



## MARS – MEDIA AGAINST RACISM IN SPORT

### Media, Diversity & Racism in Sport

#### NATIONAL MEDIA ENCOUNTER

#### *Media Cross-Production for Inclusive Coverage*

#### FINAL AGENDA

25. – 28.01.12

**Cyprus Community Media Centre**  
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**CMFE**  
COMMUNITY MEDIA FORUM EUROPE



#### 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



1.00 pm Lunch and Participants Registration

**2.00 PM MEDIA, DIVERSITY, RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**

*Welcome and Introduction*

**Michalis SIMOPOULOS** *CCMC Cyprus Community Media Centre, Cyprus*

**Reynald BLION** *Media & Diversity and MARS Manager, Council of Europe*

**Stefan TENNER** *Programme Coordinator, CMFE – Community Media Forum Europe, CoE MARS Partner*

**2.30 PM MEDIA, DIVERSITY & RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**

**Main Issues & Challenges**

*Plenary Session*

**Coskun ULUSOY** *Football player, Cyprus*

**Karolina PELENDRITOU** *Gold Medallist Beijing 2008 Paralympics, Cyprus*

**Nicos TRIMIKLINIOTIS** *Researcher, University of Nicosia, Cyprus*

*Facilitation* **Michalis SIMOPOULOS**, *CCMC, Cyprus*

03.45 pm *Coffee Break*

**4.00 PM MEDIA, DIVERSITY & RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**

*Introduction of Participants (Profile, Expectations, What & How?)*

*Formation of Working Pairs*

*Selection of Subjects and Treatment Methods (Pairs)*

*Completion and Presentation of Reports Outline*

*Chief Editors* **Larry FERGESON**, *CCMC, Cyprus - Chief Editor, Group 1*

**Michalis SIMOPOULOS**, *CCMC, Cyprus - Chief Editor, Group 2*

6.00 pm *End of the day*

*Production by Pairs or Trios of their reports according to the previously chosen subjects and methods*

9.00 am – 6.00 pm

Working rooms

CCMC - Cyprus Community Media Centre

Technical Rooms

*To be completed*

Resource Persons available at:

Larry FERGESON, CCMC- Chief Editor G1

Michalis SIMOPOULOS, CCMC - Chief Editor G2

Beran DJEMAL, CCMC

Natalie KONYALIAN, CCMC

Katherine KOTSIREAS, CCMC

Sarah MALIAN, CCMC

28 JANUARY 2012

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9.30 AM

**MEDIA, DIVERSITY, RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**

Presentation of Media Reports

Debates & Exchanges

Learning & Comments

*Plenary session*

Commentators

**Bekir AZGIN**, Columnist, *Havadis*, Cyprus

**Myria GEORGIU**, *London School of Economics*, UK

**Sonia PARAYRE**, Deputy Executive Secretary, *EPAS*, CoE

Chief Editors

**Larry FERGESON**, CCMC, Cyprus - Chief Editor, Group 1

**Michalis SIMOPOULOS**, CCMC, Cyprus - Chief Editor, Group 2

Facilitator

**Stefan TENNER**, CMFE

**11.00 AM**      **MEDIA, DIVERSITY, RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**  
Evaluation

11.30 am      *Coffee Break & **ONLINE EVALUATION***

**12.00 AM**      **MEDIA, DIVERSITY, RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**  
Conclusions & Next Steps  
*Plenary session*

**Pieter DE WIT**                      *Chairperson, CMFE – Community Media Forum Europe,  
CoE MARS Partner*

**Reynald BLION**                      *Media & Diversity and MARS Manager, Council of Europe*

**Michalis SIMOPOULOS**              *CCMC Cyprus Community Media Centre, Cyprus*

1.00 pm      *Closing Lunch*

**Chateau Status Restaurant**

*Buffer Zone*

*Nicosia*

*Cyprus*

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