



MARS – MEDIA, DIVERSITY & RACISM IN SPORT

NATIONAL MEDIA ENCOUNTER

Media Cross-Production for Inclusive Media Coverage

REPORTS' SUMMARIES & MAIN PLAYERS

PROVISIONAL VERSION

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MARS - Media Against Racism in Sport

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FUTURE OF ROMA SPORTSPERSONS

by **Anna FRENYO** (Germany), **Larry FERGESON**, CCMC (Cyprus) & **Gabriella VELICS** (Berzsenyi Rádió)

Summary

Mezei István is a visionary who decided in 1992 to do his part to combat racism by establishing a youth Roma football team. Going to areas where the Roma youth lived he challenged and inspired the young boys to form a football team. This act of courage led to the formation of the internationally successful "Minority League" team known better to the public as "Gypsy Football". No matter what you call them the youth have travelled the world making themselves known playing football matches proving by their dedication and skill that sports can be a means against discrimination. Always a pioneer, Mezei István, continues his struggle today, being a father figure to the Roma youth, believing that the combination of firmness, kindness and boldness is the best pedagogy for inclusion of Roma youth into Hungarian society.



FRENYO Anna - Freelancer Journalist – Germany. Born in 1982, I spent my childhood in England, which made me a weirdo at the small town Hungarian elementary school I entered upon my return to Hungary in 1987. This experience determined the rest of my path: I was bound to be an out-of-the-box person - with all the beauties and hardships. Studied English and German Literature and Linguistics in Budapest at Eotvos-Lorand Tudományegyetem, graduated MA, and later studied Cultural Journalism MA in Berlin at Universitaet der Kuenste.



FERGESON Larry – CCMC (Cyprus Community Media Centre) – Director – Cyprus. Larry has a degree in broadcast communications from Texas State University and did his graduate studies in conflict resolution at Portland State University. He has years of experience in radio news reporting, magazine writing and working with international civil society organisations. Since 2010 he has been the general manager of the Cyprus Community Media Centre in Nicosia, Cyprus where he utilises his media and conflict resolution skills in his work to bridge the divisions between the conflicted communities of Cyprus. The **CCMC** (Cyprus Community Media Centre) aims to establish community media in Cyprus and support local community groups in communicating their message to wider audiences. It does this by developing capacity through media skills training, dedicated support and equipment loan. CCMC strives to be diverse, inclusive, collaborative, transparent, equitable and nonpartisan, promoting the benefits of community-based media and giving people the skills to be in control of their own messages. It also wants to help bridge gaps and enhance relationships between the mass media and civil society through the creation and broadcasting of productions that contribute to multiculturalism and diversity.



VELICS Gabriella - Berzsenyi Rádió / University of West-Hungary - Editor in chief / Associate professor – Hungary. Gabriella Velics Ph.D. in Language Sciences is an associate professor in Department of Communication and Media Sciences, University of West Hungary, Faculty of Arts (Szombathely), the leader of the University's community radio station - Berzsenyi Radio -, and member of Community Media Forum Europe board since 2010. She teaches sociology, theories of publicity, PR and media relations, radio broadcasting. She wrote her dissertation and several publications about the Hungarian community radio system and its function in social communication. She has a background as a journalist and radio presenter. **Berzsenyi Radio** is based in Szombathely, at the campus of University of West-Hungary. It's used for educational purposes of Department of Communication and Media Sciences and also used as a "voice of university" and help to share information among students. It had been broadcasting on air since 2005,

unfortunately had to finish broadcasting as a community radio on air in February 2012, but everything is still going on and new programmes still available on web. A weekly 30 minutes sport-programme is very popular; students made interviews with sport(wo)men and promote healthy lifestyle.



MARTIAL ARTS WINS OVER RACISM

by **Yves COLLARD** (Belgium), **Ferenczy EORS** (Hungary) & **Sándor NÉMETH NYIBA** (Hungary)

Summary

In martial arts the fighter enters the aura of the opponent. The fight takes the measure of the man. What you do in the fight, follow it up in your life. Martial arts, music and poetry will all add up to wholeness. The project theme was elaborated in meetings by the participants. The views of the participants are documented in a report produced in the studios of CIVIL Radio. This Report is primarily in English with contribution by all 3 participants. English simultaneous translation of S. NEMETH contribution (in Hungarian), the moderator, was provided by E. FERENTZY. Contributions by Yves COLLARD and Eors FERENTZY are in English. The Report has been left in care of the MARS organisers, CIVIL Radio. After further editing it will be published on YOU TUBE and where ever appropriate.



