MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Journalism & Media Training & Literacy

VENUE & DATES

Italie (Emilia Romagna CORECOM, Bologne) – 30.11 – 03.12.11

France (CLEMI, Paris) – 11. – 14.04.12

Romania (Active Watch, Cluj) – 25. – 28. May 2012

Finland (Helsinki) – 13. – 15. June 2012

Belgium (Location to be confirmed) – September 2012 (dates to be finalised)

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)!

MARS - Media Against Racism in Sport

Funded by the European Union and the Council of Europe

Implemented by the Council of Europe
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.

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**

Média 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

Italy – Zaffiria – Permanent Centre on Media Literacy

France – CLEMI – Liaison Centre for Education and Information Media
Romania – Active Watch / Media Monitoring Agency

Finland – Mediakasvatus.fi - Finish 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

Italy – Italian + Whispering interpretation for non Italian speaking invitees in English

France – French

Romania – Romanian + Whispering interpretation for non Romanian speaking invitees in English

Finland – English

Belgium – French & Flamish
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<th>Time</th>
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<tr>
<td>12.00 pm</td>
<td><strong>Arrival of Participants</strong></td>
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<tr>
<td>12.30 pm</td>
<td><strong>Lunch</strong> <em>(for non local participants)</em></td>
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<tr>
<td>2.00 pm</td>
<td><strong>Media, Diversity &amp; Racism in Sport – Journalism &amp; Media Training &amp; Literacy</strong>&lt;br&gt;Welcoming Session / Plenary session</td>
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<tr>
<td>2.30 pm</td>
<td><strong>Media, Diversity, Racism in Sport – Journalism &amp; Media Training &amp; Literacy</strong>&lt;br&gt;Introduction&lt;br&gt;Main results of the European and National Media Encounters (Italy and Romania)&lt;br&gt;Plenary session</td>
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<td>3.30 pm</td>
<td><strong>Media, Diversity, Racism in Sport – Journalism &amp; Media Training &amp; Literacy</strong>&lt;br&gt;Main issues &amp; challenges&lt;br&gt;Round table - Plenary session</td>
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<td>5.00 pm</td>
<td><strong>Media, Diversity &amp; Racism in Sport – Journalism &amp; Media Training &amp; Literacy</strong>&lt;br&gt;Formation of working groups: Journalism Training / Media Literacy&lt;br&gt;To analyse:&lt;br&gt;- 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,&lt;br&gt;- Links between journalism training and media literacy; state of the art and possible actions&lt;br&gt;Working groups</td>
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| 6.30 pm  | **End of the Day 1**  

**DAY 2**

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<th>Time</th>
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<td>9.30 am</td>
<td><strong>Media, Diversity &amp; Racism in Sport – Journalism &amp; Media Training &amp; Literacy</strong>&lt;br&gt;Conclusion of Day 1 working groups on expectations and objectives&lt;br&gt;Plenary session</td>
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<td>10.00 am</td>
<td><strong>Media, Diversity &amp; Racism in Sport – Journalism &amp; Media Training &amp; Literacy</strong>&lt;br&gt;Exchanges and presentation:&lt;br&gt;- Journalism training practices,&lt;br&gt;- Media literacy practices,&lt;br&gt;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.&lt;br&gt;Analytical phase – Working groups</td>
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<td>13.00</td>
<td><strong>Lunch</strong></td>
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2.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**

Exchanges and presentation:
- *Journalism training practices using media literacy tools and resources,*
- *Media literacy practices using journalism training tools and resources,*

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*

4.30 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

*Plenary session*

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

Comments on the working group conclusions

*Plenary session*

6.00 pm **End of day 2**

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**DAY 3**

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

Introduction and main lessons of the previous working groups in order to set the objectives of the next working groups

*Plenary session*

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

Building, in working groups, of new “frameworks” and “structures” (drafted or finalised) 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*

13.00 pm **Lunch**

2.00 pm **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**

Building, in working groups, of new “frameworks” and “structures” (drafted or finalised) of exercises and/or modules of:
- *Journalism training,*
- *Media literacy,*

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 – 4 working groups*
DAY 3

5.00 pm  **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**
Presentation of the proposed tools / Discussion
*Plenary session*

6.00 pm  **End of day 3**

DAY 4

9.00 am  **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**
Presentation of 3 proposals of training tools, coming from the Day 3 working groups’ session, to be tested
*Plenary session*

9.30 am  **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**
Testing new materials and tools
*Working groups*

12.00 am  **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*

12.30 pm  **Media, Diversity & Racism in Sport – Journalism & Media Training & Literacy**
Conclusions & Next steps
*Plenary session*

1.00 pm  **Closing Lunch**

2.30 pm  **Departure of participants**

**CONTACTS**

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