



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

NATIONAL MEDIA ENCOUNTER

Ethics & Editorial Management

NATIONAL REPORT ON ETHICS AND EDITORIAL MANAGEMENT

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National Report on Ethics and Editorial Management

Lithuania

The movement of trade unions among Lithuanian journalists is gaining increasing popularity. However, it is too early to say that trade unions have gained real power in all sectors of the labour market. The main reason has to do with several trade union centres functioning in Lithuania which compete among each other, while employee coverage remains below one quarter of the total number of the employed in the labour market. Today, the Lithuanian Union of Journalists (LŽS) has more than 1,000 professional journalists among its members out of roughly 4,000 working in the labour market as professional journalists.

On the other hand, representatives of creative and other trade unions are too remote from each other. For example, a joint project launched by the Government, employers and trade unions in 2007, *Social dialogue through informal cooperation, culture and sports*, pushed to real and not declarative cooperation among all parties. Though the Lithuanian Union of Journalists was one of the first ones to join the project, even today many journalists have very diverse understanding of the project importance.

Yet, legislative initiatives and active work with national authorities are not the primary and most attractive activity for ordinary unionists. LŽS has identified and established long ago that what members need from the trade union is not only initiatives in law making, but active efforts to keep social contacts with colleagues and employers as well. With this in mind, LŽS for almost ten years has been taking efforts to form possibly more groups of interests for ordinary members. First of all, this is an opportunity to set up your own club within the LŽS which requires a group of at least ten members. In addition, there are not only Photographers and TV Cameramen Clubs functioning at regional units of LŽS, but also LŽS Sports Journalists Club.

The latter club originated as an additional alternative for the colleagues for whom social contacts within the Lithuanian Sports Journalists' Federation only (which functions as an association) were not enough. The Lithuanian Sports Journalists' Federation (LSŽF) joins around 80 members. LSŽF is member of the International Sports Journalists Association (AIPS) and Lithuanian Union of Sports Federations (LSFS). This organisation fosters creativity and workmanship of sports journalists – holds annual creative competitions, workshops, elections for the Best Sportsman of the Year, keeps contacts with Lithuanian and foreign sports and creative organisations, assists LSŽF in publishing books, booklets, bulletins, programmes, etc. However, it does not function as a trade union and abstains from participating in the self-regulation of journalist and publisher organisations.

It is not surprising, therefore, that the LŽS Sports Journalists Club, which started its activities in 2005 from a Lithuanian journalists' football championship and annual international journalists' football championship, soon engaged in active efforts sharing both in social projects and dealing with ethical issues in journalism. This enables Club members to focus more on the development of their ideas. At the same time, this creates mini-communities that are very close to each other. Such groups of interests attract more journalists to LŽS, which is seen not only as a trade union, but also as an affinity group.

It is of great importance for journalists to feel members of a respectful and necessary organisation. Therefore, maintenance of sound ethical standards is vital. This requires more journalists to be involved into the assessment of ethics, at least to informal assessment, online forums, etc. It is common knowledge that, according to different media experts, it is of great importance not only for individual EU Members States, but also for the whole European democratic process, to maintain media pluralism and high ethical standards in the environment of fundamental media changes caused by new technologies and universal competition.

However, while strategies are being developed and economic and other mechanisms of the functioning of the media are being investigated, both foreign and national capital in Lithuania invests in the media business sometimes with non-transparent and publicly undeclared purposes. This also refers to sports industry. Information on the changing owners of the existing and newly appearing media and their real interests in undertaking such investments is scarce even in the public space. In fact, everybody knows that "own sports policy" exists not only on large commercial TV channels, such as TV3, Lietuvos Rytas TV or dedicated sports channel Sport1, but also Lietuvos Rytas, Respublika, Kauno Diena dailies and their group members Klaipėda and Vilnius Diena. There is a sharp competition in the basketball and football industries in Lithuania. And here we face a tangle of the owners of the sports clubs and sports affairs as such. Most of large sports clubs have direct linkage to business which supports them and concurrently exerts influence on certain media outlets. Individual clubs often have the so-called "media sponsors", meaning that certain media outlets "supports" the clubs with positive information about them and criticise their competitors. Therefore, ethical issues in the sports journalism become sharper and sharper, while information wars between clubs and media outlets servicing them often turn to unfair fighting involving even the aspects of national, racial or other types of hatred.

