



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Media Cross-Production for Inclusive Coverage

FINAL AGENDA

25. – 28. APRIL 2012

THE WEST COUNTY HOTEL
Chapelizod - **DUBLIN** 20
Tel. - +353 1 626 4011
Fax. - +353 1 623 1378
info@westcountyhotel.ie

CMFE
COMMUNITY MEDIA FORUM EUROPE



MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION



COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

Morning *Arrival of Participants*

2.00 pm **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
Opening session

Introduction & Main issues to be addressed
Plenary session

Sally Galiana	Radio Coordinator, <i>Near Fm / CRAOL</i>
Stefan Tenner	<i>Programme Coordinator, CMFE – Community Media Forum Europe, CoE MARS Partner</i>
Reynald Blion	<i>Media & Diversity and MARS Manager, Council of Europe</i>

2.30 pm **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
Opening session

Main issues & Challenges
Round Table

Aaron Callaghan	Manager, <i>Dublin Bohemians FC</i>
Ger Carty	Irish Swimmer
Phil Mac Giolla Bhain	Journalist & Member NUJ Irish Executive Council, <i>National Union of Journalists</i>
Dave O'Donovan	Integration Office, <i>Dublin City Council</i>
Ken McCue	<i>SARI, Sports Against Racism Ireland</i>
Tony Watene	National Inclusion Officer, Gaelic Athletic Association, <i>GAA</i>
	<i>Facilitator</i> Sally Galiana , Radio Coordinator <i>Near Fm / CRAOL</i>

4.00 pm *Coffee Break*

4.30 pm

Media, Diversity, Racism in Sport & Inclusive Media Coverage

Formation of working groups: 1 on TV & Radio and 1 on Print & Multimedia
Selection of duos or trios, subjects and treatment methods
Validation of choices
Completion and presentation of outline reports

Facilitators

Dil Wickremasinghe, broadcaster, *Newstalk*

Diarmuid McIntyre, Managing Partner, *Grey Heron Media*

7.30 pm

Dinner at:



ANGLERS REST

Strawberry Beds
Chapelizod
Dublin 20
+ 353 1 820 43 51

26 & 27 APRIL 2012

All Day

Production by the pairs or trios of their reports according to the previously chosen subjects and methods

Working Rooms

West Dublin Access Radio Studios

The Ballyfermont Community Civic Centre
Ballyfermont Road
Dublin - + 353 1 620 71 39

West County Hotel

Chapelizod - DUBLIN 20

Support Team

Dil Wickremasinghe, broadcaster, *Newstalk*

Diarmuid McIntyre, Managing Partner, *Grey Heron Media*

Eugene Bullard, Assistant Manager, *West Dublin Access Radio*

Liam Flanagan, *CRAOL & West Dublin Access Radio*

Barbara Sheehan, Administrator, *West Dublin Access Radio*

9.00 am **Media, Diversity, Racism in Sport & Inclusive Media Coverage**

Initial presentation of the reports and selection of 3 per group
Working groups

Facilitators

Dil Wickremasinghe, broadcaster, *Newstalk*

Diarmuid McIntyre, Managing Partner, *Grey Heron Media*

10.30 am *Coffee Break*

11.00 am **Media, Diversity, Racism in Sport & Inclusive Media Coverage**

Presentation and discussion of selected reports
Plenary session
Session open to the national and local press

Facilitators

Dil Wickremasinghe, broadcaster, *Newstalk*

Diarmuid McIntyre, Managing Partner, *Grey Heron Media*

12.30 pm **Media, Diversity, Racism in Sport & Inclusive Media Coverage**

Conclusions and future prospects
Plenary session

Liam Flanagan *CRAOL & West Dublin Access Radio*

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

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

1.00 pm *Closing lunch & Departure of participants*

Media, Diversity & Sport - Key Figures!

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

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

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

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

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

More – www.coe.int/mars !