



## MARS – MEDIA AGAINST RACISM IN SPORT

### Media, Diversity & Racism in Sport

#### NATIONAL MEDIA ENCOUNTER

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

**VENUE & DATES** Helsinki (Finland) – 13. – 15. June 2012

**REGISTRATION** **Deadline for Preregistration** – 13 May 2012  
**Final Registration** – 20 May 2012

**BACKGROUND** 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 new **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 production** that could be reproduced in **all media sectors** and used by **any form of media coverage**.

#### 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

In **achieving these outcomes**, the **MARS** programme **offers media professionals** (journalism students and trainers, journalists, media managers, etc.) to **participate to various activities, in particular National Media Encounters** to **explore** the possibilities of developing **ways of producing truly inclusive media contents**.

#### OBJECTIVES

To **encourage**, by organising national media encounters, **exchanges** and **sharing** of **professional practices** in the field of **journalism training** and **media literacy** in relation to **sport issues, non-discrimination** and **expression of diversity**,

To **contribute to the development of** local and national **networks of trainers and educators** in order to **cross** and **enrich** the pedagogical **tools of journalism training** with **media literacy** ones, and vice-versa,

To **allow trainers and educators** to develop and to have access to **pedagogical and methodological tools** for **journalism training** and **media literacy** in order to allow **journalism students** and **journalists** to considering **non discrimination** and **expression of diversity** as a constant **angle of media coverage**.

#### CONTENT

**Identification** and **presentation**, and probably **production**, of **exercises** and/or **pedagogical modules** for **journalism training** using **media literacy tools** and **resources**, and vice-versa, in relation to **sports media coverage**, even if not exclusively, considered as a global issue and including non discrimination and expression of diversity; these training **exercises** and **modules** have to encourage the implementation of a **truly intercultural and inclusive media production** contributing to reduce prejudices, to fight against discrimination and to foster mutual understanding.

These media encounters will focus on **exchanges of professional practices** between **training actors** in the field of **journalism training** and **media literacy** in order to **cross experiences** and **methods**, to **enrich them** and to **include** specific issues in relation to **non-discrimination** and **expression of diversity**.

**Participants** will be asked to **disseminate** and to expose the **outputs** and **outcomes** of these exchanges in their **own institution** as well as towards **all bodies** in relation to **journalism training** and **media literacy**.

#### COE PARTNERS



**Media Animation** – Belgian organisation and resource centre on media literacy (production and training) facilitating the networks grouping the main European media literacy bodies in Europe *Euromeduc* and *EuroMediaLiteracy*



MEDIKASVATUSSEURA  
SÄLLSKAPET FÖR MEDIEOFSTRAN  
FINNISH SOCIETY ON MEDIA EDUCATION

**Finland** – *Mediakasvatusseura* - Finnish Society on Media Education

#### MARS CoE PARTNERS

**CMFE** – CoE MARS partner in charge of national and European media encounters on Media Cross-Production

**Fair Play / VIDC** - Austrian organisation facilitating various initiatives in the field of sport, antiracism and non discrimination

IFJ / EFJ – International / European Federation of Journalists

UEFA – Union of European Football Associations

**PARTICIPANT  
PROFILE**

**30 actors of journalism training and media literacy**

**Council of Europe** – Representatives of MARS Partner Organisations and Members of the MARS team

**Around 35 participants**

**OUTPUT**

**Compendium of exercises and modules of journalism & media training and literacy** focusing on sport media coverage, even if not exclusively, and including non discrimination and expression of diversity as angle of media coverage.

**EXPECTED  
OUTCOMES**

**Enrichment of professional practices** due to a greater awareness of intercultural dialogue, expression of diversity and non discrimination based on the learning from different national experiences.

**Building bridges** between **journalism training organisations**, on one side, and, on the other side, **media literacy bodies**.

**Permanent dialogue and exchange** between actors of **journalism training and media literacy** at local and national level.

**LANGUAGE**

**Plenary sessions** – *English*

**Working groups** – *2 in Finnish + 1 in English*

**PROVISIONAL  
AGENDA**

**13 JUNE 2012**

9.00 am **Arrival & Registration of Participants**

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

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*

10.30 am **Coffee Break**

11.00 am **Media, Diversity, Racism in Sport – Journalism & Media Training & Literacy**

Main issues & challenges  
Round table - *Plenary session*

- 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*
- 6.00 pm **End of the 1<sup>st</sup> Day**
- 7.30 pm **Dinner** (*to be confirmed*)

#### 14 JUNE 2012

- 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*
- 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 a 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**

#### 15 JUNE 2012

- 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*
- 12.00 **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**  
Testing new materials and tools  
*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**  
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*
- 6.00 pm **End of the encounter - Departure of participants**

**CONTACTS**

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