



MARS – MEDIA AGAINST RACISM IN SPORT

EUROPEAN MEDIA FORUM

Journalism & Media Ethics, Diversity, Racism & Sport in Europe

FINAL REPORT

6. – 8. JUNE 2012

Birmingham City University
Millennium Point
Birmingham
United Kingdom



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. Executive Summary

The encounter in Birmingham was the first European wide one covering ethics, following three other successful, national encounters in this MARS programme. Our task was to bring together 55 participants from 15 different countries comprising a mix of professionals involved in reporting, sports, journalism training and media regulation. This group would focus on discussing the ethical values and editorial management involved in the world of reporting - and more specifically sports reporting - and the extent to which a commitment to diversity and anti-discrimination underpins it.

We were looking to explore how in various European countries and media, national codes of ethics and media code of conducts take this into account, how they are implemented and respected, and how these codes of ethics or conduct contribute to a more diverse and non-discriminatory coverage of media and sports.

With that end in mind we were tasked, at the Birmingham School of Media at Birmingham City University, to use our knowledge and contacts to help draw up the list of delegates and guest speakers, the facilitators for group discussion and devise the delivery of the event.

We took a holistic view to achieving this, in that we wanted the 'diversity' aspect not just to be covered in our discussions, but to be echoed in our choice of speakers at the event, the inclusion of some of our postgraduate journalism students in live tweeting and even some of the leisure events.

2. Activity and results

The **European Media Forum - Media, Diversity and Racism in Sport – Journalism and Media Ethics** was an 'encounter' for 60 participants coming from all EU member states held at 'Millennium Point', part of Birmingham City University, Birmingham, UK from 6-8 June 2012 (See in appendix agenda, list and biographies of participants)

Activities covered

Across the three days of the encounter we wanted to cover a number of aspects of the topic, as described in the section above. Our method of achieving this was to have a series of dynamic speakers sharing different, critical and controversial views of sports media, followed by break-out sessions which allowed the group to discuss some of the issues which had been aired.

We gave each break-out session a topic to focus on; the national 'picture' vis-a-vis sports reporting, legal and regulatory frameworks for journalists, ethical and voluntary codes, fully expecting that this would be a starting point for group discussion but not a constraint for debate to range further.

Groups then shared their findings in plenary sessions before the final day which was focussed on offering and sharing innovative practice.

Topics covered

We felt that participants should be given an overview of the MARS programme and its aims, so we started with a short session covering the broader background to the Birmingham forum. Addressing the forum were three guest speakers from *Democratic Governance, Culture & Diversity*, Council of Europe, the European Federation of Journalists and the Faculty of *Performance, Media and English*, Birmingham City University.

We then had a short plenary session which set out the main challenges in Europe for sports reporting. This was chaired by Sukhraj Sohal, the director of an independent UK production company who has also worked with the BBC. The three panellists in this plenary were from the Black Collective of Media in Sport *in the UK*, the CSA in Belgium (that accepted to replace the representative of AJPB, Association of Professional Journalists of Belgium who had to cancel her participation for medical reasons) and finally from the Sports Sciences Faculty / Research Team *Sport & Society*, University of Lille (France). Following this we broke into three discussion groups to talk through what we'd hear and to introduce other issues to be addressed, perhaps specific to peoples' own countries, media, sports etc, and identify common themes and issues. These groups were chaired by facilitators from Lithuania, Romania, Cyprus, Austria and the UK. Finally we brought the groups together to share the discussions amongst all participants before breaking for the day.

The following day we started with another short session highlighting some of the issues present in sports reporting as seen by the authors of a new book which has just been published on '*Race, Racism and Sports Journalism*'.

After a short question and answer session, we then split into three discussion groups again, this time with specific questions to answer: what were the statutory and legal frameworks regulating media standards and discrimination in participants' countries. The subtext for this was to identify existing legal and regulatory frameworks on media standards and discrimination and assess their effectiveness in tackling the problem. Asking, how can national and European legislation on discrimination and regulatory bodies help fight against discrimination while including diversity and equality in the media and newsroom practice?

After sharing these findings, we then moved on to looking at how non-statutory legislation can help in this sphere.

We had another panel with speakers who shared interesting examples of how charters and ethical codes had played a positive part in affecting sports and general reporting. Those speakers were from the EBU - European Broadcasting Union, Switzerland, the CSA, audiovisual regulator for the Federation of Wallonia -Brussels (Belgium) and from ANSI (Italy) talking of the *Roma Charter*.

After more questions and answers from the floor, the three discussion groups met again. The topics dealt with reflected the previous speakers' concerns. Namely: to identify ethical and professional codes of conduct and ask to what extent do they work? To discuss commonalities and 'real-life' uses of these 'codes' in newsrooms and management, and finally to discuss the usefulness, or otherwise, of non-regulatory codes and charters in their own countries, giving many examples and personal anecdotes.

We finished the day with a final guest speaker; John Amaechi, the former NBA Basket Ball player and New York Times columnist, who spoke strongly about the issues he had faced as a sportsman and laid down challenges for sports reporters to improve their coverage.

The final day was about bringing all the previous discussion, which had reviewed the situation and the ways in which regulation and ethics were currently affecting the quality of reportage, to bear on how things could be improved.

Again we started with a short session provided by three guest speakers who all had interesting and innovative examples to share. They were from the BBC's Diversity Cell, Diversity in News at *France Télévisions* and a new Austrian sports magazine '*Ballesterer FM*'. There were many questions from the floor before the group divided into two final discussion groups. Here, examples of interesting, constructive practice were shared before bringing them back into a last plenary group meeting.

Results

There were a number of results from this activity which might usefully be broken down into 'hard' and 'soft'. The 'hard' results were a list of 36 'recommendations' which the delegates drew up and are listed below. They contain some inspirational ideas, concrete practice to share and information to pass on. The 'soft' results are the relationships forged across the three days between media and education professionals from different countries, the breaking down of some stereotypes through discussion and the change which comes with exposure to different ideas and viewpoints.

Participants to the *Media against Racism in Sport European Media Forum* made the following recommendations and conclusions to improve ethical standards and diversity in sport coverage:

1. To spread good will and ask the countries and governments not to reduce education budgets and to remove obstacles for young students to become journalists; to increase grants for private/public media, sport federations to encourage young people of diverse backgrounds to become journalists;
2. To ask media to publish information about female sports on a regular basis; to publish results every week, or every day; do it systematically and regularly;
3. We should continue to listen to what the audience says, their suggestions;
4. It should be taken into consideration that every country has its own specifics; the process of changes might be difficult;
5. The media can bring the issue on the public agenda themselves;
6. To come with an idea of coordination among different actors (education, NGOs, sport institutions, media) to jointly identify problems and solutions;
7. Regular awareness raising activities are needed; not just project-based; upon donor requirements; to go into the newsroom and find some ways to engage the editors/journalists in observation of the news production process;
8. Public relations work of the club; there should be people in the media with diverse backgrounds in the offices where the decisions are made;
9. It is necessary for journalists to hear different voices; more connection with social media is needed;
10. More diverse workforce in sports journalism; go to the areas/communities trying to get people to see that there is a whole industry in the media; we should get out there;
11. There is an issue with unemployment; to make sure that the work experience is paid; to motivate people to start working;
12. Different stories about all aspects of sport; find attractive angles of stories and direct them to sports media or some others;
13. To understand challenges in sport journalism;
14. It is good to prepare advices for our colleagues when we go back to our newsrooms;

15. To see what the norms and values of reporting diversity are; what kind of regulations are needed; BBC can be a model to create diversity channel; specialized newspapers to speak about diversity; ask ourselves the question is the sport a problem or a solution about representation of diversity;
16. We need to look for ways of reaching out into the community; reaching out people through social media searches; we should be much more proactive in terms of taking people from non-standard backgrounds;
17. Codes of ethics shouldn't be the main goal of journalists. We need to propose and write more articles about diversity issues to serve as an example;
18. To choose more women, disabled people, black people as sources of information; this could be used as a soft power;
19. To engage with associations, movements, NGOs, as sources of information and knowledge;
20. Encourage journalists to train themselves on diversity reporting; to become skilful in initiation of a dialogue; to find common language and understanding; raising awareness of very sensitive issues; good examples from national and international media companies are a good way to promote new initiatives;
21. Discussions to be organized with experts in journalism for a wider audience, including journalists themselves; we do not always need institutions, we can organize meetings ourselves as individuals and discuss issues of diversity;
22. Internships for people with different backgrounds to come to work in the media organization; grants for journalists for cross-border reporting;
23. To take advantage of the networks that already exist; international contacts and sharing projects/good practices is important in improvement of diversity reporting; to involve journalists in projects focused on promotion of diversity;
24. Invite popular faces in sport at roundtables and workshops to show colleagues how interesting the sport could be;
25. To keep insisting more to have great stories to tell; there are lots of interesting stories in sport; we can enlarge our point of view and diversity of stories that we are telling;

To develop a diversity check list for media organisations;

26. Mike Philip Smith (NUJ, Wales) suggested that organisations change the title of equality officer to diversity officer. He also urged colleagues to push for employers to allow time for diversity work in newsrooms;
27. Both Diane Kemp (BCU) and Sharon Wheeler (University of Portsmouth) talked of the importance of media training - particularly for organisations who routinely do not deal with the media for whatever reason, or who are off the media radar. Sharon echoed the words of a Spanish colleague the previous day who urged organisations unhappy with the racist coverage they had received to complain to the media organisation;
28. Craig Bankhead (Show Racism the Red Card) suggested that while sanctions had their place, there

was also a time when education was more effective (he gave the example of a Newcastle fan who shouted racist abuse, but was given the opportunity to examine why he had done this)

29. Johannes Hofer (*Ballesterer FM*) commented that organisations had to acknowledge and cope with their past before working on their present and future (he used the example of National Socialism and Austrian football).
30. Several colleagues talked of the need to widen contacts lists, both a media organisation's and those of individual journalists. Often journalists are lazy and will simply keep going back to the same, known contacts who provide them with quotes. This fits in with empowering organisations to be proactive and to approach the media.
31. Hans Laroës (UER/EBU) encouraged media organisations to look at who they are afraid of. He told of an exercise where he asked that question of journalists - and then told them to phone the people for quotes.
32. John Amaechi highlighted the poor quality of a lot of sports journalism, and criticised soft sanctions (he highlighted Chris Moyles not being disciplined for using the word gay as an insult on the air). And he urged sports organisations to make explicit statements of diversity.
33. Stéphane Bijoux (*France Télévisions*) highlighted the issue of journalists being afraid of making a mistake and looking silly, and therefore are reluctant to approach diversity stories. He urged organisations to put diversity tools in position to help avoid this. He also highlighted the need, as did several colleagues, to collaborate with universities to train youngsters coming into the industry.
34. Patrick Verniers (Media Animation asbl) felt that there was not a universal solution and that progress would be made small step by small step. In Belgium, he said, there was funding for journalists to spend time in classrooms with pupils as media educators. He added that existing tools to deal with racism were often badly used.
35. Both Stefan Tenner (CMFE) and Johannes Hofer (*Ballesterer FM*) reminded colleagues that community and independent media were doing much to attempt combat racism.
36. There was frustration from many delegates about the slowness of progress. Sharon Wheeler (University of Portsmouth) reminded colleagues of the old saying: "How do you eat an elephant?" Answer: "A mouthful at a time." Stéphane Bijoux (*France Télévisions*) suggested substituting mammoth for elephant - and ensuring that other partners, such as sporting federations and associations, were invited to help eat the mammoth!
37. *A number of examples of good practices were also highlighted by participants:*
 - a. *Diversity Breakfast, France Télévisions* - A "Diversity Breakfast" was set up by France Television to offer an informal setting for news managers and editors to meet representatives of minority groups.
 - b. *Diversity Pass, France Télévisions* - In order to diversify the source used by journalists, France Television rolled out an initiative that encourages journalists to develop a diverse source of information when reporting. Each journalist was given a 6-month time limit to achieve this goal and given the opportunity to meet with representatives of minority groups during the Diversity Breakfast.