COLLARD Yves - *Media Animation* – Facilitator / Trainer – Belgium. Yves Collard holds a bachelors degree in social communication, proposed an anthropological analysis of a Football World Cup, through daily press. For four years he was assistant-researcher in the FUCaM (now UCL-Mons), where he intervened in courses of « sociology of the media » and « analysis of the media systems », during which he proposed analyses relating to sports in the media. Since 1996, in Media Animation, he ensured around 1500 days of training on media-literacy (press, television, Internet, cinema, video games) and media contents (information, TV-reality, advertising, social networks,...), in which he develops a particular interest for popular cultural products. He is also invited as expert over these subjects. He is author or co-author of books or educational tools about media and media-literacy. He is author of several articles about the setting of sports events in the media. **Media Animation** ASBL is a media and multimedia education body for the Belgium French-speaking Community. It is recognized and subsidized by the Ministry of Education and Ministry of Culture. It is specialized for implementing research, information, training and educational publication. Media Animation's mission is to support operators in the field of education along two complementary action lines: 1/ Consultancy, audiovisual and multimedia production and 2/ professional production support to operators in the cultural and educational fields. Media and multimedia education: raising awareness with political authorities and education authorities, training teachers and educational mediators (social workers, educators...), publishing educational works, setting up research actions. Media Animation coordinates and participates in different EC funded project: Educanet, Media-educ, Mediappro, Euromedu. Media Animation works actively to create a European network for media literacy and is an active member of the steering group of the European Charter for Media Literacy: www.euromedialiteracy.eu



EORS Ferenczy - *Efrenzypress.blogspot.com* - Blogger – Hungary - received M.Sc. in Math. at Eotvos Lorand University, Hungary. His career of 30 years in Info Communications Technologies (ICT) was - save the first 3 years - all overseas until 2007, when he repatriated to Hungary, where he developed a taste of journalism and he is now publishing his own blog: efrenzypress.blogspot.com. He is also doing some

work as a radio and video reporter. Since early 2012 he is a contributor to the PERSPECTIVAK project as a journalist. This EU funded project is run by Marcell LORINCZ of Subjective Values, also a co-organizer of the MARS project. Past highlights: Assistant / Associate Professor University of Toronto, York University, Canada. Senior lecturer ICT Southern Africa: University of the Witwatersrand, U. of Zimbabwe, Monash U. Australia, Faculty of Information Technology.



NÉMETH NYIBA Sándor - *Testnevelési Egyetem Továbbképző Intézete / Civil Rádió* – Journalist – Hungary. Olimpiai, világ- és Európa-bajnoki helyezéseket értem el. 26 világversenyen képviseltem Hazánkat, versenyzőként és edzőként. Elért eredményeim közül a rangos nemzetközi viadalok I., II., III. helyezései mellett Világbajnoki VI., Európa Bajnoki IV., VI., Olimpiai V., VIII., Senior VB-n 2 x második, Világjátékok I. helyezett, Judo EB harmadik. Európa Bajnoki Ranglista IV., Világ Bajnoki Ranglista V., Nemzetközi szintű sportoló helyezést értem el. A szabadfogású birkózó válogatott kapitányaként és vezető edzőjeként nyolc évig tevékenykedtem. Nyolc oktatófilmet készítettem a birkózásról, amelyek 100 országba jutottak el. Jelenleg a Testnevelési Egyetem Továbbképző Intézetében tanítok. Az össz-Harcművészeti Szövetségtől tiszteletbeli feketeövet, az Olimpiai Akadémiától Ezüstjelvényt vehettem át dalaimért, verseimért. A Magyar Testnevelési Egyetem életre hívásának gondolata már a századfordulón felmerült, de a konkrét előkészületek csak az 1920-as évek elején kezdődtek, majd alapítónk, Klebelsberg Kuno kultuszminister fáradozása nyomán az első tanév ünnepélyes megnyitására 1925 novemberében került sor. Az 1959-ben létesített Testnevelési Tudományos Kutató Intézet 1969. január 1-jétől a Testnevelési Főiskola Kutató Intézeteként (TFKI) folytatta működését. A testnevelési és sportszakemberek továbbképzési feladatainak ellátására 1975-ben megalakult a Testnevelési Főiskola Továbbképző Intézete (TFTI). A TFTI felnőtt- és továbbképzési oktatási feladatait 2010-től a TF Felnőttképzési Csoportja végzi.



QUIET CELEBRATION STRIKING DISCRIMINATION

by **Nora SARGA** (Hungary), **Diamantis MASTROGIANNAKIS** (France) & **Eszter ZÁMBÓ** (Hungary)

Summary

While the Olympic Games were broadcasted live on the Hungarian National Television (MTV), which owns the exclusive right to cover the event, the Paralympics Games received only 50 minutes in the program agenda of the channel. There were no live coverage only summaries of the results of each day. Although, the 50 minutes length is significantly more than the time that was devoted to the physically challenged competitors four years ago, it is not even close to equal representation. MTV was harshly criticized by the civil society, human right groups and other entities for not giving equal attention to the Paralympics. In response to the criticism MTV could not emphasize more the fact that this year they devoted a lot more time to the Paralympics and the Hungarian Paralympics Committee actually agrees on that. The Committee considers the growth of time as a huge step forward. On the other hand, the appeal is very understandable as well since any kind of discrimination is going against one's human rights and there has to be fought against. To be able to fight against something we need to know where the problem derives from. Our article therefore discusses possible reasons.



