



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Media Cross-Production for Inclusive Coverage

FINAL REPORT

14 - 17 SEPTEMBER 2011

CMFE

COMMUNITY MEDIA FORUM EUROPE

Raum der IG Architektur
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1060 Vienna
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MARS - Media Against Racism in Sport

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The First National Media Encounter in the Framework of the MARS Programme jointly organized by the Council of Europe and the European Commission took place in Vienna, Austria, from 14-17 September 2011. It was organized by the Verband Freier Radios Österreich (VFRÖ), the Association of Community Radios Austria.

As it was the very first meeting in a series of in total 15 encounters, and the time to organize it was very short, the meeting gathered only 11 journalists to work together instead of the intended 30. Mid-August, when it became clear that the objective of getting 30 journalists to participate would not be reached, we took the decision to nevertheless go through with the meeting and see it as a pilot project from which we could learn about difficulties other national organizers might face at a later stage in the project.

General structure of the meeting

The four days of the meeting were structured in the following way:

Day 1 was devoted to introducing the programme and its objectives and what would be expected of the participants in terms of output. The programme partners, VIDC - Vienna Institute for Dialogue and Cooperation, and CMFE - Community Media Forum Europe, provided insight into their role within the programme, and the participants introduced themselves and their motivation of being part of the programme. Moderated by the editor-in-chief of the alternative soccer magazine Ballesterer, Reinhard Krennhuber, who had taken on the role of facilitator in the production process, the participants found their partners with whom they would work on the following two days; furthermore first ideas on the themes they would work on were identified and discussed in a first round. Further inputs were provided by Diamantis Mastrogiannakis from the University of Lille 2 and by Clara Akinsyoye, editor-in-chief of M-Media.

Days 2 and 3 were devoted to the production of the media pieces. This took place at the general venue, IG Architektur, as well as at WienXtra Medienzentrum where the participants working with electronic media found resources for their technical needs such as cameras, recorders, cutting rooms, as well as technical support. Mr. Krennhuber worked with all groups, giving advice on such things as interview partners as well as the structure of the articles or radio/TV features. Further resources such as a library and advice on topics were provided at the VIDC office through Elisabeth Kotvojs and Markus Pinter.

On the final day 4 the participants presented the outcomes of their two-day work. Sean Ó Siochrú from the Nexus Institute, Ireland, went through with the evaluation of the meeting; and Reynald Bliou, CoE informed about the further plans and meetings within the MARS Programme.

The participants

The participants were generally from alternative media. This can be explained in two ways: First of all, VFRÖ is itself a major player in the realm of alternative and community media in Austria and thus contacts into this field are strong. Secondly, there seems to be a psychological barrier for journalists from mainstream media to participate in a four-day-meeting in their home towns. It would be easier to invite them to a four-day conference abroad.

Apart from this basic focus on alternative media, all media genres were represented: radio, TV, print and online.

Anna Maria BULECZKA

works for Radiofonia, a Cracow-based radio station working mainly with volunteers, and cooperating with Cracovian universities and institutions. Its main aim is to promote an avant-garde view on culture.

Anna Maria studies Journalism and Communication at the Jagiellonian University in Cracow and is just about to finish her bachelor there, as well as European Studies at Vienna University. At Radiofonia, Anna Maria works in the promotional department.

Marion DRAXLER

is press officer at *ZARA – Zivilcourage und Anti-Rassismus-Arbeit*, an organisation whose mission is to combat racism and to promote moral courage as well as a positive approach to cultural diversity. ZARA offers training courses to business and educational institutions in anti-racist work.

It annually publishes the ZARA Racism Report, the only source of information about racist incidents and structures in Austria.

Marion studied Political Science in Vienna and Norway with an emphasis on migration, language and sport, with a focus on soccer. She worked for the Austrian Cultural Forum in Berlin and the Integrationshaus Wien.

Daniela ERRENST

is part of the editorial staff at Radio AGORA 105,5, a community radio based in Carinthia in the southern part of Austria. It is the only bilingual (Slovenian-German) and multilingual medium in

Carinthia, broadcasting 14 hours a day. Two hours of broadcast are dedicated specifically to the Slovene ethnic group in Carinthia and is presented entirely in Slovene. In addition, Radio AGORA offers broadcasting time to other minority groups in the region.

Bilingually raised, Daniela studied Media Communication and Journalism in Vienna and Klagenfurt before joining Radio AGORA where she is responsible for features in Slovene on cultural and historical topics related to the Carinthian Slovenes.

Michael GAMS

is editor-in-chief of the information magazine FROzine and public relations officer at Radio FRO, a community radio based in Linz. At radio FRO, 350 volunteers generate more than 100 radio programs in 17 different languages, representing NGOs and local cultural initiatives, cultural minorities and migrant groups, as well as youth and senior citizens and others marginalized by the mainstream media.

