



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Journalism & Media Training & Literacy

VENUE & DATES Cluj (Romania) – 24. – 26 May 2012

Babes-Bolyai University
Faculty of Political Sciences

REGISTRATION **Deadline for Preregistration** – 04 May 2012

Final Registration – 10 May 2012

BACKGROUND

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 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** 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)!

MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION



COUNCIL OF EUROPE
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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 wants 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 these outcomes**, the **MARS programme offers media professionals** (journalism students and trainers, journalists, media managers, etc.) to **participate to various activities, in particular National Media Encounters** to **explore** the possibilities of developing **ways of producing truly inclusive media contents**.

OBJECTIVES

To **encourage**, by organising national media encounters, **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** local and national **networks of trainers and educators** in order to **cross** 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 **sports media coverage**, even if 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.

These media encounters will focus on **exchanges of professional practices** between **training actors** in the field of **journalism training** and **media literacy** in order to **cross 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 **outputs** and **outcomes** of these exchanges in their **own institution** as well as towards **all bodies** in relation to **journalism training** and **media literacy**.

COE PARTNERS



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	<p>CMFE – CoE MARS partner in charge of national and European media encounters on Media Cross-Production</p> <p>Fair Play / VIDC - Austrian organisation facilitating various initiatives in the field of sport, antiracism and non discrimination</p> <p>IFJ / EFJ – International / European Federation of Journalists</p> <p>UEFA – Union of European Football Associations</p>
PARTICIPANT PROFILE	<p>30 actors of journalism training and media literacy</p> <p>Council of Europe – Representatives of MARS Partner Organisations and Members of the MARS team</p> <p>Around 35 participants</p>
OUTPUT	<p>Compendium of exercises and modules of journalism & media training and literacy focusing on sport media coverage, even if not exclusively, and including non discrimination and expression of diversity as angle of media coverage.</p>
EXPECTED OUTCOMES	<p>Enrichment of professional practices due to a greater awareness of intercultural dialogue, expression of diversity and non discrimination based on the learning from different national experiences.</p> <p>Building bridges between journalism training organisations, on one side, and, on the other side, media literacy bodies.</p> <p>Permanent dialogue and exchange between actors of journalism training and media literacy at local and national level.</p>
LANGUAGE	<p><i>Romanian</i> and whispering translation for non Romanian speaking invitees in <i>English</i></p>
PROVISIONAL AGENDA	<p>24 MAY 2012</p>
	<p>9.00 am Arrival & Registration of Participants</p> <p>9.30 am Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy Welcoming Session <i>Plenary session</i></p>

- 10.00 am **Media, Diversity, Racism in Sport – Journalism & Media Training & Literacy**
Introduction
Main results of the European and National Media Encounters (Brussels & Italy)
Plenary session
- 10.30 am *Coffee Break*
- 11.00 am **Media, Diversity, Racism in Sport – Journalism & Media Training & Literacy**
Main issues & challenges
Round table - *Plenary session*
- 12.30 **Lunch**
- 2.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**
Testing our diversity inclusiveness!
Proposal for testing a first training tool developed during the previous national encounters in Italy, France & Belgium
- *Testing the tool*
 - *Commenting the tool*
- Working groups*
- 3.30 pm *Coffee break*
- 4.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**
Formation of working groups:
1/ To analyse:
- *Context, challenges and needs / expectations regarding sport in the media and inclusion of non discrimination and expression of diversity as an angle of media coverage,*
 - *Links between journalism training and media literacy; state of the art and possible actions*
- Working groups*
- 5.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**
Conclusion of Day 1 working groups on *Testing diversity inclusiveness & expectations and objectives*
Plenary session
- 6.00 pm *End of the 1st Day*
- 7.30 pm **Dinner** *(to be confirmed)*

25 MAY 2012

- 9.00 am **Media, Diversity & Racism in Sport** – *Journalism & Media Training & Literacy*
Introduction to a working groups phase
Plenary session
- 9.15 am **Media, Diversity & Racism in Sport** – *Journalism & Media Training & Literacy*
Exchanges and presentation:
- *Journalism training practices,*
- *Media literacy practices,*
Analysis of the existing and presented tools (methodology, content, strengths and weaknesses) with a particular focus on sport issues and inclusion of non discrimination and expression of diversity as an angle of media coverage.
Analytical phase – Working groups
(Coffee break included in the WG dynamic)
- 1.00 pm *Lunch*
- 2.00 pm **Media, Diversity & Racism in Sport** – *Journalism & Media Training & Literacy*
Presentation of the working group conclusions summarising the main strengths and weaknesses observed within the presented and discussed practices
Introduction and main lessons of the previous working groups in order to set the objectives of the next working groups
Comments on the working group conclusions
Plenary session
- 3.00 pm **Media, Diversity & Racism in Sport** – *Journalism & Media Training & Literacy*
Building, in working groups, of new “frameworks” and “structures” of exercises and/or modules of:
- *Journalism training practices using media literacy tools and resources,*
- *Media literacy practices using journalism training tools and resources,*
dedicated to sport media coverage, but also applicable to other media production sectors, and including non discrimination and expression of diversity as an angle of media coverage.
Creative phase – Working groups *(Coffee break included in the WG dynamic)*
(Coffee break included in the WG dynamic)
- 6.00 pm *End of the day – Free evening*

26 MAY 2012

- 9.00 am **Media, Diversity & Racism in Sport** – *Journalism & Media Training & Literacy*
Building, in working groups, of new “frameworks” and “structures” of training exercises and/or modules
Finalisation of the Creative phase – Working groups
- 10.30 am *Coffee break*

- 11.00 am **Media, Diversity & Racism in Sport** – *Journalism & Media Training & Literacy*
 Presentation of 3 proposals of training tools, coming from the creative working groups' session, to be tested
Plenary session
- 12.00 **Media, Diversity & Racism in Sport** – *Journalism & Media Training & Literacy*
 Testing new materials and tools
Working groups / (Coffee break included in the WG dynamic)
- 1.00 pm *Lunch*
- 2.00 pm **Media, Diversity & Racism in Sport** – *Journalism & Media Training & Literacy*
 Testing new materials and tools
Working groups
- 3.30 pm *Coffee break*
- 4.00 pm **Media, Diversity & Racism in Sport** – *Journalism & Media Training & Literacy*
 Presentation, by each working group, of the results of the test made on 3 training tools / discussion
Plenary session
- 5.00 pm **Media, Diversity & Racism in Sport** – *Journalism & Media Training & Literacy*
 Conclusions & Next steps
Plenary session
- 6.00 pm *End of the encounter - Departure of participants*

CONTACTS

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