- c. *Developing a diverse contact pool, BBC* - The BBC is developing a database to include a diverse source for journalists and encouraging journalists to use these contacts when reporting.
- d. *Campaigning for paid internship, NUJ, BBC, France Television* - The National Union of Journalists launched a campaign for paid internship to enable wannabe journalists who are from disadvantaged and minority background to afford the opportunity to enter the media industry. The BBC also introduced a traineeship scheme for young people from disadvantaged background without any prior knowledge of the media. France Television introduced a traineeship scheme targeting young journalism students from suburban schools and disadvantaged background.
- e. *Developing specific codes or guidelines on issues related to racism and discriminations, NUJ, FNSI* - The National Journalists of Union and Italian Union of Journalists (FNSI) developed specific guidelines on reporting issues related to racism, immigrants and other discriminations. These guidelines were shared during the encounter.
(see [NUJ guidelines on race reporting](#) and [Charter of Rome](#))

Impact

The event was widely held to be a success. In terms of formal feedback from participants, conducted by MARS Evaluation Consultant, the overall response was very positive for the event. Over 60% of respondents gave it five out of five and 88% 4 or 5 out of five. In response to the question, *"The encounter deepened my understanding of ethical principles in the context of editorial management, in particular in relation to the active inclusion of diversity and non discrimination as an ongoing angle of media coverage"*, over half of all respondents *"strongly agreed"* and over a third *"agreed somewhat"*.

In addition the evidence of how delegates participated in discussions demonstrates how engaged people were: taking notes, speaking up, sharing contacts and anecdotal experience. They all took part in the 'extra-curricular' events too, a visit to the Lord Mayor's Parlour and a shared evening meal, rather than make an opportunity to dis-engage.

Regarding outcomes, this encounter had several specific to the objectives. As organisers we wanted to achieve the discussion of issues as laid out in the agenda - and this happened effortlessly. As expressed above, participants were pro-active and keen to get to grips with the subject matter.

Other outcomes we hoped for were that participants would have some concrete suggestions to pass on and we achieved that in the 36 recommendations above.

We also hoped that personal and professional links would be made across countries and that people would feel sensitised to the myriad issues raised during our time together; the too often stereotypical nature of sports reporting, the difficulties faced by some diverse sports people and reporters, etc, and this has also seemed to be one of our outcomes, though of course it is much harder to prove.

Outcomes

There have been connections made via the kind of social networking which journalists and media professionals tend to use; namely face book, twitter and also via email. In these fora participants have continued with the connections they forged in Birmingham. It is still too early to be able to assess the longer term impact of this event, but the discussion, the shared findings and relationships established across the three days are already bearing some fruit.

A Lithuanian delegate who works in national public radio reported that her Editor had been interested in some of the ideas from the workshops and was keen to incorporate them.

The Institute of Journalism in Bordeaux is collaborating with Birmingham City University's Media School on a project which will bring masters students from France to the UK to work together for a week long news exercise in May 2013.

The Faculty of Public Communications at Vytautas Magnus University in Kaunas, Lithuania is also in discussion with the Media School at BCU in terms of developing summer school courses and 'journalism ethics through practice' classes.

Informal discussions between other universities and countries are also ongoing, based on the experience of the three day event in Birmingham.

There is also the possibility which is being currently explored, for researchers at Birmingham City University to collaborate with colleagues at France Televisions and the BBC to investigate the innovative measures each organisation is putting into effect with regard to diversity.

6 JUNE 2012

12.00 am Registration

1.00 pm Welcoming lunch

2.00 PM MEDIA, DIVERSITY & RACISM IN SPORT – *Ethics & Editorial Management in Europe*

Welcoming session

Plenary session (Simultaneous interpretation in English & French)

Robert PALMER Director *Democratic Governance, Culture & Diversity*, Council of Europe

Stephen PEARSE Secretary General, *EFJ* – European Federation of Journalists

Dan HOWARD Executive Dean, *Faculty of Performance, Media and English*, *BCU* - Birmingham City University

2.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – *Ethics & Editorial Management in Europe*

Introduction to *MARS* perspectives & the *European Media Forum*

Plenary session (Simultaneous interpretation in English & French)

Reynald BLION *Media & Diversity* and *MARS* Manager, Directorate *Democratic Governance, Culture & Diversity*, Council of Europe

Diane KEMP Director, Postgraduate Broadcast Journalism, Faculty of Performance, Media and English, *BCU*
Chair of the *MARS* European Media Forum

3.00 pm Coffee Break

3.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – *Ethics & Editorial Management in Europe*

The main challenges in Europe – A Q&A debate for an overview

Plenary session (Simultaneous interpretation in English & French)

Natasha HENRY Journalist, *The Voice*, member, *BCOMS* - Black Collective of Media in Sport

Muriel HANOT Director Studies & Research, *CSA*, Federation of Wallonia –Brussels, Belgium

Fabien WILLE Professor of University, Sports Sciences Faculty / Research Team
Sport & Society, University of Lille (France)

Facilitator **Sukhraj SOHAL**, Executive Director, *The Ten Monkeys* & BBC Executive

4.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

3 Working groups

Objectives:

To discuss the issues presented by the panel

To introduce other issues to be addressed, perhaps specific to their countries, media, sports etc

To identify common themes and issues

Mixed working groups; 1 with French – English simultaneous interpretation, 2 in English

Facilitators G1 **Kristina JURAITE**, Vytautas Magnus University (Lithuania) & **Bob CALVER**, BCU (United Kingdom)

G2 **Mihaela DANGA**, CIJ (Romania) & **Larry FERGESON**, CCMC (Cyprus)

G3 **Sharon WHEELER**, University of Portsmouth (United Kingdom) & **Alexander VOJVODA**, Radio FRO (Austria)

5.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Working groups' Conclusions

Plenary session (Simultaneous interpretation in English & French)

Are there common issues?

Can we include those in the following day's sessions?

Conclusions and introduction to the working group sessions of next day

6.00 pm *End of the day*

6.30 pm *Welcoming reception – City of Birmingham*



9.30 AM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

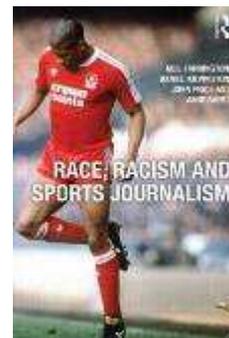
Introduction

Plenary session (Simultaneous interpretation in English & French)

John PRICE & Amir SAEED

Authors

Race, Racism and Sports Journalism



10.00 AM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

3 Working groups on statutory and legal frameworks regulating media standards and discrimination

Identifying existing legal and regulatory frameworks on media standards and discrimination and assessing their effectiveness in tackling the problem. For example, how can national and European legislation on discrimination and regulatory bodies help fight against discrimination while including diversity and equality in the media and newsroom practice?

Mixed working groups; 1 with French – English simultaneous interpretation, 2 in English (Coffee break included in the WG dynamic)

Facilitators G1 **Kristina JURAITE**, Vytautas Magnus University (Lithuania) & **Bob CALVER**, BCU (United Kingdom)

G2 **Mihaela DANGA**, CIJ (Romania) & **Yuk Lan WONG**, EFJ (Belgium)

G3 **Sharon WHEELER**, University of Portsmouth (United Kingdom) & **Alexander VOJVODA**, *Radio FRO* (Austria)

1.00 pm Lunch

2.00 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Plenary session (Simultaneous interpretation in English & French)

Muriel HANOT Director Studies & Research, CSA, Federation of Wallonia – Brussels, Belgium

Hans LAROES *EBU* - European Broadcasting Union, Switzerland

Viorica NECHIFOR *ANSI* - The Example of the *Roma Charter*, Italy

2.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

3 Working groups on advisory systems / self-regulation

To identify ethical and professional codes of conduct

To what extent do they work?

Commonalities and 'real-life' uses of these 'codes' in newsrooms and management

*Mixed working groups; 1 with French – English simultaneous interpretation, 2 in English
(Coffee break included in the WG dynamic)*

Facilitators G1 **Kristina JURAITE**, Vytautas Magnus University (Lithuania)
& **Bob CALVER**, BCU (United Kingdom)

G2 **Mihaela DANGA**, CIJ (Romania) & **Lionel MORRISSON**,
NUJ (United Kingdom)

G3 **Sharon WHEELER**, University of Portsmouth (United Kingdom) &
Alexander VOJVODA, Radio FRO (Austria)

5.00 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Conclusions of 2 working groups' sessions

Plenary session (Simultaneous interpretation in English & French)

5.30 PM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Plenary session (Simultaneous interpretation in English & French)

The floor to

John AMAECHI *New York Times* Columnist & Former NBA Basket Ball player (UK /
USA)

6.00 pm *End of the day*

7.15 pm Dinner at Lasan's, St. Paul's Square, Birmingham



Offered by **Birmingham City University**, Faculty of
Performance, Media and English

www.lasan.co.uk

9.00 AM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

How might it work?

Plenary session (Simultaneous interpretation in English & French)

Hamida ALI BBC Diversity Cell

Stéphane BIJOUX Executive Director on Diversity in News, *France Télévisions*

Johannes HOFER Chief Editor, *Ballesterer FM* (Austria)

9.30 AM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

3 Working groups

What concrete tools could be developed to encourage inclusive reporting?

Each working group will decide and elaborate on one or several practical tools to be introduced to the audience in the final session.

Be creative.

Creative phase – Mixed working groups; 1 with French – English simultaneous interpretation, 2 in English

(Coffee break included in the WG dynamic)

Facilitators G1 **Kristina JURAITE**, Vytautas Magnus University (Lithuania) & **Bob CALVER**, BCU (United Kingdom)

G2 **Mihaela DANGA**, CIJ (Romania) & **Pamela MORINIERE**, EFJ (Belgium)

G3 **Sharon WHEELER**, University of Portsmouth (United Kingdom) & **Alexander VOJVODA**, *Radio FRO* (Austria)

11.45 AM MEDIA, DIVERSITY & RACISM IN SPORT – Ethics & Editorial Management in Europe

Plenary session (Simultaneous interpretation in English & French)

Presentation, by each working group, of their proposed complementary frameworks and/or structures for a better inclusion of diversity and non discrimination journalism ethics and editorial management.

Debate and collective synthesis

12.15 AM MEDIA, DIVERSITY & RACISM IN SPORT – *Ethics & Editorial Management in Europe*

The next steps to MARS & Conclusions

Plenary session (Simultaneous interpretation in English & French)

Pamela MORINIERE EFJ - European Federation of Journalists

Reynald Blion Council of Europe

Diane KEMP BCU & Chair of the MARS European Media Forum

1.00 pm Lunch and Depart of participants.

2.30 pm Optional walking tour of the city centre for those wanting to stay on or not rushing for travel.

ALI Hamida

BBC Diversity Cell – *Diversity Manager - Policy and Performance* – United Kingdom



The BBC creates, commissions and broadcasts more hours of original television and radio programming than any other broadcasting organisation – the vast majority of it produced in the UK. Across all our activities, the BBC’s single vision is to be the most creative organisation in the world and enrich people’s lives with programmes and services of high quality, originality and value that inform, educate and entertain. / La BBC crée, commissions et diffuse plus d'heures de télévision

originale et de programmation de radio que tout autre organisme de radiodiffusion – la grande majorité des produits au Royaume-Uni. À travers toutes nos activités, vision unique de la BBC est d'être l'organisation la plus créative dans le monde et d'enrichir la vie des gens avec des programmes et des services de haute qualité, originalité et valeur qu'informer, éduquer et divertissent.

Hamida Ali is a Diversity Manager for the BBC’s Diversity Centre leading on performance against the Diversity Strategy, compliance with the public sector equality duty and non-employment related policy. Hamida co-ordinates the BBC Working Group on the Portrayal and Inclusion of Lesbian, Gay and Bisexual Audiences, chaired by the BBC’s Director of Audio & Music Tim Davie, and which commissioned research and consultation on this topic published in autumn 2010. Hamida has worked for the Diversity Centre since 2007 and has been an equality and diversity professional for 12 years working previously in local government and the criminal justice system. / Hamida Ali est une gestionnaire de diversité pour la BBC Centre de diversité sur le rendement par rapport à la stratégie de diversité, respect de l'obligation de l'égalité de secteur public et le politique connexe non emploi. Hamida coordonne le groupe de travail de la BBC sur la représentation et Inclusion de lesbiennes, Gay et bisexuels public, présidé par la BBC est directeur de l'Audio & musique Tim Davie et qui recherche commandée et consultation sur ce sujet publié à l'automne 2010. Hamida a travaillé pour le Centre de diversité depuis 2007 et a été l'égalité et professionnel de la diversité pour 12 ans auparavant dans le gouvernement local et le système de justice pénale.



