



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

EUROPEAN MEDIA ENCOUNTER

Journalism & Media Training & Literacy in Europe

FINAL AGENDA

11. – 14. OCTOBER 11

Maison des Associations Internationales

Washingtonstraat 40
1050 Brussels, Belgium
Tel.: + 32 2 640 18 08
www.mai.org

Tram/Bus stop Bailli or Vleurgat station



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

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 Soriani**, *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 Soriani**, Zaffiria, Italy

Group 2 – MEDIA

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**



Jaloa Brasserie

Place Sainte Catherine 5/7
1000 Brussels

www.brasseriejaloa.com

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**

FRIDAY, 14TH OCTOBER, 2011

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

1.00 pm ***Closing Lunch***

2.30 pm ***Departure of participants***

Media, Diversity & Sport - Key Figures!

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

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

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

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

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

More – www.coe.int/mars !