



## MARS – MEDIA AGAINST RACISM IN SPORT

### Media, Diversity & Racism in Sport

#### NATIONAL MEDIA ENCOUNTER

#### *Ethics & Editorial Management*

#### DRAFT AGENDA

19 - 20 October 2012

#### FUNDACIÓN SINDICAL PRIMERO DE MAYO

Calle Sebastián Herrera, 14  
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Spain

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#### 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



**9.30 AM MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**

Introduction

*Plenary session*

**Ana MOLANO** Journalists' Manager, CCOO

**Pamela MORINIERE** EFJ – European Federation of Journalists

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

**10.00 AM MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**

***The main challenges in Spain – A debate for an overview***

*Plenary Session*

Short presentations from each member state outlining the key issues; with examples.

Working groups will then discuss these and look to identify common themes and issues.

**Enhamed ENHAMED** Member, Swimming national team, Swimming Club Metropole

**Oscar CAMPILLO** Director, *MARCA*

**Marcel CAMACHO SAMPER** Journalist

*Facilitator* **Francisco AUDIJE-VEGA**, Journalist, International Federation of Journalist

11.30 am *Coffee Break*

**12.00 MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**

***Working groups*** share their findings.

*Facilitators* G1 **Ángeles ALONSO**, Director, *EuroXpress*

G2 **Juan CUESTA**, President, Europa en suma

13.30 *Lunch*

**3.00 PM MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**

***Conclusions of the 1<sup>st</sup> working and introduction to the 2<sup>nd</sup> set of working groups*** -

Having identified common problems, trying to identify the current solutions both regulatory and advisory.

*Plenary session*

*Facilitator* **Ángeles ALONSO**, Director, *EuroXpress*  
**Francisco AUDIJE-VEGA**, Journalist, International Federation of Journalist

**3.15 PM**     **MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**  
**Working groups** statutory and legal frameworks regulating media standards and discrimination. Identifying legal and regulatory frameworks and assessing their contribution to tackling the problem. How far do they work?  
*2 Working groups / Coffee break included in the WG dynamic*

*Facilitators*   G1     **José Ramón LORENZO PATTERSON**, Member, Council of Information, *RTVE*

                      G2     **Montserrat RAYA**, Sports Chief Editor, *Catalunya Ràdio*

**5.30 PM**     **MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**  
**Conclusion of the working groups** on legal framework and regulation system.  
Plenary Session

*Facilitator*     **José Ramón LORENZO PATTERSON**, Member, Council of Information, *RTVE*  
**Ana MOLANO**, FSC - CCOO

*6.00 pm*     *End of the day*

**9.30 PM**     **DINNER**

**Restaurant TERRA MUNDI**  
C/Lope de Vega, 32  
28014 Madrid  
Tel. - + 34 914 29 63 80



**20 OCTOBER 2012**

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**9.30 AM**     **MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**  
**Introduction to a new set of working groups** on advisory, voluntary and self-regulation systems  
Plenary Session

*Facilitator*     **Rafael DÍAZ ARIAS**, Journalist, Professor, Universidad Complutense, Madrid  
**Ana MOLANO**, FSC - CCOO

**9.45 PM**     **MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**  
**Working groups** on advisory, voluntary and self-regulation systems.  
Identifying ethical and professional codes of conduct. To what extent do they work?  
Commonalities and 'real-life' uses of these 'codes' in newsrooms and management.  
*2 Working groups / Coffee break included in the WG dynamic*

*Facilitators*    G1     **Rafael DÍAZ ARIAS**, Journalist, Professor, Universidad Complutense, Madrid  
                         G2     **Belén TORRES VELA**, Journalist, Canal Sur

**12.15**     **MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**  
**Conclusions** of the working groups on voluntary systems and **introduction** to the last set of working groups on building concrete solutions  
*Plenary Session*

*Facilitator*     **Rafael DÍAZ ARIAS**, Journalist, Professor, Universidad Complutense, Madrid  
**Ana MOLANO**, FSC - CCOO

*1.30 pm*     *Lunch*

**2.30 PM**     **MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**  
Working groups on building concrete solutions. 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.  
Creative phase  
*2 Working groups / Coffee break included in the WG dynamic*

*Facilitators*    G1     **Pilar LÓLEZ DÍEZ**, Author "*Deporte, mujeres y medios de comunicación. Sugerencias y recomendaciones*", 2011  
                         G2     **Javier LÓPEZ IGLESIAS**, Director, *Voces*

**4.30 PM**     **MEDIA, DIVERSITY & RACISM IN SPORT – ETHICS & EDITORIAL MANAGEMENT IN SPAIN**  
**Presentation, by each working group, of their suggestions** and group discussion.  
Discussion and conclusions.  
*Plenary session*

*Facilitator*     **Pilar LÓLEZ DÍEZ**, Author "*Deporte, mujeres y medios de comunicación. Sugerencias y recomendaciones*", 2011  
**Francisco AUDIJE-VEGA**, Journalist, International Federation of Journalist

**5.00 PM MEDIA, DIVERSITY, RACISM IN SPORT - ETHICS & EDITORIAL MANAGEMENT IN SPAIN**

Conclusions

*Plenary session*

**Reynald BLION**

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

**Pamela MORINIERE**

*EFJ – European Federation of Journalists*

**Ana MOLANO**

*Journalists' Manager, CCOO*

*5.30 pm Departure of participants*

## Media, Diversity & Sport - Key Figures!

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

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

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

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

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

**More – [www.coe.int/mars](http://www.coe.int/mars) !**