



## **MARS – MEDIA AGAINST RACISM IN SPORT**

### **Media, Diversity & Racism in Sport**

#### **NATIONAL MEDIA ENCOUNTER**

#### ***Journalism & Media Training & Literacy***

#### **DRAFT AGENDA**

**13. – 15 JUNE 2012**

#### **Hotel Arthur**

Vuorikatu 19

Helsinki

Finland

Tel. + 358 9 173 441

[www.hotelarthur.fi](http://www.hotelarthur.fi)



MEDIAKASVATUSSEURA  
SÄLLSKAPET FÖR MEDIEOFSTRAN  
FINNISH SOCIETY ON MEDIA EDUCATION

**MEDIA**  
animation  
communication & education

#### **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



9.00 am **Arrival & Registration of Participants**

9.15 am **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
*Plenary session*

**Written Greetings** by

**M. Paavo ARHINMÄKI**, Minister of Culture and Sport

9.30 am **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
Welcoming Session  
*Plenary session*

**Leo PEKKALA** Director, *Finnish Centre for Media Education & Audiovisual Media* and  
Board member, *Mediakasvatusseura - Finish Society on Media Education*, Finland

**Patrick VERNIERS** Director, Media Animation, Belgium

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

10.00 am **Media, Diversity, Racism in Sport – Journalism & Media Training & Literacy**  
Introduction  
Main results of the European and National Media Encounters (Italy and Romania)  
*Plenary session*

**Anne-Claire ORBAN** Consultant

**Patrick VERNIERS** Director, *Media Animation*, Belgium

**Mircea TOMA** President, *Active Watch Media Monitoring Agency*,  
Romania

10.30 am *Coffee Break*

11.00 am **Media, Diversity, Racism in Sport – Journalism & Media Training & Literacy**  
Main issues & challenges  
Round table - *Plenary session*

**Marja KOKKONEN** Researcher, Ph.D. in Psychology, M.Sc in Sport Sciences  
at the University of Jyväskylä

**Sari SIRKKIÄ-JARVA** Journalist, doctoral student at the University of Jyväskylä

**Maurizio PRATESI** Multicultural issues advisor at Palloliitto

*Facilitator* **Kaj KUNNAS**, YLE

- 12.30 *Lunch*
- 2.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
 Testing our diversity inclusiveness!  
*Proposal for testing a first training tool developed during the previous national encounters in Italy, France & Romania*
- *Testing the tool*
  - *Commenting the tool*
- Working groups*
- 3.30 pm *Coffee break*
- 4.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
 Formation of working groups:
- 1/ To analyse:
- *Context, challenges and needs / expectations regarding sport in the media and inclusion of non discrimination and expression of diversity as an angle of media coverage,*
  - *Links between journalism training and media literacy; state of the art and possible actions*
- Working groups*
- 5.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
 Conclusion of Day 1 working groups on *Testing diversity inclusiveness & expectations and objectives*  
*Plenary session*
- Leo PEKKALA**                      Director, *Finnish Centre for Media Education & Audiovisual Media* and Board member, *Mediakasvatusseura - Finish Society on Media Education*, Finland
- Patrick VERNIERS**                      Director, *Media Animation*, Belgium
- Reynald BLION**                      *Media & Diversity and Mars Programme Manager*, Council of Europe
- 6.00 pm *End of the 1<sup>st</sup> Day*
- 7.30 pm **Dinner**
- RESTAURANT SUNN**  
 Aleksanterinkatu 26  
 2<sup>nd</sup> Floor  
 Helsinki



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

- 9.00 am **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
Building, in working groups, of new “frameworks” and “structures” of training exercises and/or modules  
*Finalisation of the Creative phase – Working groups*
- 10.30 am *Coffee break*
- 11.00 am **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
Presentation of 3 proposals of training tools, coming from the creative working groups’ session, to be tested  
*Plenary session*
- Harri SYVÄSALMI** Director, Ministry of Education and Culture, Finland
- Patrick VERNIERS** Director, *Media Animation*, Belgium
- Reynald BLION** *Media & Diversity* and *Mars* Programme Manager, Council of Europe
- 12.00 **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
Testing new materials and tools  
*Working groups*
- 1.00 pm *Lunch*
- 2.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
Testing new materials and tools  
*Working groups*
- 3.30 pm *Coffee break*
- 4.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
Presentation, by each working group, of the results of the test made on 3 training tools / discussion  
*Plenary session*
- 5.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
Conclusions & Next steps  
*Plenary session*
- Harri SYVÄSALMI** Director, Ministry of Education and Culture, Finland
- Patrick VERNIERS** Director, *Media Animation*, Belgium
- Reynald BLION** *Media & Diversity* and *Mars* Programme Manager, Council of Europe
- 6.00 pm *End of the encounter - 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) !**