SARGA Nora - *Magyar Liget* – Reporter / Columnist – Hungary. I completed my undergraduate studies in Hungary at the Budapest College of Communication and Business. After that I moved to Sweden for two years in order to earn a master degree in political science and IR. During my education I have worked at one of the

state owned television stations in Hungary, called Duna Television as a news writing intern for six months. In Sweden I was a reporter at the student television and had a column from the beginning in Magyar Liget. The **Magyar Liget** is an online and offline family and cultural magazine read by Hungarians who live in Scandinavia. It is published twice a year. It reports on Hungarian cultural events in Scandinavia, achievements of Hungarians who live in the region but there are also poems, novels published on the website. It was established in 1999 by Karoly Tar who is the editor-in-chief of the magazine.



MASTROGIANNAKIS Diamantis - *Faculté des Sciences du Sport et de l'Education Physique / Equipe de Recherche Septentrionale "Sport & Société"* – Lecturer – France. In June 2010 I defended my PhD dissertation entitled "The regulation of hooliganism in Greece: games and stakes of counter hooligan policies". Actually, I am a contractual lecturer in the University of Lille 2 at the Department of Physical Education and Sport and I am also engaged in a post doctoral research at the Durham University in the School of Applied Social Sciences, Institute for Hazard and Risk Management; the title of my research is "Preparing the Games: cross border security governance of the 2012 Olympic Games. The case of U.K and France". The most important scientific centre in Sport Sciences in the North of Paris, **ER3S** (Equipe de Recherche Septentrionale "Sport et Société") is a research group recognised by the French Ministry of Higher Education and Research. The centre covers three main research fields: sport, Innovation and Communication / Sport, Education and Health / Sport, Violence and Regulation.



ZÁMBÓ Eszter - *Humana Magazin* – Journalist / Volunteer Coordinator – Hungary. I have just received my master's degree in Recreation Management, with a Sport Tourism specialization. Beside my studies, during volunteering I gained a lot of experience in organizing sport events for different people in every age group and people with disabilities as well. Ensuring equality in sport is especially important for me. I work as an editor for Humana where I can create articles about human rights issues, such as the beauties and the difficulties in the life of Paralympics' champions. The project **Humana** started on 10 December 2009 (Human Rights Day). Our goal is to publish high quality, meaningful articles for every age, group, provoking public interest, helping in the exchange of ideas and propagating active involvement by achieving the public understanding and contemplating of human rights. We have published thirteen editions based on a special human rights issue, and our website is daily updated. We cover different types of human rights violations in a unique and complex way, revealing the roots of the problems, their possible solutions, and their social impact, while maintaining a balance between a theoretical and a popular approach. Our editors would like to create their own alternative, versatile journal, based on the interest of the young adult population.



ADVANTAGES OF BEING A WOMAN IN SPORT

by **Zsuzsa FEHER** (Hungary) & **Nikola STARITZ** (Austria)

Summary

After researching data about the participation of women in the diverse levels of sport and finding out – no surprise! –, how bad the situation still is, we decided to make an ironic campaign-video collecting 10 arguments, why it is great to be a woman in the field of sport. Instead of reclaiming we affirm the clichés and barriers to make them visible and clear. The message is serious but the production should be funny. The bad quality was not really planned, but can be seen as a part of our activist video.



FEHER Zsuzsa - *Civil Rádió* – Editor / Presenter – Hungary. I am a psychologist, sociologist, anthropologist & journalist, who became a civil activist in 2008; and on an Amnesty International Hungary event I met a Civil Radio journalist, and joined him in making a weekly live program in Civil Radio on human rights issues worldwide. I started to do my own programs 2 years later, mainly on social / political & human rights issues. After a little pause, I am starting a program-series this September related more to Psychology. The Foundation for **Civil Radio** was established in Budapest in 1993 to support and popularize the cause of non-governmental and non-profit radio broadcasting. In addition, it was established to operate a local radio station in Budapest for the same purpose. More than a hundred associations, foundations and institutes joined the program initiated by the four founders: the Association of Community Developers, the Open Training Association, the Hungarian Institute of Social Workers and the Lágymányos Public House. Since 1994, Civil Radio has had six periodic programs through which a group of volunteers could get technical experience in the field with support from media experts. In the spring of 1995, Civil Radio got permission to establish a studio and the license to broadcast. Since September 1995, Civil Radio has been on broadcasting on 98 FM. This frequency has been shared by three different community radios: Tilos, Civil and Fiksz Radios broadcasting at different times of the day/week. The three mentioned non-profit radios, in spite of an extremely modest financial background, were the first radio stations in Budapest to begin their on-air programming after getting their licenses. They began round the clock broadcasts on September 1, 1995. Although other radio broadcasters have huge financial resources at their disposal, they could not put out full-time programming, while their "poorer cousins" were able to broadcast permanently on this frequency. Of course, community radio stations also have huge resources, but these can not be measured in forints but in the love and labour of their volunteers. Currently, Civil Radio broadcasts everyday with the help of more than a two hundred volunteers. Cultural, social, environmental protection events, communities, conflicts and the life of the capital city and its districts are the central topics of our programming. About 220 volunteer programmers and technicians present more than 170 programs that go onto the air in two week cycles. Civil Radio is unique in its effort to give forum to the third sector, i.e. representatives or members of the civil societies, NGO-s and community initiatives.