With this in mind, the Ethics Commission of the Lithuanian Union of Journalists seeks to build a real self-regulation system for journalists that would be primarily used by journalists to assess ethics of the members of their organisations. The Ethics Commission was established by the decision of the LŽS Board of 21 March 2009. Before that, ethical issues of LŽS members were supervised by the LŽS Board and, until the congress of LŽS in 2006, the court of honour.

The Ethics Commission takes care of the training of professional ethics in LŽS members (professional journalists) and reviews complaints, requests and petitions of concerned natural and legal persons, produces opinions, recommendations and renders decisions.

In addition, the Commission examines proposals of the members of LŽS and Commission on the issues of journalistic ethics training and petitions regarding violations of the Code of Ethics.

The Commission is free to express its opinion about compliance with the principles of provision of information to the public and ethical violations in the media.

The key document for the activities of the Commission is [Code of Ethics of Journalists and Publishers](#).

It is interesting to note that there wasn't a single representative of the Sports Journalists Club in the first composition of the Commission in 2009. In February 2011, the Commission was actively joined by journalist Raimundas Celencevičius who continues to work in the Commission for the second term. There were several very important events that contributed to more active involvement of sports journalists in self-regulation.

In October 2008, the Lithuanian daily Kauno Diena published a [scandalous](#) interview with Vladas Garastas under the title *Manifestations of racism in the speech of the president of LKF*. In this interview, the president of the Lithuanian Basketball Federation unambiguously commented [on black players of the Žalgiris basketball team](#).

"As for that nigger who plays for Žalgiris, I'd fire him right away. The next generation isn't being groomed. All they have playing are some black assholes", lashed out Vladas Garastas.

The Sports Journalists' Federation (LSŽF) and Lithuanian Union of Journalists were then very surprised and concerned about attempts to use journalist Gediminas Reklaitis a scapegoat to justify unethical thoughts of others. The point is that Vladas Garastas appealed against the acts of the journalists in

gathering and providing information before the Ethics Commission of Journalists and Publishers. It's true to say that LŽS then also paid attention that the journalist's acts contained some provocative elements, but today's media gives the right - and sometimes even imposes the duty - to use provocations or even shock the public in order to protect the public interest.

We found it too formal that the Lithuanian Ethics Commission of Journalists and Publishers (LŽLEK) decided that Reklaitis had used unethical methods to gather information. The Presidium of LSŽF characterised Gediminas Reklaitis, 23, as a young and ambitious colleague, who was collecting information without having any prejudice or fulfilling somebody's order to compromise the LKF's president.

LSŽF stuck to the opinion that a sports journalist shall not be responsible for making up for biting expressions of the interviewees. We could also remind that some categorical ideas of Garastas on one or another issue, or his "winged phrases" had already occurred in different media outlets before.

"What's annoying most of all is that the president of LKF not only failed to admit being guilty, but decided to crusade against the media for his consciously said words. I'm sorry to say that Mr. Garastas failed to exercise his right to keep silent - neither in his interview nor after being acquitted in the pre-trial investigation", commented journalist Reklaitis to the management of LSŽF.

The community of sports journalists then called all the parties involved in the scandalous story to abstain from adding unnecessary fuel to the flames and forgive the grievances in a Christian way.

"It is not only the sports media where similar cases may happen. I therefore call everyone to draw right conclusions, do their job professionally, feel responsibility for own acts and words, and respect each other's opinion. Sports journalists must do their job with responsibility, but official sports management should avoid throwing words that are inappropriate even in a private conversation. I urge all the parties concerned to arrive at a peaceful settlement of this protracted conflict. This should be a useful lesson for both parties", suggested Laima Janušonytė, president of LSŽF.

But then again, on 12 October 2010 there appeared a public announcement that the Kaunas basketball club Žalgiris would not issue accreditation in home basketball games to the journalists of the Lietuvos Rytas newspaper, television and Internet portal. According to public utterances, the club's decision was based on biased coverage of Žalgiris team. But there have never been any statements indicating that journalists of the aforementioned media outlets violate the Code of Ethics of Journalists and Publishers by providing information about Žalgiris.

In that case LŽS paid attention that basketball, as a multidimensional phenomenon of the social activities of the society's general culture and physical culture, constitutes not only an important instrument for education, moral and ethical education and development of patriotism in people. This sports branch encourages youth to reveal their physical and mental strengths by displaying to public inimitable performances in the fair and objective competitive environment, and injecting additional emotions and energy to the society.