AMAECHEI John

New York Times / Amaechi Performance Systems – Columnist / Founder and Chief Executive / Former NBA Basket Ball Player – United Kingdom



Born November 26, 1970) is a retired basketball player who currently works as a psychologist, educator and political activist in Europe and the United States. In February 2007, after his retirement from the NBA, Amaechi became the first former NBA player to come out publicly after doing so in his memoir *Man in the Middle*. Since then he has been regarded as "one of the world's most high-profile gay athletes". The son of a Nigerian, Igbo father, Amaechi was born in Boston in the USA. He was raised in Heaton Moor, Stockport, England, with his two younger sisters by his English mother, attending Stockport Grammar School. Amaechi moved to the United States to play high school basketball at St. John's Jesuit High School in Toledo,

Ohio. Amaechi now has a portfolio career as a broadcaster, consultant and academic, working on coverage of a weekly NBA basketball game on UK television channel Five and providing co-commentary for the BBC at the 2008 Olympic Games in addition, Amaechi was a judge on the BBC Series The Speaker in 2009. Amaechi is also a regular guest host of the BBC Radio Manchester Business show with Steven Saul. Amaechi owns Amaechi Performance Systems, which is a consultancy working with numerous blue-chip brands to improve leadership and communication skills and organisational diversity. John is a member of the American Psychological Association, the British Psychological Society (BPS), the BPS Division of Organisational Psychology and the BPS Psychological Testing Centre. Most recently, John became a Senior Fellow at the centre for Emotional Literacy and Personal Development at the University of Central Lancashire (UCLAN) in the United Kingdom. Amaechi is also involved with the ABC Foundation in Manchester, which encourages children to become involved in sports and their communities by building youth sports centres throughout the United Kingdom.



AUDIJE-VEGA Francisco

FSC-CC.OO - Federación de Servicios a la Ciudadanía de CC.OO / International Federation of Journalists – Journalist / IFJ Executive Committee Adviser – Spain



IFJ, International Federation of Journalists, based in Brussels, is the largest world organization of journalists. First founded in Paris in 1926 and relaunched after II World War. The IFJ is a global federation of journalists' unions aiming to protect press freedom, human rights and labour rights of journalists around the world. It is one of the federations linked to Global Unions. The IFJ represents 600,000 journalists members of organizations and unions of journalists in 135 countries.

PACO AUDIJE (Francisco Audije-Vega) Adviser of the Executive Committee of the IFJ. Journalist for 35 years. He worked 24 years in the Spanish national public channel TVE (1984-2008), most part as foreign correspondent in France, the Balkans (mainly Kosovo and Albania), Northern Ireland, Maghreb (mainly Algeria) and India. Representative and member of the Spanish union FSC-CCOO (Periodistas de CC.OO). Former Deputy Secretary General of the IFJ (2008-2010). Also since 2010: Executive Committee of the IFJ (Adviser). Member of the Broadcasting Experts Group (BREG) of the European Federation of Journalists (EFJ). Journalist of digital newspaper "Periodistas en español (www.periodistas-es.org)". Correspondent of francophone Belgian newspaper "La Libre Belgique" in Spain.



AVRAMOVIC Zoran

Football Friends / Judo Friends / Project FUDRIJ – President – Serbia



A unique and rather specific football and judo festival took place in Ivanjica at the end of July 2011. That is a recipe and program already successfully tested in similar camping events - Judo Friends and Football Friends, which are the basis of Fudrij. With a slogan "Life is a miracle – football and judo", Fudrij attracted 140 secondary school

children from the whole region, actually from the former Yugoslavia areas, to come to this event. The patron of the Festival was the Ministry of Youth and Sport of the Republic of Serbia. Young football and judo talents spent ten days well planned by the organizer. The program included trainings every day, football tournament, psychology workshops and



other free time activities in the evenings. A team of coaches, psychologists and animators had a task to make the things go smooth and ensure that every item from the agenda is professionally performed. Since every day of Fudrij has started and ended with hard and intensive trainings, which could potentially cause some injuries, medical supervision was provided full time. Owing to the experience gained from the Football Friends and Judo Friends, which is designated by the Peace and Sport as one of the best projects globally, the number of accidents and injuries was reduced to minimum. The tumult and violence of the nineties crippled all aspects of society in the republics of former Yugoslavia, and the region's young people continue to be affected by their countries' recent past. In 2005, Football Friends was created to help this younger generation transform their lives and to help heal the fragmented societies in which they are growing up. In cooperation with various organisations and municipalities, Football Friends facilitates educational initiatives in conjunction with non-formal educational institutions to enhance youth development. The organisation currently runs football programmes across Bosnia and Herzegovina, Montenegro and Serbia which have served more than 15000 participants since 2005.



Zoran Avramovic - Born on 25 September 1959 - Married with two children - Qualifications: 1982. graduated from the Department for Journalism, Faculty of Political Science, University of Belgrade. 1983-88. PR manager of the "Holiday Inn" hotel which accommodated the members of the International Olympic Committee, during the Winter Olympic Games in Sarajevo in 1984 / 1988 : manager of the "OSSA" agency for sports marketing / 1989: Head of sports marketing in the Marketing and Communications Agency of the Red Star Association of Clubs / 1993: Director of the Marketing and Communications Agency of the Red Star Association of Clubs that was renamed to Red Star Marketing / 2003: Member of the Managing Board of Red Star football club and the club's representative to the UEFA Football Forum / 2005: Executive Director of Red Star football club Currently occupies a position of the director of Red Star Marketing and is in charge of the organizational, sponsorship and PR activities of the Red Star Association of Clubs. From 1995 is also in charge of sponsorship and marketing and communication activities of all national teams competing under the Serbian Volleyball Association (and former associations of Yugoslavia or Serbia and Montenegro). Member of CEV (European Volleyball Confederation) working group - TOP Volleyball. Member of Sports Council of Republic of Serbia / Author of the books "Industry of Football" 2004 (Industrija fudbala) and "Football as a Religion" 2006 (Fudbalska religija) and "Football on the First Place" 2010 (Fudbal na prvom mestu) / Columnist in BLIC daily, writing a column "The Line of the Ball" that is dedicated to sports management / Founder and president of the "Football Friends Foundation" / Since 2005 reestablished an international youth football tournament in Foča, under the name of "Football Friends" / Football Friends Balkan team participated in the Street World Cup in Berlin, Germany in 2006 / Initiated a street football league project "Kids from the Hood" in Belgrade, enabling a winning team to visit London as a guest of the Street League London / Winner of an award, presented by the Institute for European Affairs (INEA) from Germany, for organization of youth and "street" football tournaments, under the auspices of FIFA, for 2007 / Football Friends organized European Street Football Festivals in Foča (Bosnia and Herzegovina) 2008 and 2009 / Initiated street football Regional League FOOTBALL FRIENDS with teams from 12 cities from Serbia, Bosnia and Herzegovina and Montenegro / Football Friends team represent region in the Festival FIFA Football for Hope as a part of World Cup in South Africa, 2010 / Languages: English and French.



BANKHEAD Craig

Show Racism the Red Card – *Education Manager* – United Kingdom



Show Racism the Red Card is an anti-racism educational charity which uses the high profile status of football players and other role models to tackle racism in society. The campaign produces educational resources featuring top international football players and works with more than 30,000 young people every year throughout Britain in their places of education. The campaign employs 20 full time staff and 20 ex-professional football players who, in addition to working with young people, deliver education workshops to teachers and other professionals.

Craig Bankhead is the Education Manager for Show Racism the Red Card in the North East of England. Working previously as a teacher and a head of department in the field of Further Education, Craig oversees Show Racism the Red Card's education work in the North of England.



BLION Reynald

Council of Europe – *MARS Programme Manager* – France



Le Conseil de l'Europe, première organisation paneuropéenne créée en 1949, qui a son siège unique à Strasbourg, France, choix emblématique au lendemain de la deuxième guerre mondiale, regroupe actuellement 47 Etats membres. Le Conseil de l'Europe a été créé afin de défendre les droits de l'homme et la démocratie parlementaire et d'assurer la primauté du droit, de conclure des accords à l'échelle du continent pour harmoniser les pratiques sociales et juridiques des Etats membres, de favoriser la prise de conscience de l'identité européenne fondée sur des valeurs partagées et transcendant les différences de culture. A partir de 1989, il a pour mission particulière d'être un point d'ancrage politique et le gardien des droits de l'homme pour les nouvelles démocraties de l'Est de l'Europe, d'aider les pays d'Europe centrale et orientale à mettre en œuvre et à consolider les réformes politiques, législatives et constitutionnelles parallèlement aux réformes économiques, de fournir un savoir-faire dans des domaines tels que les droits de l'homme, la démocratie locale, l'éducation, la culture, l'environnement.

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...



BIJOUX Stephane

France Télévisions – Directeur délégué pour la diversité dans l'information – France



france télévisions

Depuis la loi du 7 mars 2009, France Télévisions regroupe au sein d'une même entreprise les 5 diffuseurs France 2, France 3, France 4, France 5 et RFO. Société de service public, France Télévisions s'impose comme la principale offre télévisuelle française en rassemblant plus d'un tiers de l'audience nationale. Affichant une ligne éditoriale différente et ambitieuse et offrant toujours plus de place à la culture et à la création, France Télévisions se veut au service du public, de tous les publics. Composant un bouquet de chaînes aux identités fortes et complémentaires, France Télévisions est présent sur tous les genres de programmes et offre à chaque instant un vrai choix au téléspectateur. Avec 424 millions d'euros investis en 2008 dans tous les genres audiovisuels et cinématographiques, France Télévisions apparaît plus que jamais comme un acteur incontournable de la création française et comme le premier média culturel en France. Outre le soutien à la création audiovisuelle, France Télévisions s'engage en faveur de missions citoyennes : la diversité, le handicap, le développement durable et le soutien aux causes d'intérêt général. France Télévisions cultive sa différence en développant sur ses antennes comme au sein de l'entreprise, la représentation de la France telle qu'elle est : ouverte, rassemblée et multiculturelle. Le bouquet France Télévisions est un média citoyen, un média durable, un média responsable, qui fait de sa relation privilégiée avec les téléspectateurs la colonne vertébrale de sa stratégie. Cette différence est la marque du service public. Parce que France Télévisions veut faire évoluer les mentalités, une mission sur la représentation de la diversité dans les œuvres de création a été mise en place dès 2008. En 2009, France Télévisions a poursuivi son engagement avec la mise en place d'un Comité permanent de la diversité, composé de personnalités extérieures et de collaborateurs de France Télévisions.

Mars 2011 - Directeur délégué pour la Diversité dans l'Information de France Télévisions / Septembre 2010 - Coordonnateur pour la Diversité dans l'Information dans le groupe France Télévisions Joker présentation des journaux Soir3 Week-end sur France 3 / Février 2005 - Rédacteur en chef RFO Polynésie Pilotage d'une expérimentation unique pour le groupe France Télévisions : Déploiement d'un dispositif de Média Asset Management (MAM) : système complet de numérisation du processus de fabrication d'un JT. Juillet 2002 - Directeur de l'Information - Direction générale RFO (Réseau TV Radio France Outre Mer) Responsable de la ligne éditoriale, du traitement de l'information et de l'évolution des carrières et des métiers.



BOVA Nelson

Radio Televisione Italiana (RAI) – Journalist – Italy



Rai is the national public television and radio. 11.000 employees. 4 main and 20 regional headquarters throughout the country.

Professional journalist since 1995, I studied as a producer, documentary director and camera operator. I'm working for the Emilia Romagna regional heading of Rai. I mainly follow social items, like immigration, disability, poverty, immigration, and so on. I don't cover regularly sport, although I've been to 4 Paralympic Games.



BRADSHAW Paul

Birmingham City University, Faculty of Performance, Media and English – Course Director MA Online Journalism – United Kingdom



With around 25,000 students from 80 different countries, Birmingham City University is one of the largest universities in the UK and our popularity has grown significantly in recent years. Between 2008 and 2010, we had the highest rise in UCAS applications of any university in the Midlands. Situated in Birmingham, the UK's second city, we are proud of our strong links and close collaboration with the region, which dates back to 1843. The University puts more than £270 million into the regional economy and supports thousands of jobs in the city and surrounding area. Our six academic faculties offer over 350 courses, from foundation level, through undergraduate degree programmes, to taught Master's courses and research doctorates. About a third of our students study part-time, combining employment with our professionally relevant courses, improving their career prospects.