STARITZ Nikola - *FairPlay / VIDC* – Project coordinator – Austria. Mag. Nikola Staritz, political scientist, doctoral studies somewhere in the field of feminist theory; librarian, nonprofessional soccer player, publications about sports, gender relations and sexuality; editorial board of Viennese socio-political magazine MALMOE. Works at FairPlay/VIDC since December 2011 as project coordinator mainly in the EU-funded project "Football for Equality II – Tackling Homophobia and Racism with a Focus on Central and Eastern Europe" and now in the MARS-project. The initiative **FairPlay - Different Colours**. One Game - at the Vienna Institute for International Dialogue and Cooperation started in 1997 in the course of the EU-Year Against Racism with support by the European Commission and the Austrian Ministry for Sports. Since then, FairPlay is organising activities against discrimination in Austrian football and sport, and that in cooperation with associations, clubs, fan clubs, migrant and youth organisations, meanwhile also co-funded by the Austrian Football Association (ÖFB). FairPlay founded the network Football Against Racism in Europe (FARE) together with European partners and acted as its coordination office until 2010 and is furthermore a strong national partner in the FARE network. More information on www.fairplay.or.at. The central focus of the work of VIDC is the practice of enabling communication, encounters and exchange in our central fields of work: knowledge management, culture, gender, anti-racism work and sports. To make knowledge experienced and to communicate the joie de vivre and quality of life of other cultures is, for us, just as important as supporting them against the threat of imperial and colonial arrogance. The VIDC sees itself, on the one hand, as part of Austrian civil society, as a platform, which fosters initiatives and projects, encourages mobilisation and offers support. On the other hand the VIDC is an important platform for

networking and agency work as well as participative and emancipatory initiatives. In this context we are talking about bringing together different realities of life in cooperative projects and the enhancement of creative solutions. The VIDC wants to offer a space for action in partnership, for creativity and ideas, projects and dialogue by and for people from different cultural backgrounds with different experiences and realities. Looking at global development from a non-European perspective and reflecting this, quickening learning processes, building equality and removing barriers are aspects which VIDC sees as part of its know-how as well as its political values. Including FairPlay. Different Colours. One Game. the VIDC consists of two more departments: the main department of VIDC itself + Moving Cultures – Kulturen in Bewegung - More information on www.vidc.org



NATURALIZATION IN SPORTS: NATIONAL PRIDE VERSUS PERSONAL FAME

by **Aliona TUMKO** (Hungary) & **Balint JOSA** (Hungary)

Summary

Our topic Naturalization and discrimination in sports, we choose to introduce the difficulties of sportsmen and women choosing to live and succeed in a different country. The three examples show, that not every sportsmen welcome foreign origin competition and fans also might be hostile and exclusive. The fate of the immigrants is dependent on their success and some even become very popular and even national heroes. We conclude that a successful integration of a foreign player can even be a major impact in helping immigrants to be accepted in Society.



TUMKO Aliona - IBS - Student - Hungary. The three years of studies at IBS contributed into building background knowledge in subjects such as arts marketing, project and event management, human resources management and art management. I am a native speaker of Russian and Ukrainian languages. To all this, I have a deep knowledge level of both Chinese and Turkish cultures. I am focused, helpful, dedicated, well-organized, and motivated to work hard to bring a strong benefit to your company.

IBS is an attractive place to learn and teach because of our collaborative culture – a blend of academic rigour, cooperative teamwork, entrepreneurship, diversity and continuous innovation.



JOSA Balint - *Foundation of Subjective Values* – Member of the board – Hungary. I am Hungarian; I was born in Budapest 1980. I studied in Pecs from 1999 till 2006 at the political science faculty. I specialized in minority issues and self representation and participation in democratic processes. I worked and cofounded in several NGOs and worked with several minorities in Hungary. I lived outside Hungary all together about 4 years I have a wife and two children. They are all immigrants my wife is German. I cofounded the **Szubjektiv Foundation** in 2002 and worked in it for 5 years, than I took some essential creative break for personal reasons and finished my university studies. I joined again in 2010, and since than more or less active I am part of our mission to lower discrimination in societies in Europe. I worked on several projects but recently our organisation joined the FARE network and it my special responsibility.