Considering this, and taking into account the problems highlighted by the colleagues, the Council of LŽS got concerned about obvious conflicts existing between the basketball club and journalists of several editorial boards. It was difficult to judge on their nature from public statements and information. But one fact was obvious in the mentioned situation - journalists pointed out to specific problems related to information gathering. With this in mind, LŽS called the Žalgiris club to take immediate measures to consider and evaluate the indicated problems.

It is therefore natural that LŽS, representative of journalists' interests, had to take regular care of the implementation of its objectives and also take into consideration the changing market situation, review and reassess strategic trends of its activities.

The basketball club Žalgiris then issued accreditations to Lietuvos Rytas journalists and this way closed the public conflict about restriction of journalists' rights. However, the latter decision was announced only during a round-table discussion initiated by the Lithuanian Union of Journalists "Lithuanian sports and publicity today: opportunities and challenges". This initiative of the LŽS Sports Journalists Club coincided with the European campaign "Stan Up For Journalism". The main topic for discussions was the refusal of Kaunas basketball club Žalgiris to issue accreditations in home basketball games to the journalists of the Lietuvos Rytas newspaper, television and Internet portal. Leaders of the Lithuanian Union of Journalists, Lithuanian Basketball Federation, Lithuanian Basketball League (LKL), representatives of basketball clubs Žalgiris, Kaunas, and Lietuvos Rytas, Vilnius, sports journalists were present at the debates held at the Department of Physical Training and Sports.

When asked to assess the existing situation, the leaders of LKF and LKL submitted that journalists should not be restricted in their right to gather information, and that this precedent was very unpleasant for them, too.

"According to the regulations of LKL, all journalists shall have free access to basketball contests. Accreditations must be issued. Earlier accreditations used to be issued by the League itself, but now the issue is left for clubs. There have been no similar incidents in the history of the League; the League's regulations provide for no sanctions for the refusal to issue accreditation. However, we are to issue the code of ethics in the nearest future to regulate, inter alia, situations of this kind", it was then commented by Linas Gilys, Director General of the Lithuanian Basketball League.

Žalgiris decision to refuse accreditations to Lietuvos Rytas journalists was neither welcomed by Mindaugas Balčiūnas, Secretary General of the Lithuanian Basketball Federation. However, he noted that problems occur when one or another media outlet violates the standards of common culture or journalistic ethics.

"We want the information provided to be unbiased. The federation itself has suffered from biased information and tendentious presentation thereof", said Mr. Balčiūnas.

Paulius Motiejūnas, General Manager of Žalgiris, pointed out that the club has issued more than a hundred accreditations to club's home basketball games to various media outlets without any limitations, and the refusal to issue accreditation to Lietuvos Rytas was the last resort determined by overall trends in providing information about Žalgiris by Lietuvos Rytas rather than the acts of specific journalists. It was maintained that the media group of Lietuvos Rytas was directly interested in creating a negative image of Žalgiris because of favouring the homonymous team playing in the same league as Žalgiris.

"We have been fighting with this for several years. We have been blackmailed and misrepresented without having any chances to defend. We made that decision on order to protect ourselves. Our refusal to issue accreditations was aimed to show that we cannot protect ourselves on our own", commented Mr. Motiejūnas.

After long and hot discussions, the parties finally reached a compromise – the Lithuanian Union of Journalists promised to monitor provision of information of professional sports by the media on a regular basis and discuss the findings in public and also proposed to invoke legal remedies to combat provision of biased information, while the head of the Žalgiris club promised, in turn, to consider the issue of accreditations to Lietuvos Rytas journalists in one week.

There was a nearly unanimous opinion among the participants of the debate that such discussions on sports journalism and work of sports organisations should be held on a regular basis, and that joint discussions are necessary in order to reach a compromise and avoid similar conflicts that do not speak well of Lithuania's sports.

Considering the above mentioned, the MARS initiative to hold a conference for sports journalists and sports community at the end of March 2012 with a view to looking for new measures to tackle manifestations of racism and xenophobia in sports and journalism was in conformity with the expectations of both journalists and sport community. This was also confirmed by a Seimas member, former famous basketball coach Vydas Gedvilas.