Paul Bradshaw is an online journalist and blogger and a Visiting Professor at City University's School of Journalism in London. He manages his own blog, the Online Journalism Blog (OJB), and is the co-founder of HelpMeInvestigate, an award-winning investigative journalism website funded by Channel 4 and Screen WM. He has written for journalism.co.uk, Press Gazette, the Guardian's Data Blog, InPublishing, Nieman Reports and the Poynter Institute in the US. He is the co-author of the Online Journalism Handbook with former Financial Times web editor Liisa Rohumaa, and of Magazine Editing (3rd Edition) with John Morrish. Other books which Bradshaw has contributed to include Investigative Journalism (second edition), Web Journalism: A New Form of Citizenship; and Citizen Journalism: Global Perspectives. Bradshaw has been listed in Journalism.co.uk's list of the leading innovators in journalism and media and Poynter's most influential people in social media. In 2010, he was shortlisted for Multimedia Publisher of the Year and in 2011 ranked 9th in PeerIndex's list of the most influential UK journalists on Twitter.



CALVER Bob

Birmingham City University, Faculty of Performance, Media and English – Senior Lecturer Postgraduate Journalism, United Kingdom



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CAMILLERI Ellsworth

Council of Europe – MARS Programme Assistant – 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.

Ellsworth Camilleri has recently joined the Council of Europe as MARS programme assistant. He provides support to the MARS project manager in relation, on one side, to the media, PR and communication activities and, on the other side, to the financial and administrative aspects of the project. Previously, he worked as Fund Raising, PR and Campaigning Officer on voluntary basis with KOPIN, a Non-Governmental Development Organisation. He has also worked at the Embassy of France to Malta as assistant to the Counsellor for Cooperation and Cultural Action, where he was mainly responsible of the administration and monitoring of cooperation projects and programmes. Ellsworth Camilleri studied International Relations and Project Management.



CHALE Melanie

National Union of Journalists – Member – France



The NUJ is the world's largest journalists' union, with over 40 000 members in England, Scotland, Wales and Ireland - and active branches in Paris, Brussels and the Netherlands. It is affiliated to the TUC, and the GFTU in the UK. The NUJ is proud to be a part of the international labour movement and is affiliated to the International Federation of Journalists and the European Federation of Journalists. NUJ members subscribe to a Code of Conduct by which they agree to produce no material likely to lead to hatred or discrimination on the grounds of age, gender, race, colour, creed, legal status, disability, marital status, or sexual orientation / Le NUJ, le plus grand syndicat de journalistes dans le monde, compte plus de 40000 adhérents en Angleterre, l'Ecosse, le Pays de Galles et Irlande - et des sections actives dans Paris, Bruxelles et les Pays Bas. Il est affilié au TUC et GFTU au Royaume-Uni. Le NUJ est fier de faire partie du mouvement international des travailleurs. Il est affilié à la Fédération Internationale des Journalistes et à la Fédération Européenne des Journalistes. Les membres du NUJ souscrivent à un Code de Conduite dans lequel ils acceptent de ne produire aucun matériel qui pourrait mener à l'haine ou à la discrimination fondé sur âge, sexe, race, couleur, religion, statut juridique, handicap, état civil ou orientation sexuelle.

Freelance photographer for the last 5 years, I left behind my studies as a marketing major in Paris, France to move to Australia, where I learned my trade. Parallel to my personal and artistic projects, I work as a professional documentary photographer in the areas of travel, sports, art and social issues. In the recent past, I have worked as a photographer for Handisports and covered the Paralympics in Beijing. My print work is also augmented by several projects which are currently being developed as web documentaries.



DANGA Mihaela

Center for Independent Journalism – Deputy director – Romania



CIJ is a non-governmental, non-profit organization, acting for professional and responsible media by keeping the professional standards and securing an honest and balanced media environment. CIJ supports the freedom of expression as a prerequisite for a real democracy. CIJ facilitates the social dialogue by supporting democratic changes, encouraging the citizens' participation and acting for the responsibility of the decision makers. The main area of activity includes media and media related issues: media legislation, freedom of expression, transparency and accountability, European policies, etc.

I have been working with CIJ for fourteen years; my main responsibilities include writing and managing media programs especially for high school and university students. Before joining the NGO sector, I worked as an art librarian. I have a background in Romanian and English language and literature. I am also a certified trainer, facilitator and evaluator. I am an experienced teacher/trainer and translator.



DEL CAMPO CORTÉS Eduardo

El Mundo - Andalusia Delegation – Staff reporter and editor – Spain

EL MUNDO

EL MUNDO, founded in 1989, is the second newspaper in circulation in Spain and its website is the most visited in Spanish language in the world for a media of general information. Its mother company, Unidad Editorial, belongs to the Italian media group RCS (Rizzoli Corriere della Sera). / EL MUNDO, créé à 1989, est le second journal en Espagne et son site internet est, parmi les media d'information générale, le plus visité au monde en langue espagnole. Le journal est publié par Unidad Editorial, qu'appartient au group de communication italien RCS (Rizzoli Corriere della Sera).

Eduardo del Campo Cortés (Madrid, 1972), works as a reporter and editor for the Spanish newspaper EL MUNDO since 2001, based in the Andalusia desk in Seville. He has published the books 'Odiseas' (2007, Fundación José Manuel Lara), about immigration to Europe; 'De Estambul a El Cairo' (2009, Almuzara), the account of a travel through the conflicts of the Middle East; 'Capital Sur' (2011, Paréntesis), a novel on the economic crisis in Spain in the 90', and the volume of poetry 'Pan Americano' (Monosabio, 1999). / Eduardo del Campo Cortés (Madrid, 1972), travaille comme reporter et éditeur pour le journal espagnol EL MUNDO depuis 2001. Il a sa base à la rédaction régionale d'Andalousie à Séville. Del Campo a publié les livres 'Odiseas' (2007, Fundación José Manuel Lara), sur l'immigration ver l'Europe; 'De Estambul a El Cairo' (2009, Almuzara), le reportage de son voyage a travers les conflits du Proche Orient; 'Capital Sur' (2011, Paréntesis), a roman sur la crise économique en Espagne en 1994, et 'Pan Americano' (Monosabio, 1999), avec ses poèmes.



DOWSON Mary

Bradford Community Broadcasting (BCB) – Director – United Kingdom



BCB is Bradford's community radio station, run by local people. We broadcast full time throughout Bradford and the Aire Valley on 106.6fm and via the internet on our Listen Live service. We provide a dedicated and accessible radio station for Bradford, broadcasting a range of distinctive and entertaining programmes you want to hear. We were the Sony Radio

Academy Awards 2003 Nations & Regions Gold Award winners for Yorkshire & the North East and the Community Harmony Awards 2004 Community Service winners in Bradford!

Mary Dowson is the Director of Bradford Community Broadcasting (BCB), a community station made by and for the people living and working in Bradford. As one of the co-founders of the station Mary has been with BCB since the very start. She heads up the staff team and is responsible for the overall running of the radio station, managing a range of projects and working with the BCB Management Committee. As one of only a couple of permanent staff at the Station, Mary's role is varied; from spreadsheets and reporting to solving problems like a presenter falling ill at the last minute. "Everything about radio is immediate; I end up doing a lot of things which are urgent but not the important things I need to be doing." A former board member and Chair of the Community Media Association, Mary played a significant role in achieving the licensing of community radio stations nationally. She sees the role of community stations as vital. BCB has grown incrementally, bringing in different people of all ages and backgrounds, trying to respond to changes in Bradford and recognising everyone's



contribution and giving everyone a voice. Mary studied at Bradford University before taking a teaching job at Bradford College.



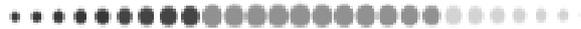
FERGESON Larry

Cyprus Community Media Centre – Director – Cyprus



The Cyprus Community Media Centre (CCMC) aims to establish community media in Cyprus and support local community groups in communicating their message to wider audiences. It does this by developing capacity through media skills training, dedicated support and equipment loan. CCMC strives to be diverse, inclusive, collaborative, transparent, equitable and nonpartisan, promoting the benefits of community-based media and giving people the skills to be in control of their own messages. It also wants to help bridge gaps and enhance relationships between the mass media and civil society through the creation and broadcasting of productions that contribute to multiculturalism and diversity.

Larry has a degree in broadcast communications from Texas State University and did his graduate studies in conflict resolution at Portland State University. He has years of experience in radio news reporting, magazine writing and working with international civil society organisations. Since 2010 he has been the general manager of the Cyprus Community Media Centre in Nicosia, Cyprus where he utilises his media and conflict resolution skills in his work to bridge the divisions between the conflicted communities of Cyprus.



FLYNN Peter

Birmingham City University, Department of Media and Communications - Technical Manager - United Kingdom



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Technical Manager for The Birmingham School of Media.



FRACHON Claire

MediaEuropaDiversity – Chef de projets / Journaliste / Consultante – France

MediaEuropaDiversity, Auto-entrepreneur, Consultante médias et lutte contre les discriminations, montage de projets audiovisuels européens, intervenante dans écoles de journalisme et rencontres internationales.

Claire Frachon, European Media Consultant based in Paris, was projects leader on media and diversity at Institut Panos Paris from 2005 to 2009. She was producer for PSB France 3, hosting the Saga-Cités programme with a network of 11 European TV. Claire launched a series of programmes on cultural diversity and migration in Europe. In addition to having organized a number of international events, Claire is author of *Télévisions d'Europe et Immigration* (Ina, La Documentation Française, 1993), *European Television and Ethnic Minorities* (John Libbey, Luton University, 1995), *Medias et Diversité, de la visibilité aux contenus* (Karthala, 2008), and *Media and Cultural Diversity in Europe and North America* (Karthala, 2009) / Claire Frachon, aujourd'hui consultante Médias basée à Paris, a été chef de projets sur les médias et la diversité à l'Institut Panos Paris de 2005 à 2009. Elle a été journaliste/productrice pour la chaîne publique France 3, émission Saga-Cités pour laquelle elle a animé avec l'UER un réseau de 11 chaînes publiques européennes. Elle a initié une série d'émissions sur les identités culturelles et l'immigration en Europe. Elle est également conceptrice de plusieurs rencontres internationales et co-auteur de « *Télévisions d'Europe et Immigration* » (Ina, La Documentation Française, 1993), « *European Television and Ethnic Minorities* » (John Libbey, Luton University, 1995) « *Médias et Diversité, de la visibilité aux contenus* » (Karthala, 2008) et « *Media and Cultural Diversity in Europe and North America* » (Karthala, 2009).



GREPPI Giorgio

Autorità per le garanzie nelle comunicazioni (AGCOM) – Officer, representative of Maja Capello, AGCOM Head of Sport Unit – Italy



The Communications Regulatory Authority (Agcom) is an independent authority, established by Law n. 249 of 31 July 1997 Agcom is accountable to Parliament which has established its powers, defined its statutes and elected its members. The Communications Regulatory Authority is a "convergent" authority. The definition refers to the choice made by Parliament, which attributed to Agcom a series of functions extending from telecommunications to audiovisuals and publishing. This choice took into account the deep changes caused by the "digital revolution" which has blurred the boundaries between the different media, whose contents – images, data, voice – are becoming more and more interactive. / Agcom est une autorité indépendante, créée par la loi n. 249 du 31 Juillet 1997 Agcom est responsable devant le Parlement qui a établi ses pouvoirs, a défini ses statuts et élu ses membres de collège. Le Autorité de régulation est une «convergente» autorité. La définition se réfère au choix fait par le Parlement, qui a attribué à l'AGCOM une série de fonctions s'étendant de télécommunications à l'audiovisuel et l'édition. Ce choix a pris en compte les changements profonds causés par la «révolution numérique», qui a brouillé les frontières entre les différents médias, dont le contenu - images, données, voix, sont de plus en plus interactif.

Giorgio Greppi works for Agcom, the Italian national Communications Regulatory Authority. During his activity, he has been involved in the drafting of the audiovisual sector regulation; in this same field, he has also carried out extensive research activity, benchmark and comparative analysis aimed at identifying current trends and possible evolutions of the market and elaborating adequate regulatory policies. He has participated in the International Twinning Partnership Programmes for the implementation of the acquis communautaire in the TLC and audiovisual sectors both in Bosnia Herzegovina and in Egypt. Giorgio Greppi is a lecturer at the Master course of Information Technologies Law And Competition Policy at "LUISS Guido Carli" University in Rome. / Giorgio Greppi travaille pour Agcom, l'Autorité Italienne de Régulation des Télécommunications. Au cours de son activité, il a participé à la rédaction de la réglementation du secteur audiovisuel. Dans ce même champ, il a conduit une activité de recherche et d'analyse comparative pour identifier les tendances actuelles du marché et ses possibles évolutions, contribuant à l'élaboration de la policy réglementaire. Il a aussi participé aux Programmes Internationaux de Partenariat pour la mise en œuvre de l'acquis communautaire dans le TLC et de l'audiovisuel en Bosnie ERZÉGOVINE et en Egypte. Giorgio Greppi est un maître de conférences à le Master de Technologies de l'Information - Droit et Politique de la concurrence à l'Université "LUISS Guido Carli" de Rome.