HOW MANY DO YOU KNOW?

by **Peter BARA** (Hungary), **Yuk Lan WONG** (Belgium) & **Andras FARKAS** (Hungary)

Summary

Today, we are living in an increasingly diverse society. According to statistics recently published by the European Union, among the 501 million people living across the 27 EU countries, immigration has contributed to 71% of the population increase in the EU. But how much do we know about the people living in our society? This report aims to find out diversity in sport through people's knowledge of port men and women with minority background in their own countries. We interviewed two groups of people, one group is Hungarian citizens and the others are foreigners in Hungary and focused on the question: Do you know any sport man or woman with an ethnic minority background in your country? By asking the question, we tried to find out the different attitudes and degree of sensitivity they have how towards the concept of "ethnic minority".

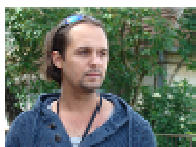
BARA Péter - *Civil Rádió* – Editor – Hungary. **Civil Radio** was established in Budapest in 1993 to support and popularize the cause of non-governmental and non-profit radio broadcasting. In addition, it was established to operate a local radio station in Budapest for the same purpose. More than a hundred associations, foundations and institutes joined the program initiated by the four founders: the Association of Community Developers, the Open Training Association, the Hungarian Institute of Social Workers and the Lágymányos Public House. Since 1994, Civil Radio has had six periodic programs through which a group of volunteers could get technical experience in the field with support from media experts. In the spring of 1995, Civil Radio got permission to establish a studio and the license to broadcast. Since September 1995, Civil Radio has been on broadcasting on 98 FM. This frequency has been shared by three different community radios: Tilos, Civil and Fiksz Radios broadcasting at different times of the day/week. The three mentioned non-profit radios, in spite of an extremely modest financial background, were the first radio stations in Budapest to begin their on-air programming after getting their licenses. They began round the clock broadcasts on September 1, 1995. Although other radio broadcasters have huge financial resources at their disposal, they could not put out full-time programming, while their "poorer cousins" were able to broadcast permanently on this frequency. Of course, community radio stations also have huge resources, but these can not be measured in forints but in the love and labour of their volunteers. Currently, Civil Radio broadcasts everyday with the help of more than a two hundred volunteers. Cultural, social, environmental protection events, communities, conflicts and the life of the capital city and its districts are the central topics of our programming. About 220 volunteer programmers and technicians present more than 170 programs that go onto the air in two week cycles. Civil Radio is unique in its effort to give forum to the third sector, i.e. representatives or members of the civil societies, NGO-s and community initiatives.



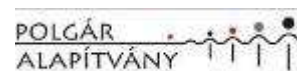
WONG Yuk Lan – *EFJ* – *European Federation of Journalists* - Campaigns and project officer – Belgium. Yuk Lan Wong is the campaigns and projects officer of the International/European Federation of Journalists. She joined the Federation since August 2009 after she obtained her Joint Honours' degree in Social Policy and Journalism, Films and Media Studies at Cardiff University in the UK. During her studies, she also obtained work experience at the United Nations Association in Wales, where she was the coordinator of the Young Professional Network. She has been involved in various European projects in promoting ethical journalism, media diversity and trade union rights. The **EFJ** (European Federation of Journalists) is a regional organisation of the International Federation of Journalists (IFJ). It is created within the framework of the IFJ Constitution to represent the interests of journalists' unions and their members. The EFJ is Europe's largest organisation of journalists, representing about 260.000 journalists in over thirty countries. The EFJ fights for social and professional rights of journalists working in all



sectors of the media. The EFJ is recognized by the European Union, the Council of Europe and the European Trade Union Confederation as the representative voice of journalists in Europe. The EFJ has its headquarters in Brussels.



FARKAS Andras - *Polgár Alapítvány az Esélyekért* – Project manager – Hungary. I am Andras Farkas and I work as a freelance camera man. I worked for various media organizations in Hungary as video editor and sound editor. Since 2009, I embarked on a new project on *Football for All* which is implemented by the NGO, PAE. **PAE** was established in 2007 aiming to improve the living conditions of the most deprived community, namely the Roma community in Hungary. It helps the Roma community in Hungary through cooperation with civil society organisations. In 2009, the PAE started a project called *Football for All* to help talented Roma children to enter have a professional career in football.



