims at implementing an inclusive and intercultural approach to media content production. To achieve these outcomes, the MARS programme offers media professionals (journalism students and trainers, journalists, media managers, etc.) to participate in **National and European Media Encounters** and **Media Work Exchanges** conceived as first steps towards a European media network against racism and for intercultural dialogue.

More – [www.coe.int/mars](http://www.coe.int/mars) !