The conference not only highlighted the best known manifestations of racism and xenophobia in the Lithuanian history of sports and journalism, but also presented sociological and other research findings about the attitude of the Lithuanian society towards people of other nationalities, races, beliefs or sexual orientation. Likewise, the analysis of the aforesaid manifestations was presented in a very important context – against the background of challenges faced in changing demands of sports and media consumers. An emphasis was placed not only on changes in the media, but also on the aspects of sports industry, sports policies and the use of policy in sports.

The national conference delivered very specific proposals how the cooperation between sports journalists' community and sports community should be developed in order to prevent dissemination of racism and xenophobia in the public space. Having in mind that the Code of Ethics of the Lithuanian Basketball Federation is already in place, the above practice is to be used for holding a round-table discussion of sports journalists' community in 2012 to discuss special ethical provisions regarding sports journalism. In addition, representatives of the Lithuanian Sports Journalists' Federation and LŽS Sports Journalists Club expressed their opinion about a high time to consider a possibility of having a special representative of sports journalists in the Ethics Commission of Lithuanian Journalists and Publishers. Such special representatives are already in place with Internet media, regional press, Lithuanian Union of Journalists and Lithuanian Journalists' Society. The Lithuanian Union of Journalists was many years represented in this area by famous sports journalist Vidas Mačiulis, chairman of LŽS Kaunas Branch.

It was further proposed to hold annual seminars on a regular basis to provide special information on the aspects of compatibility between creative presentation of sports news and ethical standards.

As it is known, it was as early as in 1996 when the Law on Provision of Information to the Public of the Republic of Lithuania set forth to establish a joint Ethics Commission of Lithuanian Journalists and Publishers that should follow common rules of the Code of Ethics. At the same time, each editorial office was required to have its own code of ethics in place. So far, such code of ethics was in place in TV3 television only. From spring 2012, a special editorial board for ethics is also functioning at the Lithuanian National Radio and Television. Yet, internal codes of ethics are in place with minority of editorial offices. Such codes are also discussed and in progress at Baltic News Service (BNS) and Delfi news portal. The codes are expected to promote tolerance and ethical journalism in the media.

LITHUANIA JOURNALISTS AND PUBLISHERS CODE OF ETHICS

**Adopted by the General Meeting of Journalists and Publishers,
2005 04 15, in Vilnius.**

We - journalists, public information producers and publishers - gathered in the Universal journalists and publishers' organizations meeting the Lithuanian press mention of recovery century

Recognizing that a fair and honest journalism is only possible when a journalist uses the law to ensure freedom of expression;

Realizing the role of media in contemporary society and the responsibility for their work;

Arguing that the biggest media asset is credibility, which was developed by the present journalists and publishers, but the previous generation, skleidusios free speech;

Understanding that this confidence is based on the independence, fairness, impartiality;

Aware that respect for the truth and the public to truth is the foremost duty of a journalist;

To enhance the prestige of the journalist profession and herself from the public information producers who tolerate unfair journalism and unfair competition law;

Feeling of professional obligation and responsibility of speech, freedom of information as one of the most important institutions of a democratic society;

Affirm the Lithuanian Journalists and Publishers Ethics Code and commit to stick to it.

I. GENERAL PROVISIONS

Article 1.

Access to and dissemination of information, being one of the fundamental human rights must be respected, but it must guarantee the implementation of all other human rights and freedoms. Given the interaction between human rights, it must constantly seek the right balance.

Article 2.

Public information is not held to keep their own property or merchandise. Freedom of information is incompatible with public information for the purchase money or other consideration, if the publication of the information is not clear that this is advertising.

Article 3.

Respecting the human right to obtain the correct information, journalist, public information organizer must publish accurate and correct news and different views. By communicating different opinions, journalist, promoter of public information can not be spread opinions, which break the law and ethics.

Article 4.

News and opinions should be clearly distinguished. Journalists and public information producers must ensure that the opinion is presented fairly and ethically, without distorting the facts or data.

Article 5.

Respecting diversity of opinion, journalist, author of Public Information provides more independent of each other people opinions. This is especially necessary when the public information in response to the current, uncertain whether the issues of life.

Article 6.

The journalist, public information organizer should critically evaluate their sources of information, carefully and thoroughly examine the facts, based on several sources. There is no possibility to check the reliability of the information source, it must contain the information published.

Article 7.