VERONIKA IS HAPPY ABOUT THE SILVER

by **Ádám PÉCZELY** (Hungary) & **Zoltan ZMESKAL** (Hungary)

Summary

In Hungary it is a very matter to talk about athletes, who – in some manner – are disabled. It is uncommon to be able to watch/read/listen to interviews about athletes of these kind, but we had a chance to talk with somebody, whose will and talent let her go to the finals of the Paralympics. We were able to ask a few questions to Veronika Juhász, who – by herself - won the fourth place in fencing, ask about her feelings, about the silver she won with her teammates, about the current situation in Hungary related to disabled people, and how does she feel about her Roma identity. Hopefully, by the time everyone finishes the report, they would be able to have a deeper understanding of how badly we can treat others, and how high they can climb, even if by only a particular leg.



PÉCZELY Ádám - *Berzsenyi Rádió* – Student – Hungary. My name is Ádám, and I'm 23 years old. I'm currently a student at Szombathely, studying communication and media. I work for the radio station of my university, called "Berzsenyi Rádió", and I'm the anchorman of Science and Technology. Somewhere along the line I got into "Lassan a Testtel", which is a show about Sports and Fitness. I support equality in all manners, especially sports. Because, even the soccer ball is two coloured. The **Berzsenyi Radio** is a university radio station in Szombathely. It belongs to the West-Hungarian University, the programs are made by the students about the university life, the cultural life of the city and we have some talk shows too. You can hear our broadcasts, and read articles on the homepage of the radio:

www.berzsenyiradio.hu.



ZMESKAL Zoltan – *ZETA Press* – Journalist – Hungary. After my technical and medical studies, I also learnt to be a sports organiser. I started to be interested in the world of media at the end of the 80's. I learnt journalism, photography and desktop publishing. I published articles in many daily newspapers and magazines. I've been the chief editor of ZETA Press news portal since 2006. In the meanwhile, in 2008, I was the chief editor of a health care portal, too. The **ZETA press news** portal was launched in April 2006. Its main goal is to deliver values, spread knowledge and give information. Our profile is internal affairs and foreign policy, crime, arts and culture, sport and health care. Our



journalists raise awareness on global and local problems, the economic situation and artworks. The portal is updated on a daily basis.

FOOT COACH, DISCRIMINATION AND ANTIRACISM IN FOOTBALL

by **Tadesse EYASSU** (Hungary), **László NYILAS** (Hungary) & **István SZARVAS** (Hungary)

Summary

Our report subject: Hafuzi Avnija, who was representing herself. Topic: As a permanent resident of Hungary we asked our Subject about her experience in living as a foreigner in Hungary. We issued the topics: racism, xenophobia, negative discrimination and exclusion of migrants.



EYASSU Tadesse - *Hungarian-Ethiopian Friendship and Cooperation Foundation* – Founder – Hungary. I was assigned to manage the Rév 2000 Social and Mental Hygiene Assistance Foundation in 1997. During my stay holding this position, I worked out many useful projects and programmes example, creating strong ties with other NGOs throughout Europe, Organizing Conferences, inviting local and regional NGOs representatives including ethnic minorities’ representatives and University lecturers to encourage cooperation and mutual understandings. I also worked out a project to establish a Multicultural Families Association (Többkultúrájú Családok Egyesülete) in Debrecen, managed under the Rév. 2000 Foundation. Now the Foundation is independent and officially registered as a Public Benefits Organization (Közhasznú Társaság). Members of the Association are mixed families from all over the world with different languages, religions and cultures who lives in Hungary. They represent more than 30 countries of the world example, from Africa, Asia, Middle-East, Europe, USA, Latin America and Australia. In 1999, I prepared a project proposal to establish a bilateral relationship between Hungary and Ethiopia. I sent the project to the Ethiopian Embassy in Austria to start diplomatic cooperation, including trade, investment, education and cultural ties between the two countries. It was the result of my initiative that today Ethiopia opened a Honorary Consulate Office in Budapest and many other cooperation has established between the two countries in the last few years, example: Hungary chooses Ethiopia among many developing countries as partner for Development Cooperation programme. I was actively participated as leadership and member of the Free Ethiopian Students Association in Budapest, Hungary. I was also worked out a project to establish the Hungarian-Ethiopian Friendship Community in Budapest to bring together Ethiopians and Hungarians. My proposal was welcomed by all Ethiopians and soon after the community has established 100% of the founding members elected me to lead the Community as a president. Members of the community were Ethiopians who have families in Hungary, including University students, long and short-term programme students and Hungarian friends who are interested know our people’s culture and history. The Hungarian Ministry for Chance and Equality (Esélyegyenlőségi Minisztérium) recommended me in 2001, to lead the „Live Library” forum established to help integrating the process of the migrant women in Hungary. I also served as a translator to asylum seekers in all refugee camps in Hungary. The **Hungarian-Ethiopian Friendship Community** was established in 20003, but it has abolished in 2011, because of some difficulties to organize its members. Instead of that, the Hungarian-Ethiopian Friendship and Cooperation Foundation has established to continue the previous activities. I was the founder and president of the previous community and I found the later Foundation too.