HANOT Muriel

Conseil supérieur de l'audiovisuel (CSA) - Communauté française – Directrice des Etudes et Recherches - Belgique



Le Conseil supérieur de l'audiovisuel (CSA) est chargé de la régulation de l'audiovisuel de la Fédération Wallonie-Bruxelles (Belgique). Ses missions sont principalement de contrôler le respect des obligations des éditeurs, des distributeurs de services et des opérateurs de réseaux (câblodistributeurs, Belgacom, RTBF, ...). Le CSA est composé de deux Collèges : une instance d'avis chargée de rendre des avis sur toute question relative à l'audiovisuel et une instance décisionnelle chargée d'attribuer les autorisations d'émettre aux télévisions et radios privées établies en Fédération Wallonie-Bruxelles, de contrôler le respect des obligations des éditeurs, distributeurs de services et opérateurs de réseaux et de sanctionner les infractions à ces obligations.

Muriel Hanot has a PhD in communication studies, a BA in journalism and a BA in history (UCL – Belgium). She's director of Research and Studies at the CSA. Earlier she has followed a research career as research fellow and postdoctoral researcher at the department of communication of the UCL (Belgium). Her favourite subjects were TV reception and uses, history of media... She has been visiting lecturer in several Belgian universities (FUSL, FUNDP, FUcAM) giving different communication courses (Semiology, pragmatic, media history...). She presently gives lecture at the UCL on research methods. She has written *Télévision : réalité ou réalisme ?* (INA/De Boeck, 2002), directed *50 ans de RTBF : L'extraordinaire jardin de la mémoire*, vol. 1 : *Télévision* (Musée de Mariemont, 2004) and published numerous articles on TV including *Transposition SMA en Communauté française*, in *Auteurs & Médias*, 2009/4 (with V. Straetmans) / En tant que directrice des études et des recherches au CSA, Muriel Hanot a la charge des études relatives à l'évolution culturelle, sociologique, économique et technologique des questions de production, de programmation et de consommation audiovisuelles. Dans ce cadre, elle assure également la coordination des travaux du Collège d'avis du CSA. Licenciée en histoire, licenciée en communication sociale et docteur en communication, elle est



entrée au CSA en 2005 où elle a géré pendant plusieurs années les dossiers et questions liés à l'audiovisuel public (RTBF, télévisions locales) et à l'information. Elle avait auparavant travaillé comme chercheur FNRS au département de Communication de l'UCL, notamment dans le domaine de l'histoire, de la réception, des usages et des appropriations de la télévision. Elle dispose également d'une expérience dans le domaine de l'enseignement universitaire où elle a assumé et assume encore la charge de certains cours dans différents domaines de la communication (sémio-pragmatiques, socio-histoire des médias, méthodes de recherche...). Elle a publié, notamment, *Télévision : réalité ou réalisme ? Introduction à l'analyse sémio-pragmatique des discours télévisuels*, (INA/De Boeck, 2002), a dirigé *50 ans de RTBF : L'extraordinaire jardin de la mémoire*, vol. 1 : Télévision (Musée de Mariemont, 2004) ainsi que de nombreux autres articles consacrés à la télévision.



HESELTINE Sue

Birmingham City University, Faculty of Performance, Media and English – Deputy Head of School – United Kingdom



With around 25,000 students from 80 different countries, Birmingham City University is one of the largest universities in the UK and our popularity has grown significantly in recent years. Between 2008 and 2010, we had the highest rise in UCAS applications of any university in the Midlands. Situated in Birmingham, the UK's second city, we are proud of our strong links and close collaboration with the region, which dates back to 1843. The University puts more than £270 million into the regional economy and supports thousands of jobs in the city and surrounding area. Our six academic faculties offer over 350 courses, from foundation level, through undergraduate degree programmes, to taught Master's courses and research doctorates. About a third of our students study part-time, combining employment with our professionally relevant courses, improving their career prospects.

Sue Heseltine is Deputy Head of the Birmingham School of Media, Programme Director for BA (Hons) Media and Communication and Award Leader for MA Freelancing and Journalism Enterprise. During her professional career she spent more than 20 years as a working journalist in the print and broadcasting industries.



HOFER Johannes

Ballesterer FM – Editor – Austria



Ballesterer has been founded in the year 2000 and is Austria's only football monthly. With football and fan culture as its main focus, Ballesterer is not only reporting about the sportive but also the social and cultural aspects of the game. At least 16 pages of every issue are dedicated to a special topic like migration, homosexuality or corruption in football, these main topics can also refer to countries (Turkey, Scotland,...) or famous players (Cantona, Happel, Maradona). Ballesterer is an independent magazine (private publishing venture) with a current circulation of 20.000 issues that are also sold in Germany and Switzerland.

My name is Johannes Hofer and I am 22 years old. I am studying Communication Science at the University of Vienna. I am a regular author and editor for Ballesterer since 2009.



HORTA Bruno

Time Out Lisbon – *Journalist* – Portugal



Time Out Lisboa is a weekly magazine written in Portuguese published since 2007. Events and lifestyle are the core issues of the magazine. It's the only Portuguese periodical with a LGBT section.

I'm journalist at Time Out Lisboa weekly magazine since 2007 besides working as a freelance journalist for Portuguese newspapers as *Publico*, *i* newspaper or *Diario de Noticias*. I started working as a professional journalist in 2003. I usually write about gender and queer issues and I have a very strong interest in all subjects that deal with discrimination.



HOWARD Daniel

Birmingham City University – *Executive Dean* – United Kingdom



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Dan Howard studied at the London School of Economics and graduated with a degree in history, citing his two most influential teachers as the young David Starkey and Conrad, Lord Russell. He then joined embattled British industry for nine years working in a variety of roles including marketing, communication and corporate planning and includes a period of pit training among his assignments. Joining the then Plymouth Polytechnic in 1985 as a Senior Lecturer, he progressed to Bournemouth Polytechnic and established new undergraduate and postgraduate courses in advertising, marketing and public relations before becoming Deputy Head of the Bournemouth Media School. He established Red Balloon Productions as their in-house production company and significantly expanded Bournemouth's work in computer animation. Subsequently, he moved to the University of Gloucestershire as Dean of the Faculty of Media, Art and Communications, helping found the Cheltenham Screenwriters Festival and Cheltenham Illustration Prize. Under his leadership, Gloucestershire and its partners were designated a Skillset Media Academy. In 2008, Professor Dan Howard has been chosen to lead the new faculty covering Performance, Arts and Media, including Birmingham Conservatoire, Birmingham School of Acting, Media and

Communication and English. Previously, Dan Howard was currently Associate Pro-Vice-Chancellor and Dean of the Faculty of Media, Art and Communications at the University of Gloucestershire. In this position, some of his initiatives included the re-launch of the Viewfinder Film Festival, the establishment of the Cheltenham Illustration Awards, a significant expansion of the course portfolio... Dan was also a founder board member of the Cheltenham Screenwriting Festival. Following a ten year career in industry, he worked at Plymouth Polytechnic and subsequently Bournemouth University, rising to become Deputy Head of the Bournemouth Media School.



JAQUIN Patrick

France Télévisions – *Directeur délégué pour la diversité dans l'information* – France



Premier groupe audiovisuel français, France Télévisions regroupe les chaînes Outre-Mer 1ère, France 2, France 3, France 4, France 5 et France Ô. Chaque jour, 4 Français sur 10 regardent les programmes du groupe. A travers le plan positif pour l'intégration, France Télévisions s'engage pour améliorer la représentation des différences. Fidèle à ses engagements de service public, France Télévisions met en œuvre une politique de ressources humaines volontariste en faveur des travailleurs handicapés. France Télévisions soutient

des causes, manifestations et événements qui rejoignent sa mission de service public et participent des valeurs citoyennes et culturelles qui sont les siennes. La politique de partenariat France Télévisions est le premier partenaire de la création audiovisuelle française.

Depuis juillet 2011, je suis rédacteur en chef de l'émission « Votre télé et Vous » au service de la Médiation de France Télévisions (<http://info.france3.fr/mediateur>). Auparavant j'étais chargé de mission grand reporter à la Fondation France Télévisions (www.francetelevisions.fr/fondation). D'avril 1999 à octobre 2006 à l'Union européenne de radio télévision (www.ebu.ch) j'occupais le poste de chef du service de la communication.



JURAITA Kristina

Vytautas Magnus University / Faculty of Public Communications – *Assoc. Professor / Head of Department of Public Communications* – Lithuania



Vytautas Magnus University, established in 1922 (re-established in 1989) is one of the most liberal and modern universities in Lithuania, boasting an exciting history, nurturing and continuing deep-rooted traditions, playing a leading role in not just Lithuanian, but also the entire Baltic and European intellectual and cultural sphere. The academic community of VMU is united by the idea of artes liberales, i.e. the classical university of liberal arts. The Department of Public Communications at VMU is one of the leading journalism and communication schools in the Baltic States.

Three degree programs are offered on undergraduate and postgraduate levels. Academic staff of the department involves over 30 faculty members (professors, lecturers and PhD students) who are both active researchers and professionals in journalism and communications.

Kristina Juraitė is teaching and chairing the department of Public Communications at Vytautas Magnus University. Her research interests include media literacy and media social responsibility, media production and audience research, risk and environmental communication. Kristina Juraite is a member of academic and professional organizations, including IAMCR: International Association for Media and Communication Research, BAMR: Baltic Association of Media Research, AABS - Association for Advancement of Baltic Studies, LSA - Lithuanian Sociologists' Association, Lithuanian Social Science Forum, and Lithuanian Fulbrighters' Association.



KAIRIŪNAITĖ VIPARTĖ Agnė

Lithuanian National Radio and Television – Correspondent – Lithuania



Lithuanian National Radio and Television is a non-profit public broadcaster that has been providing regular radio services since 1926 and television broadcasts since 1957. It operates two national television and three radio channels. It also provides satellite and live internet broadcasts, radio and television podcasts. Lithuanian National Radio and Television employs around 650 people. LRT joined

European Broadcasting Union (EBU) 1993.

I was born on 18 07 1981. 1999 - 2003 was studying at Vytautas Magnus University in Kaunas, Lithuania – Bachelor of Anthropology. 2003 – 2005 gained Master degree of Public Communication and Journalism. 2005 - 2006 The University of Tartu, Estonia – program of Intercultural Communication. After followed various workshops for journalists held in Lithuania and abroad, Deutsche Welle Akademie in Germany, Switzerland, Poland, Estonia, Belgium. My work experience - 2004 – 2005 was working at Municipality of Kaunas City - Department of Public Relations, assistant of vice mayor. 2005 – 2009 Kaunas Radio and Television – TV news correspondent, since 2005 until present I'm working at Lithuanian Radio and Television as radio correspondent. Since 2011 I'm also an editor of the University journal at the University Vytautas Magnus.



KEMP Diane

Birmingham City University, Faculty of Performance, Media and English – Course Director, Postgraduate Broadcast Journalism - United Kingdom



With around 25,000 students from 80 different countries, Birmingham City University is one of the largest universities in the UK and our popularity has grown significantly in recent years. Between 2008 and 2010, we had the highest rise in UCAS applications of any university in the Midlands. Situated in Birmingham, the UK's second city, we are proud of our strong links and close collaboration with the region, which dates back to 1843. The University puts more than £270 million into the regional economy and supports thousands of jobs in the city and surrounding area. Our six academic faculties offer over 350 courses, from foundation level, through undergraduate degree programmes, to taught Master's courses and research doctorates. About a third of our students study part-time, combining employment with our professionally relevant courses, improving their career prospects.

Diane Kemp is a Course Director of postgraduate broadcast journalism courses at the Birmingham School of Media. She teaches radio and television skills and newsroom/production practice on the MA in International Broadcast Journalism and the professionally accredited Postgraduate Diploma in Broadcast Journalism courses. Prior to that Diane worked for the BBC in local radio and regional television. She also freelanced for BBC network radio, although she initially started out in commercial radio. Diane has been a member of the Broadcast Journalism Training Council representing other Universities on the Board for some years. She's also an external examiner at two other 'BJTC' accredited institutions. Through her work with the BJTC she has contributed to and run workshops for the Council of Europe in their anti-discrimination campaign. As part of this she's co-written and compiled a journalism training pack promoting diversity for the Campaign. She's also conducted journalism diversity training for the Fundamental Rights Agency of the EU and taught journalism ethics for Transparency International in Lithuania. Diane also collaborates with colleagues from the University's Centre for Criminal Justice, writing articles investigating media coverage of serious crime.