If it is not possible to properly review the veracity of information published, journalist, public information organizer may publish this information only if the delay in publishing it would be detrimental to the public, where published information indicates that it is not checked.

Article 8.

Information must be collected and published in ethical and lawful means.

Article 9.

When requesting information, the journalist must report their name, and indicate the version of Office, to warn the man that his words may be published in mass media.

Article 10.

The reporter is not required to coordinate the final version of his work with the available personal information, unless it is contrary to the journalist and the person giving the information prior agreement on the information before it is published.

Article 11.

For information, the journalist has no source of information to put pressure on, or offer any compensation, as well as the abuse of their public status and professional opportunities.

Article 12.

Journalist and media organizer, preaching the information you gave him the shock, helpless state of the affected person must ascertain whether they violate the declaration of the rights, try to anticipate potential negative consequences for the person.

Article 13.

Journalists and public information producers must take care of child welfare and children preached information not cause grief or fear.

Questions posed to children must be carefully thought out and appropriate for their age. Not allowed to force children to talk about parents' relationships, family life, conflict and so on.

Article 14.

The journalist, public information organizer should not be used for direct quotation of audio and video recording devices, if the informant does not want a private person.

Article 15.

The journalist, public information organizer should specify who gave him the information. Therefore, he must obtain permission from the person giving the information to rely on his behalf. If a source asks to keep his name secret, journalist, promoter of public information is not entitled to disclose it. In this case, a journalist, public information organizer shall assume legal and moral responsibility for the information published.

Article 16.

Journalist, author of Public Information, providing information required to distinguish between information that really justifies the publication of the public (public) interest in the information only to satisfy curiosity.

Article 17.

Journalists and public information producers should not publish information that directly or indirectly, promotes crime, violation of public order, to imitate aggressive behavior. It is also not to publish information which promotes or depicts attractive, smoking, drinking, drug or other substance abuse.

Article 18.

Journalists and public information producers should not promote or supernatural, unreal character, paranormal phenomena, except in cases where such information is provided as entertainment or research not prohibited by law. Does not have the impression that astrologers, palmists, parapsychologists, extrasensory, bioenergetics can give reliable advice on the future of health and others.

Article 19.

The journalist, public information producer to rectify their mistakes and inaccuracies, that may offend the persons, without waiting for the injured person will ask to do so.

Article 20.

It appears that a mass media information is incorrect, it is necessary to immediately correct or refute false or inaccurate facts in the same mass media, an adequate place, an even size, same shape and free from public information, the author comments.

Article 21.

Information about criminal acts, accidents and other cases in which persons committed a property or non-pecuniary damage, journalist, public information organizer should take care that such information does not lead to the victim and an innocent person of additional suffering and pain.

Article 22.

The journalist, public information, organizers must follow the rule that limits criticism against an individual is much narrower than a public person, so the information about private individuals, giving priority to protection of private life, but about a public person - the public interest. In addition, the criticized person must always be given the right answer, ie the possibility to justify, explain, refute false information. If this is not possible, or the person refuses to exercise, it is necessary to inform the public.

Article 23.

The journalist should be professionally prepared. Correct language and culture of the language - is one of the most important requirements of professional journalism.

II. JOURNALISTS AND PUBLISHERS AND INDEPENDENCE OF TRANSPARENCY**Article 24.**

Journalists and public information producers must be free and independent.

Journalists should give the public information organizer or task manager if it is contrary to national laws, ethics of journalism and its beliefs.

Article 25.

Through its activities the journalist has no right to assume any obligations other than professional obligations to the public information organizer.

Article 26.

Journalists solidarity respectability. In defense of illegal persecution of journalists, public information producers must show solidarity and to use every lawful and ethical measures.

Article 27.

The journalist shall not accept gifts, paid travel, vacation and other paid for by somebody else that might affect his independence. The journalist shall report each case, the public had received any support, except for public information organizer with whom the journalist is working and creative relationships, salary, or his support.

Article 28.

The journalist, public information organizer shall resist any attempts to curry awards, privileges, and so on.

Article 29.

Journalists and public information producer shall not use professional information for their personal use and benefit.

Article 30.

Mass media should be clearly separated advertising (including political advertising), from the works of journalists. The journalist has the right to refuse to produce promotional information.

Article 31.

Prohibited the advertising of impartial information, or otherwise hide it.

Article 32.