NYILAS László - *Rádió Aktív Pécs* – Reporter – Hungary. **Radio Active** is a non-profit organisation, promoting health and healthy lifestyle, sending out 4 hours of active program at Pécs and near location of Pécs. The show airs from 12-16 every day. From

noon till one o'clock it has an information section, mostly important events and news on local issues. The second half of the program is more general, airing portraits of local „celebrities“, music, or interviews. I am a sport news agent for the sport club PVSZ. I am responsible for 13 different sections, and I also take care of our website (www.pvsk.hu) The club is over 100 years old, one of the oldest in Hungary, with lots of honours, Olympic medal winners and young talents.



DISABLED ATHLETE IN THE MIDDLE OF DISCRIMINATION

by **Nikolett GIMESI-MERKLER** (Hungary) & **Viktor RUZSA** (Hungary)

Summary

We made a radio product about a young Paralympics silver-winner, Tamás Tóth. We chose this topic, because it's quite actual and very important to show people how a 20-years-old, disabled sportsman looks at the world. In the interview you are able to hear where he met discrimination, how hard it was to find a trainer and his very personal thoughts of the difference of integration all around the world and Hungary. We really hope that after listening to this report, people will recognize the difference between feeling sorrow for handicapped individuals and helping them.



GIMESI-MERKLER Nikolett - *Berzsenyi Radio* – Student – Hungary My name is Nikolett Gimesi-Merkler, and I study communication and media sciences at the University of West Hungary. I chose journalism, because I always walk around with my eyes wide open, and I love to write down, or talk about what I've seen. My favourite topics are society, lifestyle and fashion. **Berzsenyi Radio** is a university radio station in Szombathely. It belongs to the West-Hungarian University, the programs are made by the students about the university life, the cultural life of the city and we have some talk shows too. You can hear our broadcasts, and read articles on the homepage of the radio: www.berzsenyiradio.hu



RUZSA Viktor - *Civil Rádió / Civil Rádiózásért Alapítvány* - Reporter – Hungary. Ruzsa Viktor vagyok, 1976. január 30-án születtem Budapesten. Születésemtől fogva súlyosan látássérült ember vagyok. Más médiumnál nem kaptam lehetőséget arra, hogy mint érintett, magam és sorstársaim beszéljek, beszéljünk a minket érintő problémákról - itt azonban mindenkinek jár egy esély, bőrszíntől, faji hovatartozástól, politikai nézettől, fogyatékoságtól függetlenül. Itt a hangsúly AZ EMBEREN van! **Civil Radio** was established in Budapest in 1993 to support and popularize the cause of non-governmental and non-profit radio broadcasting. In addition, it was established to operate a local radio station in Budapest for the same purpose. More than a hundred associations, foundations and institutes joined the program initiated by the four founders: the Association of Community Developers, the Open Training Association, the Hungarian Institute of Social Workers and the Lágymányos Public House. Since 1994, Civil Radio has had six periodic programs through which a group of volunteers could get technical experience in the field with support from media experts. In the spring of 1995, Civil Radio got permission to establish a studio and the license to broadcast. Since September 1995, Civil Radio has been on broadcasting on the 98 FM frequency. This frequency has been shared by three different community radios: Tilos, Civil and Fiksz Radios broadcasting at different times of the day/week. The three mentioned non-profit radios, in spite of an extremely modest financial background, were the first radio stations in Budapest to begin their on-air programming after getting their licenses. They began round the clock broadcasts on September 1, 1995. Although other radio broadcasters have huge financial resources at their disposal, they could

not put out full-time programming, while their "poorer cousins" were able to broadcast permanently on this frequency. Of course, community radio stations also have huge resources, but these can not be measured in forints but in the love and labour of their volunteers. Currently, Civil Radio broadcasts everyday with the help of more than a two hundred volunteers. Cultural, social, environmental protection events, communities, conflicts and the life of the capital city and its districts are the central topics of our programming. About 220 volunteer programmers and technicians present more than 170 programs that go onto the air in two week cycles. Civil Radio is unique in its effort to give forum to the third sector, i.e. representatives or members of the civil societies, NGO-s and community initiatives.



ONLY THE WINNERS ARE ALLOWED TO CRY!

by **Mate TOTH** (Hungary), **Szántó TÜNDE** (Hungary), **Balog ZSOLT** (Hungary) & **Herman ZSOTT GYÖRG** (Hungary)

Summary

We choose for our audio-visual reportage our topic from the history of the second world war. During the war and in Death-camps several athletes and sportsmen died too. We believe that this side of the war has not yet been covered by any media. We try to show the unforgivable losses to mankind through the personal stories we collected. I began my report with the words of Éva Székely, who is among the few who survived and can tell us her experiences. She celebrated her 85th birthday just recently and with our movie as a tribute we wish her good health.



