

HOW TO IMPROVE YOUR COVERAGE OF WOMEN IN SPORT E-MASTER CLASS

28 & 29TH SEPTEMBER, 1ST OCTOBER 2021

FACULTY MEMBER

Linn Hellstrand, Digital strategist and project manager, SVT Sports

GUEST SPEAKERS

- Cliona O'Leary, Deputy Head of TV Sport & Chair of EBU Women in sport expert group, RTE, Ireland
- Nadia Bonjour, Founder of NB Communication, Switzerland
- Chris Härenstam, Commentator, SVT Sports, Sweden

DATE, TIME & FORMAT	CONTENT
<p>Tuesday 28th Sept. 10:00 – 12:30 CEST</p> <p>Live session on Zoom</p>	<p>DAY 1: Seizing the opportunities and meeting the challenges</p> <ul style="list-style-type: none"> - Welcome and overview of 3 days - Break outs – your key questions regarding gender balance in sports coverage - Feedback from break outs <p>Part 1 – How to change the culture in the Sports department With guest speaker Cliona O'Leary, RTE (40 min including discussion)</p> <p>Part 2 – Women´s sports and media coverage</p> <ul style="list-style-type: none"> - What's happening in this field around the world? - How did the journey start for SVT? <p>Part 3 – Work in groups</p> <ul style="list-style-type: none"> - What are the key challenges you can identify and how might you tackle them?
<p>Wednesday 29th Sept. 10:00 – 12:30 CEST</p> <p>Live session on Zoom</p>	<p>DAY 2 – Define and reach your measurable coverage goals</p> <ul style="list-style-type: none"> - Break outs: Key learnings from day 1 - Feedback from break outs <p>Part 1 – Gender Portrayal toolkit With guest speaker Nadia Bonjour + exercises and feedback</p> <p>Part 2 – Set targets, measure, act!</p> <p>Part 3 – Work in groups</p> <ul style="list-style-type: none"> - What action can you commit to? Start to discuss ideas with each other. - Final thoughts and preview tomorrow

<p>Friday 1st October 10:00 – 12:30 CEST</p> <p>Live session on Zoom</p>	<p>DAY 3: Anchor editorial changes in your newsroom</p> <ul style="list-style-type: none">- Break outs: Key learnings from day 2- Feedback from break outs <p>Part 1 – Reimagining Sports – a handbook and other helpful tools from the EBU With guest speaker, Elissavet Arapi, EBU</p> <p>Part 2 - Create new good habits</p> <ul style="list-style-type: none">- “My task as a commentator” with guest speaker Chris Härenstam, SVT- How to make it everyone’s responsibility and a part of your teams’ DNA.- How to face challenges and make demands- How to make sure that editorial changes are here to stay <p>Part 3 – Share your actions</p> <ul style="list-style-type: none">- Discuss the action points you have come up with.- How you could start implement these actions in your team?- Discussions in full group sharing actions and thoughts. Each participant explains what actions they will make and what they plan to do. <p>Key learnings</p> <p>Assessment</p>
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