The journalist shall not use his name, image and voice, except when such advertising to humanitarian goals.

Article 33.

Journalists preparing information about the companies whose shares are purchased, the information published must disclose relationships and circumstances that may reduce the objectivity of the information held. Journalists and public information producers and their family members are not using public information available to the author, and not publicly published the information to buy or sell securities, which are associated with the available information.

Article 34.

Journalist, author of Public Information, providing information recommending or suggesting investment strategy, or the securities of the issuer, including their views on current or future value, providing advice must disclose the relationship between the institutions and circumstances that are reasonably likely to reduce the information is objective, particularly for the significant the financial interests of the related securities and significant conflicts of interest in respect of the issuer.

Article 35.

Journalist, author of Public Information, announcing a third party investment recommendation summary must include the original recommendation and the place where you can access to it, if it is publicly available.

III. A PERSON OF HONOUR, DIGNITY AND PRIVACY PROTECTION

Article 36.

The journalist, public information organizer should not publish information about private life without his consent, unless that knowledge is related to a public person, and are fundamental to the public or the capture of the offense.

Article 37.

The journalist, public information, organizers must adhere to the presumption of innocence. Man guilty of only a court can accept a final decision or judgment.

Article 38.

The journalist, public information organizer shall not publish unsubstantiated, untested, accusations.

Article 39.

Prohibited to publish preliminary data collected during the investigation, except when they publish the public (public) interest.

Article 40.

Prohibit the publication of the suspect committed a criminal act of personal data from which to determine the identity of the suspect. If the public interest must be declared a suspect of a crime, the defendant, the defendant's name, then the fact that a crime has not been proven, journalist, public information producer must immediately inform the public about the fact that that person is innocent.

Article 41.

Prohibited to publish information about a person, the victim of a crime, without that person's consent, the victim is killed - without relatives' consent. These data may be disclosed without the person or his relatives' consent only in cases where the victim of an offense against the person or the public to publish this data is public (public) interest.

Article 42.

Prohibit the publication of personal witness, crime data, which could be used to establish the person's identity.

Article 43.

In the absence of the public (public) interest, a journalist, public information prepared by the borrowers do not publish personal data about their solvency.

Article 44.

There must be no publicly available data of the individuals who are found responsible for, and it was a mild punishment sentences.

Article 45.

The journalist, public information about the author does not recall a long time made a criminal offense for which the person has already served his sentence. This rule does not apply if the person continues to have a job which has been associated with the completed offense, or if this man aspires to a position in society.

Article 46.

The journalist, public information organizer should not publish information about family conflicts, exceptions may be applied to those persons who occupy high positions in society, or pretend to take them to publish such knowledge is a public interest.

Article 47.

The journalist, public information, not the originator of catastrophes, accidents, death, violence or aggression, which may then displayed in insulting people or their relatives as well as the feelings of readers, and (or) the sensitivity of the audience.

Article 48.

Prohibited to publish information about a person, as well as video and images taken with this person when that person is a public information displayed Affective state or death.

Article 49.

Journalist, author of Public Information, respecting personal privacy, and his relatives not mentioned the names of this or any other person (very minor) to help identify data related to the suicide or attempted suicide. Announcing details of the suicide or attempted suicide, journalist, promoter of public information should be particularly careful in the suicide or attempted suicide motives and circumstances that the published information would not encourage suicide (suicidal) behavior in society. Publishing such information to tell about available psychological and social assistance.

Article 50.

Prohibit the publication of an experienced sexual aggression on a person's name or other information from which to establish the person's identity.

Article 51.

Journalist, author not public information, association with criminal offenses and other violations of the law to publish a minor's information from which to establish his identity, except a minor hiding from law enforcement authorities or court.

Article 52.

Publication of private letters, the letter must give the author and the addressee's consent. After the death of such persons to give consent to have their spouses, parents or children.

Article 53.

Respecting the individual's right to privacy and confidentiality of a journalist, public information organizer should not publish information about a person's medical condition, treatment, prognosis, as well as other health information without that person or his legal representatives consent. Such information may be posted without the consent of the individual's relatives only if the following conditions exist: when a public person, the publication of this information in the public interest and where there is an official medical establishment opinion.

Article 54.