KIREV Krasimir

PODKREPA - Union of Bulgarian Journalists – *Member of the Board of Union of Journalists in Bulgaria "Podkrepa"* – Bulgaria



UJB "Podkrepa" is the journalistic trade union for over 20 years. It is an essential part of the strongest trade union in Bulgaria - Confederation of Labour Podkrepa. For over than two decades, journalists UJB "Podkrepa" fight for access to information and defend freedom of speech with professionalism. Union stands and will continue to uphold the principles of freedom, tolerance, professionalism, professional ethics and independence of the journalistic work, without which the existence of our democracy is unthinkable. The President of our Union Reneta Nikolova is a member of the Ethics Commission in the electronic media. She is the "European Journalist of 2007", a respected leader of the Board of the Club "Journalists Against Corruption", producer and presenter of current affairs programs "Law and Us" on Bulgarian National Television. UJB has already have over 300 members, It participates in IFJ and EFJ.

I was born and grew up in Kardzhali. This is a multicultural town, where Christians and Muslims live together. My first job was there, as sport reporter for the largest local newspaper. Then I moved to Bourgas, where finished my bachelor Journalism education. After that I went to Sofia and started working for the newspaper of the Bulgarian Constructors Chamber, named "Stroitel". Meanwhile I found my place in Confederation of labour "Podkrepa" and became member of the Board of Union of Journalists in Bulgaria. My personal interests are in journalism, sports and politics.



KLEIN Judit

Roma Production Workshop Foundation – *Editor* – Hungary



The Roma Workshop Foundation started to work 2005. This new civil organization helps with media project not only the Roma in Hungary and abroad, but also the poor and marginalized. The Roma trainee project and different workshops and joint conferences support the integration of the poor

with the tools of the media. The main goal of the organization is to establish an internet tv and become independent.

I started to work as a radio journalist and continued as a journalist at television. I spent in the public service sphere 19 years: made magazines and documentaries. I still work as an editor for a cable channel and I am responsible for a small magazine which supports the marginalized groups through the media.



KURSAR Jadranka

ARD – PSB freelance journalist – Germany



Jadranka Kursar is a freelance journalist, photographer and editor based in Berlin, Germany. Since graduating from the Humboldt University in 2008 with a Masters Degree in Cultural Anthropology, Jadranka has contributed work to a range of media from print and online journalism to radio and television; documenting people and places as diverse as Los Angeles and the villages of Bosnia. Growing up in the city of Nuremberg with parents of Croatian heritage, Jadranka was finding her voice as a journalist when she was documenting a peace project in Bosnia 2004. Since then

Jadranka established herself as a foreign correspondent based in Berlin, Germany. Her on the ground reporting includes feature articles for independent German and Swiss media, and sound stories for Public German, Austrian and Swiss Radio.



LAROES Hans

European Broadcasting Union (EBU - UER) - Responsable Groupe des Valeurs / Représentant le Président de l'UER – Switzerland



The European Broadcasting Union, based in Geneva, is the largest association of national broadcasters in the world. It promotes cooperation between broadcasters and facilitates the exchange of audiovisual content. The EBU works to ensure that the crucial role of public service broadcasters is recognised and taken into consideration by decision-makers. The EBU serves 85 national media organizations in 56 countries in and around Europe. Member broadcasters reach an audience of 650 million weekly.

Hans Laroes (56) was, until the summer of 2011, editor-in-chief of NOS News in the Netherlands. NOS is a totally crossmedial organization that brings news on all platforms, 24/7, and is seen as one of the most successful public broadcasters in Europe. It aims to be universal: for everybody, at any time. Hans Laroes has been editor-in-chief for 9 years. From 2007 until the end of 2011 he also was president of the News Assembly of the European Broadcasting Union, in which all of the EBU-members participate in exchanging news items and defining journalism in the digital age. At this moment he is an independent media-consultant, teaches, and writes books. He is also chair of EBU's Task Force Public Values, aiming to find new words and ways to strengthen the importance of public



service media.



LYNCH Danny

Kick It Out – *Media and Communications Manager* – United Kingdom



Kick It Out is football's equality and inclusion campaign. The brand name of the campaign - Let's Kick Racism Out of Football - was established in 1993 and Kick It Out established as a body in 1997. Kick It Out works throughout the football, educational and community sectors to challenge discrimination, encourage inclusive practices and work for positive change.

I am Media and Communications manager for Kick It Out. I have 10 years experience in media and public relations both in and outside football.



MORINIERE Pamela

European Federation of Journalists – *Authors'rights, gender and projects officer* – Belgium



The European Federation of Journalists (EFJ) is a regional organisation of the International Federation of Journalists (IFJ). It is created within the framework of the IFJ Constitution to represent the interests of journalists' unions and their members. The EFJ is Europe's largest organisation of journalists, representing about 260.000 journalists in over thirty countries. The EFJ fights for social and professional rights of journalists working in all sectors of the media. The EFJ is recognized by the European Union, the

Council of Europe and the European Trade Union Confederation as the representative voice of journalists in Europe. The EFJ has its headquarters in Brussels. The EFJ supports its affiliates to foster trade unions, to recruit new members and to maintain or create environments in which quality, journalistic independence, pluralism, public service values and decent work in the media exist.

Authors' Rights, Gender and Project officer of the European/international Federation of Journalists. Pamela holds Masters' degrees in Intellectual property law (DEA) and commercial law (L.L.M.) and a diploma in journalism. Prior to joining the IFJ in 2002 she worked for a Brussels-based consultancy. Pamela also worked in 2006-2007 for the Media Entertainment and Arts Alliance, the Australian union of journalists in Sydney. At the IFJ she has run various campaigns and projects to support the authors' rights system across Europe, defend press freedom, promote gender equality and non-discrimination at work and in news content. She is heavily involved in the IFJ campaign for Ethical journalism.



NECHIFOR Viorica

Associazione Nazionale Stampa Interculturale (ANSI) – President / Journaliste – Italy



ANSI is promoted by and composed of journalists with ethnic minority background who work in both mainstream and ethnic media in various Italian regions in order to respond to a demand for fair professional conditions, networking and self-organization by journalists and prospective media practitioners of migrant origin. ANSI intends to act so as to promote their accreditation, institutional building and access to both funding and training opportunities also by exchanging good practices

at the European and international level.

Viorica NECHIFOR - Romanian journalist, in Italy since 1999. I collaborated with a lot of redactions (Radio Torino Popolare, Metropoli (Repubblica group), Torinosette (La Stampa). From 2004 I'm working in the web redaction of the Turin Municipality www.comune.torino.it/ro, in the foreign redaction. From february 2010 I'm the president of ANSI.



NGOY Iyly

Birmingham City University – Student – United Kingdom



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I am a postgraduate Student in International Broadcast Journalism. I can speak four different languages, French, Spanish, Swahili and Lingala.



NJUMA Beti

TOP CHANNEL – Journalist – Albania



Top Channel is a national independent TV station, the terrestrial signal of which is extended in almost the entire territory of Albania. Top Channel is present all over Europe through the "Digitalb" platform and in Northern America through "Home2us". Top Channel was founded on 30 July 2001 by the late Top Media President, Mr. Dritan Hoxha, presenting since the beginning a clear objective for being the TV of all Albanians through the triangle: information, entertainment and

education. The goal that Top Channel has tried to achieve day after day with professionalism and quality is what has made this TV station to be considered by everyone as the biggest and most important media in the country and the Albanian sphere. Based on the high quality of the informative, entertaining and educational programs, Top Channel won since its foundation day the battle against the competition for the Albanian audience. In 2003, a serious poll ranked Top Channel on the top of the Albanian TV stations, with more than 50% of the audience share, which has constantly increased in the next polls until today.

Qualifications: April- October 2000 – Completed a special course on journalism organized by the Swiss Government and the Albanian Institute of Media. 6 -17 November 2000 – Completed a course on News and Information organized by the Training Center of Deutsche Welle Radio. Work Experience: 1997 Reporting, interviewing, investigating, in the first private radio in Albania, RADIO KOHA January- February 2002 - Team member of a project organized by the Media Diversity Institute, London, the Center for War, Peace and Media, New York, and the Albanian Institute of Media, publishing a series of articles on human trafficking. 1998-2002 Journalist at the National Radio of Albania Radio Tirana 2002-2005 Journalist and news anchor at TV Channel "Vizion+" 2005 – Till now journalist and news anchor at TV Channel "Top Channel" University of Tirana, Faculty of Philology, graduated in Albanian literature, September 1998 - July 2002.



NIKOLOV Teodor

PODKREPA - Union of Bulgarian Journalists – Member / Sports Journalist – Bulgaria



Съюз на журналистите в България "Подкрепа"

UJB "Podkrepa" is the journalistic trade union for over 20 years. It is an essential part of the strongest trade union in Bulgaria - Confederation of

Labour Podkrepa. For over than two decades, journalists UJB "Podkrepa" fight for access to information and defend freedom of speech with professionalism. Union stands and will continue to uphold the principles of freedom, tolerance, professionalism, professional ethics and independence of the journalistic work, without which the existence of our democracy is unthinkable. The President of our Union Reneta Nikolova is a member of the Ethics Commission in the electronic media. She is the "European Journalist of 2007", a respected leader of the Board of the Club "Journalists Against Corruption", producer and presenter of current affairs programs "Law and Us" on Bulgarian National Television. UJB has already over 300 members, it participates in IFJ and EFJ.

Name: Teodor Nikolov - Nationality: Bulgarian - Date and place of birth: 05.11.1990 in Sofia, Bulgaria - Occupation: Sports journalist for information agency fakti.bg and Stroitel newspaper - Education: Graduated from 1st English Language School, second year student in UNWE Member of UJB Podkrepa and Club Journalists against Corruption.



ORTIZ Ana

Birmingham City University – *Assistant at the event* - United Kingdom



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I am a Spanish journalist and political scientist who is studying her MA in Broadcast Journalism at Birmingham City University. I have experience working on radio, TV, newspapers and magazines. I have been living in the UK for more almost 2 years. I can speak Spanish and English as well as a little bit of French.



PALMER Robert

Council of Europe - *Directorate of Democratic Governance, Culture and Diversity* – 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.

Robert PALMER is the Director of Democratic Governance, Culture and Diversity at the Council of Europe, based in Strasbourg, France. The Council of Europe now has 47 member States, and the Culture and Heritage Directorate manages more than 50 different work programmes including the monitoring of cultural and heritage policies, capacity building projects and training seminars, and activities linked to cultural diversity, intercultural dialogue to major exhibitions. Robert Palmer has worked in the cultural sector for more than 20 years, and prior to joining the Council of Europe in 2006 was an adviser to several cities and regions on cultural development and regeneration, cultural tourism, festivals and arts policies. He has been very involved in European Capitals of Culture and was the Director of two – Glasgow (1990) and Brussels (2000). Robert Palmer is a Board member of various arts institutions and international festivals, the Chair of European arts juries and is asked regularly to speak at international cultural conferences and workshops. He has been given various awards in recognition of his work.



PEARSE Stephen

European Federation of Journalists – *General Secretary* – Belgium



The European Federation of Journalists (EFJ) is a regional organisation of the International Federation of Journalists (IFJ). It is created within the framework of the IFJ Constitution to represent the interests of journalists' unions and their members. The EFJ is Europe's largest organisation of journalists, representing about 260.000 journalists in over thirty countries. The EFJ fights for social and professional rights of journalists working in all sectors of the media. The EFJ is recognized by the European Union, the

Council of Europe and the European Trade Union Confederation as the representative voice of journalists in Europe. The EFJ has its headquarters in Brussels. The EFJ supports its affiliates to foster trade unions, to recruit new members and to maintain or create environments in which quality, journalistic independence, pluralism, public service values and decent work in the media exist.

Stephen Pearse is the General Secretary of the European Federation of Journalists and Deputy General Secretary of the International Federation of Journalists. Stephen has been a member of the National Union of Journalists for the UK and Ireland (NUJ) since 2005, and was a full-time official for the union from 2007-2010. During that time he was responsible for managing the union's campaigns and communications work, including the Stand Up for Journalism campaign in defence of well resourced, quality journalism. His time at the NUJ also included work on a number of international projects, including detailed work looking at building the capacity of the NUJ's sister union in Zimbabwe. Stephen has undertaken a wide range of editorial roles throughout his career, including reporting and feature writing for trade union magazines and news editor of the NUJ website. As well as undertaking editorial work in the British trade union movement, Stephen's career has also included experience of working closely with the European institutions, including time working within the European Parliament.