Michael studied Communication Sciences in Salzburg and Ottawa, Canada. He has worked as an editor at Salzburg's community radio Radiofabrik and at the Kuratorium für Journalistenausbildung, an Austrian journalism training association. In 2008 he worked for the EU-funded anti-racist radio project "I speak football – learn a language 2008", and in 2009 he managed the Linz-part of the VFRÖ-project "Radiodialoge" which was started in the framework of the Year of Intercultural Dialogue. He was also involved in "Eurotours", a project on migration in Europe in 2010.

Yilmaz GÜLÜM

is a freelance journalist working for dastandard.at. Dastandard.at is part of derstandard.at, the first and among the largest online-journals in Austria. Dastandard.at which was launched in 2010, focuses on migrant issues and is totally

staffed by migrant journalists, its aim being the integration of the perspectives of a large part of the Austrian population - those with migrant background – into the mainstream media.

22-year-old Yilmaz has been working as a freelancer for two years, focusing mainly on issues of human rights, migration, integration and racism. The last six months he has spent in Turkey studying and working as a journalist.

Johannes HOFER

is regular author of *Ballesterer*, Austria's only football monthly. With football and fan culture as its main focus, the independent journal *Ballesterer* not only reports on sportive but also on social and cultural aspects of the game. At least 16 pages of each issue are dedicated to special topics such as migration, homosexuality or corruption in football. Current circulation is 20.000 distributed in Austria, Germany and Switzerland. Johannes studies Communication Science at the University of Vienna and is editor-in-chief of *Alszeilen*, the stadium magazine of the Viennese sport club.

Oliver JAGOSCH

has been editor at radio FRO for 12 years focusing on politics, sports and culture. He is also media trainer for new journalists at FRO and lecturer at Kunstuniversität Linz, a blogger and a football fan. For more information on Radio FRO, please see above, Michael Gams.

Kerstin KELLERMANN

is reporter at the homeless magazine *Augustin* in Vienna, and editor of *Art in Migration/SOHO IN OTTAKRING*. As a freelance journalist she also writes for many mainstream daily newspapers. The *Augustin* is a critical street paper, sold by homeless people from Austria, Eastern Europe and by Roma, as well as by refugees mostly from Africa. *Art in Migration* is a small art magazine promoting and publishing art in refugee homes, art by migrant or transcultural people, and international art projects with a reference to refugees. Contributors include Jewish or Muslim artists. Kerstin studied journalism in Ljubljana (at that time in Yugoslavia) and Salzburg. She has been working as a journalist for over 20 years, specializing in refugee and migration issues.

Soheyl LIWANI

is press relations officer and news manager at wientv.org, a non-commercial TV station on the internet based in Vienna. The aim of wientv.org is to give civic organisations a platform for their issues. The scope of their reporting reaches from political, cultural to social events with live reporting from demonstrations, concerts or unpleasant events such as deportations.

Soheyl was press officer of the ASKÖ Federal organisation, an umbrella organisation for 4000 sports clubs in Austria which has been in existence since 1892, and is interested in developments in sport such as the admittance of women referees in soccer. He later was press officer of the movement "Uni brennt" in 2009, the student protests in Vienna against the Bologna results.

Dominik MEISINGER

works for radio FRO (see above, Michael Gams) as a freelance editor based in Vienna. His journalistic work is mainly focused on political issues and sub culture. He is also involved in the radio trainings at FRO, teaching new program makers at FRO basic skills to be able to create and broadcast their own programs. He studies Political

Science at the University of Vienna and Economics at Vienna University of Economics and Business.

Sefer ÜLGER

is trainee with the online editorial staff at M-Media, an migrant association that aims at changing images of ethnic minorities in the media through active participation of the concerned groups in the communication process in mainstream media. One project includes a weekly page created and written by journalists with migrant background in the Austrian daily *Die Presse*. M-Media is also an online-journal reporting on diverse issues from politics to culture and economics from the migrant perspective.

Sefer studies Political Science at the University of Innsbruck, working on his masters thesis, and Near East Studies at the University of Vienna. Racism and Migration belong to his fields of interest; He is well aware of the problems of racism in sport, having played in a soccer team for more than ten years.

RESULTS

The participants teamed up in four pairs and one trio. Six articles/features on five different topics are the outcome. For the abstracts and written articles please see Appendix I.

! In "Better than the best – but not good enough" **Yilmaz Gülüm and Marion Draxler** interviewed two successful sports persons after their main career in soccer to verify the assumption that there is a "glass ceiling" for people with a migrant background concerning a second career in training or management.