The journalist, producer of public information not humiliate or mock a human name, race, nationality, ethnicity, religion, age, gender, sexual orientation, disability or physical handicap, even when that person has committed a crime. Journalist, author of Public Information also shall not link the suspect, accused or offender belongs to a certain national, ethnic or social group, his sexual orientation to the criminal offenses and to emphasize this.

Article 55.

The journalist, public information organizer and publisher can not be directly or indirectly promote or incite hatred (hatred) of people or a group of persons on the grounds listed in Article 56.

Article 56.

Journalists and public information producers do not publish artificially manipulated photo montages, false signatures of photographs that could offend the individuals portrayed. Journalists should not publish

audio and video materials that distort the ideas or events. This provision does not apply to the publication of caricatures, cartoons or comic scenes.

Article 57.

The journalist, public information, organizers must respect human rights and freedoms, even in cases where a person does not know or do not realize their rights. The journalist, public information organizer should not abuse the weaknesses and immaturity, the failure to recognize the rights and freedoms, to encourage people to commit humiliating acts or deeds, to depict situations that violate human dignity.

IV. PROFESSIONAL SOLIDARITY AND FAIR COMPETITION

Article 58.

Journalist and public information organizer professional duty - to defend the freedom of expression and other democratic values.

Article 59.

The journalist, public information producer, publisher and publication of critical works, not suvedinėti personal accounts.

Article 60.

The journalist, public information organizer should not interfere with a colleague to collect the material, if the latter do not conflict with the law and ethics.

Article 61.

The journalist, producer of public information not plagiarize another person created the work.

Article 62.

Journalist, author of Public Information should indicate the primary source, if in its "public information, he used the other journalist or public information prepared by the author or published the information.

Article 63.

The reporter does not write for another person to use another person's real name or signature of another person created the work.

Article 64.

If a journalist offers the same work or public information in several editorial boards (public information producers), it shall so notify them.

V. JOURNALISTS AND EDITORIAL (PUBLIC INFORMATION ORGANIZERS) MANAGEMENT MUTUAL OBLIGATIONS

Article 65.

Public information organizer must have internal procedures, and (or) the internal code of ethics. At least one of these public information documents approved by the author should define the rights, duties, responsibilities, employment relations, as well as protection against a journalist a possible deprivation.

Article 66.

The journalist's work is the use of public information organizer with the journalist should agree in writing. If a promoter of public information, using the journalist's work, agreed with the journalist writing it does not release public information organizer from the obligation to fairly compensate for that.

Article 67.

The journalist has the right to refuse authorship of his work and not to sign, if you edit the contents have been substantially disturbed.

Article 68.

The journalist must keep public information secret of the author, if they are not dealing with legal and ethical violations.

VI. RESPONSIBILITY FOR JOURNALISTS AND PUBLISHERS THE CODE OF ETHICS VIOLATIONS**Article 69.**

The journalist, public information, organizers must adhere to this Code in professional ethics.

Article 70.

The journalist's actions violated the provisions of this Code is based on:

- 1) public information organizer and journalist for the administration of the disciplinary sanctions;
- 2) the professional journalists' association, such member of the journalist from the association;
- 3) interested persons to defend their violated rights;
- 4) to other statutory penalties.

Article 71.

This public information activities of the promoter of violating the provisions of this Code is based on:

- 1) Journalists and Publishers Ethics Commission to assign it to fail to comply with professional ethics of public information category;
- 2) the parties concerned to defend their violated rights;
- 3) to other statutory penalties.

Article 72.

Violated this Code, a journalist, public information, the originator must declare the same mass media journalists, and the Ethics Commission's decision, and in some cases it is necessary to ensure public awareness of fundamental principles - the Inspector of Journalist Ethics in the operative part.

Article 73.

If public information producer within two years from the approval of the Code did not infringe, of Journalists and Publishers Ethics Commission of such public information organizer (or unit) may authorize the use of the commission set up by a special mark of honor, or the right to cancel the promoter of public information in breach of this Code.

Article 74.

Journalists and public information producers, protecting their professional honor and prestige to enhance self-regulation in the field of public information.

VII. THIS CODE AND OTHER PROFESSIONAL ACTIVITIES**Article 75.**

This Code does not prohibit public information activities to follow other professional codes of ethics and practice (especially public information organizer and internal codes of ethics), which may include more detailed and stricter obligations. In the case of other codes of professional ethics conflicts with this Code, subject to the provisions of the Code of Ethics.

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 !