



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Cross-Production for Inclusive Media Coverage

VENUE & DATES Austria (Vienna) – 14.09.11 – 17.09.11

Cyprus (Nicosia, CCMC Centre) – 28. – 31 January 2012

Ireland (Dublin, CRAOL) – 25. – 28. April 2012

Germany (Location to be confirmed) – July 2012 (dates to be defined)

Hungary (Location to be confirmed) – September 2012 (dates to be defined)

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



EUROPEAN UNION



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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, pairings of **media professionals** with a view to **co-produce and co-disseminate** high-quality and professional written or audiovisual media reports on sports' issues, even if not exclusively, including non-discrimination and expression of diversity as an angle of media coverage,

To raise awareness among media professionals, via their own co-production and co-distribution ventures, of possible innovative modes of production of truly inclusive media contents that contribute to foster mutual understanding,

To contribute to the development of local and national **networks of media professionals** for inclusive media coverage to enrich media contents while ensuring that everyone participates in public and democratic debates.

CONTENT

Production and dissemination of media cross-reports on sport considered as a global issue, even if not exclusively, made by pair of media professionals, including non discrimination and expression of diversity as an angle of media coverage, focusing more particularly on how intercultural and inclusive media contents contribute to reduce prejudices, to fight against discrimination and to foster mutual understanding.

These media encounters will focus on professional practices. Participants will therefore be asked to produce, **by pair or trio, a report offering different perspectives** on the above-mentioned topics. The way the subjects dealt with are treated in these reports must reflect their local and national dimensions.

Based on **concrete production activity**, these encounters should **give media professionals a better understanding** of the benefits that everyone can derive from the formation of partnerships at local and national level between media professionals in order **to contribute to intercultural dialogue, expression of diversity and non discrimination**. Lastly, participants are asked to disseminate their report in their own media or a media of their choice and in the country in which the encounter is implemented.

As well as permitting comparison of professional practices, the purpose of these encounters is to enable public opinion to **see and hear a different way of expressing the diversity that exists in today's European societies**. In addition to the media professionals involved in the initiative, the **programme** will include a **session open to the national press** at which the reports and the conclusions of each encounter will be presented, in order to ensure coverage of the broad issues in relation to intercultural dialogue, expression of diversity and non discrimination.

COE PARTNERS	CMFE – CoE MARS partner in charge of national and European media encounters on Media Cross-Production
MARS COE PARTNERS	<p>Fair Play / VIDC - Austrian organisation facilitating various initiatives in the field of sport, antiracism and non discrimination</p> <p>IFJ / EFJ – International / European Federation of Journalists</p> <p>Media Animation – Belgian organisation and European facilitator of a network of more than 300 organisations on media literacy</p> <p>UEFA – Union of European Football Associations</p>
PARTICIPANT PROFILE PER ENCOUNTER	<p>28 media professionals (8 from <i>mainstream media</i> / 10 from <i>ethnic & diversity media</i> / 10 from <i>community media</i>)</p> <p>2 chief editors / facilitators for the Press & Multimedia et Radio & TV working groups</p> <p>Council of Europe – Representatives of MARS Partner Organisations and Members of the MARS team</p> <p>Around 35 participants</p>
OUTPUT PER ENCOUNTER	14 reports (3 print press , 3 radio , 2 television and 3 multimedia) co-produced by 14 pairs of journalists and so disseminated in 28 different media supports .
EXPECTED OUTCOMES	<p>Enrichment of professional media practices due to a greater awareness of intercultural dialogue, expression of diversity and non discrimination based on the learning from different experiences.</p> <p>Building bridges between various media support such as mainstream media, ethnic & diversity media and community media.</p> <p>Permanent dialogue and exchange between media professionals at local and national level to sustain the implementation of truly inclusive media content.</p>
LANGUAGE	According to the country of implementation
PROVISIONAL AGENDA	<p>DAY 1</p> <hr/> <p>1.00 pm <i>Refreshing Lunch</i></p> <p>2.00 pm <i>Media, Diversity, Racism in Sport & Inclusive Media Coverage</i> Welcoming and Introduction <i>Plenary session</i></p> <p>3.00 pm <i>Coffee Break</i></p>

- 3.30 pm **Media, Diversity & Racism in Sport & Inclusive Media Coverage**
Main Issues & Challenges
Plenary session
- 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
- 6.30 pm *End of the day*
- 7.30 pm **Dinner** (location to be confirmed)

DAYS 2 & 3

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

DAY 4

- 9.30 am **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
Presentation of the media reports
Debates & Exchanges
Learning & Comments
Plenary session
- 11.00 **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
Evaluation
- 11.30 am *Coffee Break & **ONLINE EVALUATION***
- 12.00 am **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
Conclusions & Next Steps
Plenary session
- 1.00 pm *Closing Lunch*
- 2.30 pm **Departure of participants**

CONTACTS

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