The article was published on 19 September 2011 in dastandard.at at <http://dastandard.at/1315006683943/Fussball-und-Integration-Am-Beispiel-Zoki-Barisic>

For Yilmaz and Marion, the cooperation was fruitful and they inspired and complemented one another. Marion was quite surprised that – with the help of Reinhard Krennhuber – they managed to interview so many famous sportspeople in such a short time. One of their interview partners found it the most interesting topic he had been questioned about in a long time and it seems this is a topic that is not dealt with often in the media.

! "Enlargement of the Ice Hockey League in Austria" is a radio feature by **Daniela Errenst and Michael Gams**. They researched how the major Austrian ice hockey league has become more international in the last years. This enlargement has had results also on the way people understand and accept other cultures, languages and traditions.

The radio feature has been published in the Cultural Broadcasting Archive of the VFRÖ at <http://cba.fro.at/49887>. It was broadcast on Friday, 23 September in the FROzine at 6 pm on radio FRO. And it will be broadcast on Sunday, 2 October on Radio Agora at 6 pm.

Both Daniela and Michael come from the radio and found their cooperation very successful.

For Daniela, coming from a radio station that deals with minority issues on a daily basis, the change of focus from "there is a problem" to a genuine topic where the "problem" becomes secondary, was an interesting experience. She said, she would not have chosen such an approach without the MARS seminar. They, too, heard that

the topic they chose had never been dealt with in the media concerning ice hockey. With more than an hour material they are considering to create a larger feature. A problem they faced was the short time they had which led to the use of inaccurate terminology at times. In the future they would like to be able to work more on this especially as it is a sensitive topic.

! **Kerstin Kellermann** has been working for some time on the topic of why Women Ski Jumping has not been an Olympic discipline for many years. Together with **Sefer Ülger** they interviewed William Rush, uncle of successful ski jumper Jessica Jerome, and Daniela Iraschko about discrimination of women in sports, only to find out that this discipline had been admitted in the beginning of the year. This fact had escaped Kerstin's attention even though she is an attentive follower of sports news – which as a fact speaks for itself concerning reporting on women in sports.

The report will be published on M-Media. Kerstin will publish an article on the "Raiffeisen Vikings" – Ladies American Football Team – in *Augustin*; she had the idea for this through the MARS Media Encounter. Kerstin was at first a bit sceptical whether her more decorative style would go well with what she imagined would be the more down-to-earth style of the sports reporter, however both she and Sefer found the cooperation to have went well, even though some wordings were not consensus. As Kerstin has been working in the field for over 20 years, she did not encounter great surprises, whereas for Sefer the topic itself was new, not having known that there were no women ski jumpers in the Olympics.

! "A foul is when the referee whistles", referee Andreas Fellingner is quoted in the TV feature by **Anna Maria Bulecka, Oliver Jagosch and Soheyl Liwani**. The authors interviewed two referees, one Turkish, one Austrian, on the issue that referees are those people on the soccer field that are prone for bashing, whatever they do. The question was, is there a difference for a migrant and a non-migrant referee?

The 10 minute feature has been published and can be downloaded at <https://www.dorftv.at/videos/open-space/2495>

It will be published on the facebook site of wientv.org. Oliver and Anna Maria have a radio background and Soheyl is a press officer and not a TV reporter so for all three the medium was not very familiar. They would have liked to have had more time, especially as the female referee they wanted to speak with would have only been able to give the interview on Friday afternoon – too late for the formal constraints the project brought with it in terms of production. Producing a film does need more time and technical skills than producing a radio show or a text. All three found it an interesting experience to work together and they complemented one another well with their different talents and backgrounds. A surprising finding was that the Turkish referee did not register racism on the field and in sports, rather only in every day interactions.

! **Dominik Meisinger** (radio) and **Johannes Hofer** (print) were the only cross-media team of the group. Their output on the topic of "Migrant Football Clubs in Vienna" and the difficulties these clubs face resulted in a radio feature and a print version.

The radio feature has been published and can be downloaded on CBA at <http://cba.fro.at/49932>. It was broadcast on Radio FRO in FROzine on 20 September 2011 at 6 pm. <http://www.fro.at/article.php?id=3895>

It will also be broadcast as part of the show by Daniela Errenst at Radio Agora on 2 October 2011 at 6 pm.

Dominik and Johannes discussed the concept and approached their interview partners

together, however they produced their features independently as each medium follows its own logic and needs a different approach. The result is that the radio piece includes different aspects from the written piece, each complementing the other. Both had never worked in this cross-media way before. A written piece, they found, cannot be used even as a moderation for the radio feature. They gathered a lot of material and opened up a huge field on the topic.

It was not easy to focus on only one aspect of migrant soccer clubs, as a Turkish club faces other problems than a club of *sans papiers* or refugees fighting for a residence permit.