



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Media Cross-Production for Inclusive Coverage

FINAL AGENDA

14 - 17 SEPTEMBER 2011

CMFE

COMMUNITY MEDIA FORUM EUROPE

Raum der IG Architektur
Gumpendorferstraße 63b
1060 Vienna
Austria



MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION



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CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

- 1.00 pm **Refreshing Lunch**
- 2.00 pm **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
Welcoming and Introduction
Plenary session
 Michaela ADELBERGER, Managing director, *VFRÖ* - Verband Freier Radios Österreich, Vienna, Austria
 Reynald BLION, *Media & Diversity* and *MARS* Manager, Council of Europe
 Stefan TENNER, Programme Coordinator, CMFE – Community Media Forum Europe, CoE MARS Partner
 Special contribution - **Diamantis MASTROGIANNAKIS**, Lecturer - Department of Sport and Physical Education / University of Lille, CoE MARS Partner
 Facilitator – **Alexander VOJVODA**, Programme and Project Manager, *Radio FRÖ 105.0 MHz*, Linz, Austria
- 3.00 pm *Coffee Break*
- 3.30 pm **Media, Diversity & Racism in Sport & Inclusive Media Coverage**
Main Issues & Challenges
Plenary session
 Fair Play / Vienna Institute for Dialogue and Cooperation
 Elisabeth KOTVOJS, Project Coordinator, *Fair Play / VIDC*, Vienna, Austria
 Markus PINTER, Project Coordinator, *Fair Play / VIDC*, Vienna, Austria
 M'Media, Diversity Mediawatch Austria
 Clara AKINYOSOYE, Project manager, *M'Media*, Vienna, Austria
 Facilitator – **Alexander VOJVODA**, Project Manager, *Radio FRO*, Linz, Austria
- 4.30 pm **Media, Diversity & Racism in Sport & Inclusive Media Coverage**
Introduction of participants (Profile, Expectations, What & How?)
Formation of working pairs
Selection of subjects and treatment methods (Pairs)
Completion and presentation of outline reports
Plenary session
 Facilitator – **Reinhard KRENNHUBER**, Chief Editor, *Ballesterer*, Vienna, Austria
- 6.30 pm *End of the day*
- 7.30 pm **Dinner** **ALT WIENER GASTWIRTSCHAFT SCHILLING**
 Burggasse 103
 A-1070 Wien
 www.schilling-wirt.at

Production by pairs or trios of their reports according to the previously chosen subjects and methods – Part 1

10.00 **Technical Coordination Meeting** for participants using **Radio and TV**

Meeting starting at: **Raum der IG Architektur**
Gumpendorferstraße 63b
1060 Vienna / Austria

Before going to: **WienXtra-MedienZentrum**
Zieglergasse 49/II
1070 Wien
Tel. + 43 1 4000-83 444
medienzentrum@wienXtra.at
www.medienzentrum.at

10.00am – 6.00pm

Working rooms **Raum der IG Architektur**

Technical Rooms **WienXtra-MedienZentrum**

Resource Persons available at: **Raum der IG Architektur**
Reinhard KRENNHUBER, *Ballesterer*

Michaela ADELBERGER, *VFRÖ*
Tel. + 43 680 236 88 89

Alexander VOJVODA, *Radio FRÖ 105.0 MHz*

WienXtra-MedienZentrum
Anu PÖYSKÖ, Director
Günter TROJAN, Technician

Fair Play / VIDC
Elisabeth KOTVOJS, Project Coordinator
Möllwaldplatz 5/3
1040 Vienna
Tel. - + 43 1 713 35 94 97
Email - kotvojs@vidc.org

Production by pairs or trios of their reports according to the previously chosen subjects and methods – Part 2

10.00am – 6.00pm

Working rooms

Raum der IG Architektur

Gumpendorferstraße 63b
1060 Vienna / Austria

Technical Rooms

WienXtra-MedienZentrum

Zieglergasse 49/II
1070 Wien
Tel. + 43 1 4000-83 444
medienzentrum@wienXtra.at
www.medienzentrum.at

Resource Persons available at:

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Fair Play / VIDC

Elisabeth KOTVOJS, Project Coordinator

Möllwaldplatz 5/3

1040 Vienna

Tel. - + 43 1 713 35 94 97

Email - kotvojs@vidc.org

- 9.30 am **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
Presentation of the media reports
Debates & Exchanges
Learning & Comments
Plenary session
Facilitator – **Alexander VOJVODA**, Radio FRÖ 105.0 MHz
Facilitator – **Reinhard KRENNHUBER**, Ballesterer
- 11.00 **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
Evaluation
 Sean Ó SIOCHRÚ, EU / CoE MARS Programme Consultant, Ireland
- 11.30 am *Coffee Break & **ONLINE EVALUATION***
- 12.00 am **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
Conclusions & Next Steps
Plenary session
Facilitator – **Alexander VOJVODA**, Radio FRO 105.0 MHz
- Michaela ADELBERGER**, VFRÖ
- Stefan TENNER**, CMFE – Community Media Forum Europe
- Reynald BLION**, Council of Europe
- Next MARS National & European Encounters**
 www.coe.int/t/dg4/cultureheritage/mars/NME_en.asp
 www.coe.int/t/dg4/cultureheritage/mars/EME_en.asp
 MARS European Media Work Exchanges
 www.coe.int/t/dg4/cultureheritage/mars/Work_exchanges/default_en.asp
- 1.00 pm *Closing Lunch*
- 2.30 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 !