PINTER Markus

FairPlay – VIDC - Austria



The initiative FairPlay - Different Colours. One Game - at the Vienna Institute for International Dialogue and Cooperation started in 1997 in the course of the EU-Year Against Racism with support by the European

Commission and the Austrian Ministry for Sports. Since then, FairPlay is organising activities against discrimination in Austrian football and sport, and that in cooperation with associations, clubs, fan clubs, migrant and youth organisations, meanwhile also co-funded by the Austrian Football Association (ÖFB). FairPlay founded the network Football Against Racism in Europe (FARE) together with European partners and acted as its coordination office until 2010 and is furthermore a strong national partner in the FARE network. More information on www.fairplay.or.at. The central focus of the work of VIDC is the practice of enabling communication, encounters and exchange in our central fields of work: knowledge management, culture, gender, anti-racism work and sports. To make knowledge experienced and to communicate the joie de vivre and quality of life of other cultures is, for us, just as important as supporting them against the threat of imperial and colonial arrogance. The VIDC sees itself, on the one hand, as part of Austrian civil society, as a platform, which fosters initiatives and projects, encourages

mobilisation and offers support. On the other hand the VIDC is an important platform for networking and agency work as well as participative and emancipatory initiatives. In this context we are talking about bringing together different realities of life in cooperative projects and the enhancement of creative solutions. The VIDC wants to offer a space for action in partnership, for creativity and ideas, projects and dialogue by and for people from different cultural backgrounds with different experiences and realities. Looking at global development from a non-European perspective and reflecting this, quickening learning processes, building equality and removing barriers are aspects which VIDC sees as part of its know-how as well as its political values.



Including FairPlay. Different Colours. One Game. the VIDC consists of two more departments: the main department of VIDC itself + Moving Cultures – Kulturen in Bewegung - More information on www.vidc.org

Mag. Markus Pinter, political scientist, works as project coordinator at FairPlay-vidc since 2000 and organised the anti-racist FARE Streetkick tour at the UEFA EURO 2008, coordinated the grass-roots activities within the European wide FARE Action Weeks and the FARE and FairPlay mailing lists and newsletters. For the Austrian projects he is supporting grass-root initiatives in their anti-racism activities and organised anti-racism events at Austrian football league matches. He is currently involved in the "Football for Equality" project coordinated by FairPlay-vidc funded by the European Commission (DG JLS) as well as the MARS project.



PRICE John

University of Sunderland – *Senior Lecturer* – United Kingdom



The University of Sunderland is one of the largest providers of journalism courses in the UK. It is accredited by the National Council for the Training of Journalists and has undergraduate and postgraduate programmes in sports journalism.



Dr John Price is a senior lecturer in journalism and programme leader for BA (hons) Sports Journalism at the University of Sunderland. He is a former newspaper journalist and co-author of the new *Race, Racism and Sports Journalism*, published by Routledge.



PRICOP Rodica

Nine O'clock – *Deputy Editor in Chief* – Romania



Since 1991, Nine O'clock is Romania's only English daily newspaper. In 21 years since its establishment, Nine O'Clock has become a leading quality publication, which offers readers all over the world daily in-depth information about the country's domestic politics, the state of the economy as well as business and financial news. The newspaper also covers sports and cultural events and has an international section as well. The mission of the editorial team is to deliver comprehensive and yet objective information about Romania and the world. Our readership is formed mainly by expats, embassies, and foreign mission in Romania, but also tourists and people all over the world, Romanians and foreigners alike, who want to be kept updated

about the situation in Romania. We print in over 10,000 copies a day, five days a week. We also have a numerous readership for our online edition nineoclok.ro

I work as a journalist since the age of 18. Journalism to me is not just a job but a commitment and important tool in exposing the injustice and abuse in our society. Currently I work for Nine O'Clock daily newspaper, as deputy editor in chief. I am also working with Global News Radio based in the UK, as correspondent for different media institutions around the world, including CBC, Al Jazeera, France 24 (both French and English channels), TF1, but also with TV5 Monde as occasional guest for events with global impact. Throughout my professional career I have worked with Central European News wire (based in Vienna), The Times, The Telegraph and Sunday Telegraph, Ouest-France and Channel Ten Australia.



RADZEVIČIUS Dainius

Lithuanian Journalists' Union – Chairman – Lithuania



The LJU is the biggest independent, non-political democratic public occupational organization in Lithuania, consolidating nearly one thousand one hundred professional journalists. The LJU comprises of eight branches, located in the biggest cities of Lithuania. The main objects of the organization is to protect journalists' rights and liberty, to improve conditions of work and life, to ensure the compliance of professional ethics, to concern with the training of journalists and to participate in the activity of national and international organizations in order to meet the aim. In 1997, Lithuania was the only country in the Baltic region that was self-regulating.

Date of birth: 25 October 1976 / Education: 1998 Institute of Journalism of the Faculty of Communication of Vilnius University (bachelor's degree) / 2002 Institute of Journalism of the Faculty of Communication of Vilnius University (master's degree) / Additional education: 1997 Course of lectures majoring in journalism, Henri-Nannen-Schule, Berlin, Germany / 1998 Studies majoring in journalism, Haus Neuland, Bielefeld, Germany / Work experience: 1995 – 1995 Journalist, law weekly newspaper "Sargyba" / 1995 – 1997 Press relation consultant, Administration of the Government of the Republic of Lithuania / 1996 – 1999 Practice in working as an independent journalist in National TV (program "01 02 03"), daily newspaper "Respublika", regional TV channel "Vilniaus TV" / 1998 – 1999 Editor, program deputy director, TV channel "Vilsat", "11 channel" / 1999 – 2000 Spokesman, Department of Courts at the Ministry of Justice of the Republic of Lithuania / 2001 – 2006 Director of Public relations department, the Ministry of Justice of the Republic of Lithuania / 1999 - 2000 Author and manager/editor, program "Studio of law", Regional TV "11 channel" / 2005 – 2006 Author and manager/editor, program "Double true", Regional TV "Channel 5" / 2007 – 2007 Author and manager/editor, program "Mes europiečiai", Regional TV "Channel 5" / 2006 - 2010 Author, program "Ziniasklaidos anatomija", News radio Ziniu radijas / Since 2003: Chairman of the Union of Journalists of the Republic of Lithuania / Since 2010: Chairman of the Council of Lithuanian National Radio and Television.



RICHARD Arnaud

CNRS / Université Montpellier 3 – Senior Lecturer – France



The research team Praxiling is a mixed research unit from the French national center for scientific research and the university Montpellier 3. It is specialised in language studies and media with mostly linguists and anthropologists / L'équipe de recherche Praxiling est une unité mixte de recherche du CNRS et de l'université Montpellier 3. Elle est spécialisée dans les études du langage et des médias, elle est principalement constituée de linguistes et d'ethnologues.

Senior lecturer in Linguistics, specialist of discourse analysis and in particular racial discriminations in media and sport / Maître de conférences en sciences du langage, spécialiste d'analyse du discours en particulier les discriminations raciales dans les médias et le sport.



ROEBUCK Matthew

The Other Olympics – Writer – United Kingdom



SAEED Amir

University of Sunderland – Programme Leader BA Media, Culture and Communication – United Kingdom



**University of
Sunderland**

The University of Sunderland is one of the largest providers of journalism courses in the UK. It is accredited by the National Council for the Training of Journalists and has undergraduate and postgraduate programmes in sports journalism. The Department of Media studies at the University of Sunderland includes the Centre for Research in Media and Cultural Studies (CRMCS) was founded in 2000. In the 2008 Research Assessment Exercise 65% of our research was ranked world leading or internationally excellent. The Centre has two principal strategic aims: (1) to promote and sustain a lively and inclusive research environment, providing a supportive framework and a sense of collective purpose for those academic staff and postgraduate students at the university whose work is situated within the fields of media and cultural studies (and the closely related areas of film and communication studies) - (2) to develop and support research initiatives via collaborative research projects and research partnerships with other institutions and external organisations.

Dr Amir Saeed is Programme Leader of BA Media, Culture and Communication. His research interests are in 'race' racism and media power. He has been invited to speak at the UN (Human Rights Council in Geneva (2011), Institute of Orient Studies- Berlin (2011) and also various conferences. His most recent publications include a co-authored book on sport and racism published by Routledge (2012) and an article on Muhammad Ali published by Soundings (2011). All publications can be seen at:

<http://www.crmcs.sunderland.ac.uk/research-staff/amir-saeed/>



SIMON François

Institut de Journalisme de Bordeaux Aquitaine (IJBA) – Enseignant Chercheur en Journalisme – France



L'Institut de journalisme de Bordeaux Aquitaine (IJBA) est l'une des 13 écoles de journalisme en France reconnues par la profession. L'IJBA est une école publique qui relève de l'Université Michel de Montaigne de Bordeaux. Elle forme chaque année une centaine d'étudiants en presse écrite, presse en ligne, radio et télévision. Elle emploie 5 enseignants chercheurs titulaires, 4 professionnels associés à l'enseignement, un technicien audiovisuel, une informaticienne et trois secrétaires

administratives. Une soixantaine de professionnels participent également à l'enseignement. Chaque année, 900 étudiants venus de toute la France et de l'étranger se présentent au concours d'entrée et 36 sont admis à l'issue des épreuves écrites et orales. L'IJBA recrute au niveau Licence (BAC + 3) et délivre un Master professionnel de journalisme après deux ans d'études. Elle délivre aussi un diplôme universitaire de Journaliste Reporter d'Images (JRI) qui est ouvert aux journalistes expérimentés et aux salariés en cours de reconversion.

François Simon, journaliste professionnel et maître de conférences hors classe en sciences de l'information et de la communication, dirige les formations audiovisuelles de l'Institut de Journalisme de Bordeaux Aquitaine (Université Michel de Montaigne de Bordeaux) depuis septembre 2011. De 2008 à 2011, François Simon a été le premier directeur de l'Ecole Publique de Journalisme de Tours (Université François Rabelais de Tours) dont il a porté le projet de création. Formé au journalisme de sport, François Simon dispose de 28 ans d'expérience en presse écrite, radio et télévision. Il a notamment travaillé pour Radio France et Euronews. Il est l'auteur, avec Michel Etiévent, du livre "Albertville, des jeux et des hommes" (Messidor, 1991) et assure à l'IJBA la formation dans les trois médias au journalisme de sport.



SMITH Mike

National Union of Journalists – Ethics Council Member – United Kingdom



The NUJ is a TUC-affiliated trade union representing represents journalists in the United Kingdom and the Republic of Ireland and also had branches in Continental Europe. It has 34,000 members. It is a member of the International Federation of Journalists (IFJ). There is a range of national councils below the National Executive Council, covering different industrial sectors and Union areas of activity and Executive Councils, for Wales, Ireland and Scotland. The union's structure is democratic and its supreme decision-making body is its Delegate Meeting. Between meetings, decisions lie with the NEC, elected by members. The General Secretary is Michelle Stanistreet.

I am a member of the National Union of Journalist's National Executive representing disabled workers. I am also the vice chair of the Equality Council which has the remit for gender and sexual orientation policy and campaigning. I am also a member of the Union's committees that represent freelance journalists. I am also a member of the Ethics Council which devises policy and monitors ethical aspects of journalism. I am a former member of the Stonewall Cymru Council and chair of Wales TUC's LGBT Committee. My main work is as a writer, publicist and trainer. I am based in Cardiff.



SOHAL Sukhraj

The Ten Monkeys – Director / BBC executive – United Kingdom



Tenmonkeys is a sport and media consultancy. We provide a range of services for our clients from sport content on TV and radio to communication workshops aimed at marginalised young people. We run programmes in the UK, Norway, Tanzania, India and Namibia. We are specialists in delivering sport participation campaigns for governing bodies and provide bespoke training programmes and content for a range of broadcasters and events around the world including the BBC, The Commonwealth Broadcast Association, the BBC World Service Trust, the Laureus Foundation, the Swiss Embassy in London and various sport for development agencies.

With 20 years experience in sport broadcasting, training and diversity issues and after more than a decade at the BBC, Caj has now established his own consultancy business. He was the first British Asian football reporter on the BBC and has worked in a number of roles including Head of Football and Head of Sport for the BBC. Caj now trains football commentators and journalists in the UK and beyond including the BBC’s first female football commentator. He also designs and delivers social inclusion programmes for clients to combat discrimination and connect disadvantaged youth to mainstream media and sporting bodies. He has spoken at a number of conferences around the world.



TENNER Stefan

Community Media Forum Europe (CMFE) – CMFE Mars Coordinator - Germany



COMMUNITY MEDIA FORUM EUROPE

CMFE was founded in 2004 after a series of European and international conferences which had made clear that there is a lack of information and participation of the Third Media Sector on a European level. In 2009 CMFE has been admitted as observer on the Steering Committee on the Media and new Communications Services (CDMC) and the newly formed Group of Specialists on New Media (NC-NM) of the Council of Europe (CoE). CMFE is part of the International Non-Governmental Organisations (INGO) conference. Currently, CMFE has 23 Individual Members, 31 Organisational Members, of which 16 National Federations, and 19 countries are represented.

Stefan Tenner is the MARS coordinator for CMFE - Community Media Forum Europe. He is a journalist, worked as a correspondent in South-Eastern Europe or research associate at the Berlin University of the Arts, coordinator for several European radio projects and media trainer. He is engaged in community station Radio CORAX and the Association of Free Radios in Germany (BFR).



TRUMPYTE Rugile

Transparency International Lithuanian Chapter – Project coordinator – Lithuania



„Transparency International“ Lithuanian Chapter is a non-profit organization, established in 2000 as a part of a global civil society organisation leading the fight against corruption “Transparency International”. The goal of TI Lithuania is to analyse the phenomenon

of corruption, to promote civic anticorruption initiatives and to inform the public of the anti-corruption activities in Lithuania. TI Lithuania is continuously involved in a number of projects, including initiatives promoting media accountability, transparency in public procurement, whistleblower protection, anti-corruption education, etc.

Rugile Trumpyte joined TI Lithuania as a project coordinator in 2011 and is mostly working with a media initiative “Breakfast of Journalists” which was launched to seek greater transparency and accountability in media and to encourage more ethics in journalism. Before joining TI Lithuania she was working in Lithuanian media - print, radio and online. Rugile Trumpyte holds an MA degree in Comparative Politics from Institute of International Relation and Political Science at Vilnius University.



TUNEVA Marina

European Journalism Training Association (EJTA) / School of Journalism and Public Relations – Board Member / Lecturer-Trainer – Former Yugoslav Republic of Macedonia



The School of Journalism and Public Relations is accredited as a high education institution by the Ministry of Education and Science in 2008. The School is the first and only institution in

Macedonia that provides education to journalists and public relations specialists, successfully combining theory and practice. At the School there are two study programs: journalism and corporate communications and public relations. Beside the regular bachelor degree studies, the School of Journalism and Public Relations delivers different types of courses and trainings for professional mid-career training in the area of journalism, corporate communications and public relations.

Marina Tuneva is a Lecturer at the School of Journalism and Public Relations, Skopje, Macedonia; Trainer for the Macedonian Institute for Media. She is working in the area of media communication, trainings in PR/media relations/diversity reporting/peace journalism/communication skills, planning and implementing of media campaigns, production of communication strategies, monitoring and evaluation of campaigns, strategies and project implementation, production of promotional materials and publications, drafting speeches, organizing promotional events, web content management, networking and communication with groups of interest and stakeholders, media monitoring, press clipping, writing of reports from different events, etc. She is author of several publications, among which the Diversity Reporting Handbook, the book "Media, Citizens and Intercultural Communication" and "Introduction to Public Relations".



VAINOVSKA Ilze

Kursas Laiks – Reporter – Latvia

Kursas Laiks

Regional newspaper "Kursas Laiks" is established at 1962. Now it is the part of the concern "Diena" who is the owner of different (two national and eight regional) newspapers, magazines, printing house etc. "Kursas Laiks" is traditional newspaper for region of the Liepaya, port city by the Baltic sea. Mostly our readers are subscribers, who live at countryside or towns widely around the Liepaya, the third biggest city of Latvia.

I am 42 years old, have studied psychology at Latvian University, work as social, health and criminal reporter for 15 years. At 2007 I was a Latvia national winner in European Journalist Award "For Diversity. Against Discrimination", at 2010 I received a national diploma. I am the second place winner of the Award for Excellence in Reporting of Tuberculosis 2008 (Stop TB Partnership). In newspaper "Kursas Laiks" I have organized "Youth page" for 3 years. One of my editorial staff's responsibilities is work with young reporters and trainees – to explain principles, to debunk prejudice etc. I am local mentor in the ethics, diversity and equality.



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 / Média Animation est un centre de ressources (sans buts lucratifs) en éducation aux médias pour la communauté francophone de Belgique (Fédération Wallonie-Bruxelles). Il est reconnu et subsidié par les ministères de l'enseignement et de la culture. Le centre est spécialisé dans les domaines de la recherche appliquée, de la formation, de l'information et des ressources éducatives à destination des enseignants, adultes, travailleurs sociaux et professionnels de l'éducation. Media Animation coordonne et participe à différents projets européens dans les domaines de l'éducation aux médias, de la diversité culturelle, de la citoyenneté et de la non-discrimination. Le centre anime activement le réseau européen pour l'éducation aux médias - 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 / Patrick Verniers est directeur des relations internationales de Media Animation asbl (association d'éducation permanente et centre de ressources en éducation aux médias). Il est également vice-président du Conseil Supérieur de l'éducation aux médias de la Fédération Wallonie-Bruxelles. Expert auprès de la Commission Européenne et du Conseil de l'Europe, il a initié et coordonné plusieurs programmes européens en matière d'éducation aux médias. Patrick Verniers est maître de conférence invité à l'école de communication de l'Université Catholique de Louvain-la-neuve (Belgique) et professeur Invité à L'ICHECS (Institut des Hautes études en communication sociale, Bruxelles).



VOJVODA Alexander

Radio FRO 105,0 MHz – Program Manager – Austria



Radio FRO 105.0 MHz is a free, non-commercial community radio station that works according to the open access concept. It is located in Linz, Upper Austria, and has been broadcasting since September 1998. Roughly 350 volunteer programming providers turn out over 100 radio shows in more than 17 languages. Areas of emphasis are informational and public service programs by NGOs and local initiatives, diverse language shows, a cultural and educational channel, broadcasts for young people as well as senior citizens and a variety of music programming.

Radio FRO 105.0 has been involved in social, cultural and artistic projects since its beginnings.

Alexander Vojvoda, Sociologist and journalist. Since 1998 editor of various broadcasting shows at Radio FRO 105.0 MHz and co founder of Campus Radio at the Johannes Kepler University Linz. From 2008 onwards coordinator of media trainings and since 2009 programme and project manager at Radio FRO 105.0 MHz. He was member of the board of the "Federation of Free Radios Austria" (VFRÖ) and is member of the "Community Media Forum Europe" (CMFE). Currently he is working in the fields of listener and potential analysis of non-commercial broadcasters and aspects of migrant media production in non-commercial media. At the moment he is post graduate student at the Goldsmith's College, University of London with a focus on power and media policy.



VOGT Anaïs

Council of Europe – MARS Programme Webmaster & Web publisher – France



Le Conseil de l'Europe, première organisation paneuropéenne créée en 1949, qui a son siège unique à Strasbourg, France, choix emblématique au lendemain de la deuxième guerre mondiale, regroupe actuellement 47 Etats membres. Le Conseil de l'Europe a été créé afin de défendre les droits de l'homme et la démocratie parlementaire et d'assurer la primauté du droit, de conclure des accords à l'échelle

du continent pour harmoniser les pratiques sociales et juridiques des Etats membres, de favoriser la prise de conscience de l'identité européenne fondée sur des valeurs partagées et transcendant les différences de culture. A partir de 1989, il a pour mission particulière d'être un point d'ancrage politique et le gardien des droits de l'homme pour les nouvelles démocraties de l'Est de l'Europe, d'aider les pays d'Europe centrale et orientale à mettre en œuvre et à consolider les réformes politiques, législatives et

constitutionnelles parallèlement aux réformes économiques, de fournir un savoir-faire dans des domaines tels que les droits de l'homme, la démocratie locale, l'éducation, la culture, l'environnement.

Diplômée d'un DUT en Services et Réseaux de Communication, Anaïs VOGT a intégré le Conseil de l'Europe il y a trois ans. Elle a travaillé sur différents projets web pour la Direction de la Communication, le Congrès des Pouvoirs Locaux et Régionaux ainsi que pour le Groupe Pompidou. Passionnée par le design, elle s'intéresse par tout ce qui touche de près ou de loin au graphisme et aux nouvelles technologies.



WATTS Linda

Birmingham City University – *PA To Head of School* – United Kingdom



With around 25,000 students from 80 different countries, Birmingham City University is one of the largest universities in the UK and our popularity has grown significantly in recent years. Between 2008 and 2010, we had the highest rise in UCAS applications of any university in the Midlands. Situated in Birmingham, the UK's second city, we are proud of our strong links and close collaboration with the region, which dates back to 1843. The University puts more than £270 million into the regional economy and supports thousands of jobs in the city and surrounding area. Our six academic faculties offer over 350 courses, from foundation level, through undergraduate degree programmes, to taught Master's courses and research doctorates. About a third of our students study part-time, combining employment with our professionally relevant courses, improving their career prospects.

PA to Professor Philip Thickett, Head of the Birmingham School of Media, and also School Quality Officer (Event and Validation organisation).



WHEELER Sharon

University of Portsmouth – *Lecturer in Journalism* – United Kingdom



Journalism at Portsmouth is a course committed to preparing our students for the exciting, fast-changing world of old and new media, offering its students degree-level study of the skills, software and ethics this career demands. Embracing print, TV, radio and the web, our undergraduate courses aim to create graduates who are not only employable but sought after by media employers. Expert lecturers, with records of academic and industrial experience, teach students what they need to know about law, public affairs and how to write news and features of publishable quality, and provide significant feedback. (Joint honours students complement their learning with higher study in related fields.) Our state-of-the-art newsroom, built in a converted listed building, provides industry-standard hardware and software for editing, setting, recording and writing the news and articles that let our graduates hit the ground running. The BA (Hons) Journalism degree at The University of Portsmouth is accredited by the National Council for the Training of Journalists.

Sharon has worked on newspapers as a news reporter, sub-editor and sports journalist. Her main areas of interest are feature writing, specialist journalism; sports journalism, newsgathering and how journalists can best use social networking. She is the former managing editor of

www.reviewingtheevidence.com, a large independent crime fiction review website (nominated for an Anthony Award in 2007) and blogs at <http://heydeadguy.typepad.com/heydeadguy/> (dubbed one of the top eight mystery blogs by America's influential Library Journal). Sharon also reviews for R2, a national music magazine. Sharon is the author of *Feature Writing for Journalists* (Routledge, 2009), co-author with Richard Keeble of *The Journalistic Imagination* (Routledge, 2007) and contributed to *Print Journalism: A Critical Introduction* (Routledge, 2005) and to *Questions of Identity in Detective Fiction* (ed Martz L and Higgle A, Cambridge Scholars Press, 2007).



WILLE Fabien

**Université de Lille / Equipe de Recherche Septentrionale "Sport & Société" –
Professeur des Universités – 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.

Professor, faculty of Sport Sciences, University of Lille 2. Specializing in issues "sport-media." Author of various publications on the processes of media coverage of the sport. A pilot project funded by the Institute of Communication Sciences of the CNRS (National centre of scientific research) about the social responsibility of sports media.



WONG Yuklan

European Federation of Journalists – Campaigns and project officer – Brussels

The European Federation of Journalists (EFJ) is a regional organisation of the International Federation of Journalists (IFJ). It is created within the framework of the IFJ Constitution to represent the interests of journalists' unions and their members. The EFJ is Europe's largest organisation of journalists,



representing about 260.000 journalists in over thirty countries. The EFJ fights for social and professional rights of journalists working in all sectors of the media. The EFJ is recognized by the European Union, the Council of Europe and the European Trade Union Confederation as the representative voice of journalists in Europe. The EFJ has its headquarters in Brussels. The EFJ supports its affiliates to foster trade unions, to recruit new members and to maintain or create environments in which quality, journalistic

independence, pluralism, public service values and decent work in the media exist.

Yuk Lan Wong is the campaigns and projects officer of the International/European Federation of Journalists. She joined the Federation since August 2009 after she obtained her Joint Honours degree in Social Policy and Journalism, Films and Media Studies at Cardiff University in the UK. During her studies, she also obtained work experience at the United Nations Association in Wales, where she was the co-ordinator of the Young Professional Network. She has been involved in various European projects in promoting ethical journalism, media diversity and trade union rights.



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