TOTH Mate - *Sportklub* - Head of Planning – Hungary. **Sportklub** is one of the sports channels in Hungary. It started in January 2006 and got a huge product for the summer, the 2006 FIFA World Cup. Broadcasting Hungarian and foreign sports, to approx. 1.2 millions of subscribers. I was at the creation of the channel, so worked there for six years. I've reached then in November the 2010 the top, as the Head of Planning.



ZSOLT Balog – *Independent Media Centre* - Reporter, cameraman and video editor – Hungary. My name is Zsolt Balog, I am 31 years old. I live in Budapest. I used to work as video editor in the Foundation for Minority Rights and I work since 2006 in the world of media. In 2010 I joined the Independent Media Centre as a reporter, cameraman and video editor. The webpage **Sosinet.hu** serves as the public site for the Media Centre. I

worked on several video clips some made it to mainstream on-line media and some reached over hundred-thousand viewers. The www.sosinet.hu is publishing all my works, but other websites use it as a unique source for news about Roma community created by Roma journalists.



TÜNDE Szántó – Radio Lakihegy – Reporter – Hungary. My name is Tünde Szántó. I met the special and beautiful world of publicity at the age 16, in a media camp in 2005. This is a turning point in my life and I decided to choose this as a profession. I was 17 when I could visit the Hungarian National Television News room, and later on I could spend all my weekends there for a half year. I started to

work as an editor-reporter and made it to local radios and took also a new step by becoming news reporter but I also learned the difference between live TV and Radio Shows. Public news became my life and I can imagine working in media for the rest of my career.

Radio Lakihegy started in 2008 with its location placed in Szigetszentmiklós. Local business people decided to use the opportunity of being very close to the southern



ring of M0 the main traffic route of Budapest. The aim was to create an informative and open radio channel focusing on local news and to provide quick and reliable news for the citizen of the area. We are non-political and we share sport and economic news for our listeners who are becoming a bigger community every day.



ZSOLT Hermann – *MEJOK* – Journalist – Hungary. My name is Zsolt Hermann; I work as a journalist since 14 years. I was a reporter, editor program host in the national television, and I also lead the criminal news section. I was leading and editing news hour and daily news at regional TV stations and served news to the listeners of Klub Radio as well. I also used to be a joke-artist for the commercial TV station RTL Klub. I work for my own NGO called **MEJOK** (Hungarian Human Rights Centre), and my Foundation is helping the socially excluded people such as homeless, refugees and Roma in the VIII. District where it is seated and this district is known about its very troubled social status. We cover their stories and we provide legal assistance and all sorts of help. Our last development was a children care unit



FROM THE FIRST WHISTLE TILL THE LAST WHISTLE...

by **Tamás BOZSIK** (Hungary) & **Marcell LŐRINCZ** (Hungary)

Summary

Our goal was to discover the influence of public opinion and fan behaviour on the performance of professional sportswoman and men. We tried to analyse several careers and try to get a grip on the life experience of this very special subject. We approached two famous cases and tried to discover new aspects of racism and its influence on the people it targets. We also aimed to prove the negative impacts, and make It clear how damaging it can be to the soul.



BOZSIK Tamás - Hungarian Sport Writers Association – Member – Hungary. I am 29 and my mother tongue is Hungarian. I graduated in Sociology at the University of Pécs this winter. Before this, I also finished a journalist school at intermediate level. Nowadays, I am a freelancer. **MSÚSZ** was founded in 1958 and plays a major role on the professional sport journalists' life in my country, coordinating about 600 members.



They also organise the "Hungarian Sportspeople of the Year awards" every year.



LŐRINCZ Marcell - *Foundation of subjective Values* – Head of the board – Hungary. I was born in 1978 and live in Budapest, Hungary and working for the Foundation of Subjective Values as the head of the board. I had the chance to work in a community radio and also have two years experience in working at a daily newspaper as an editor. Our mission is to react on social conflicts and problems, reduce prejudices against the most vulnerable groups and promote positive messages towards the society. Besides other project activities I'm editing the perspektivak.org website, which is a platform for young immigrant journalists to publish their articles about their communities The **Foundation for subjective values** was established in 2003, working with 5 staff members in Budapest, Hungary. Working in a local, national and international level as well. Our mission is combating racism, reducing hate and creating a tolerant society. We have teacher and student trainings about stereotypes, prejudices and racism. Last year we managed to train more than a thousand people in different cities. Our Music against racism is a successful campaign, involving musicians and their concerts can reach many people with a trustful voice. We are running several projects for immigrants we raise their voice and we create a positive image about them in the

mainstream media. It is important to know your target group; we are continuously researching and monitoring right wing extremist groups (focus groups and personal interviews) and their communication (websites, newspapers, television). As an active member of United network, we are working on to establish a national (neighbour countries included) group, where can share our experiences and build up new cooperation. The organisation is a member of European Network Against Racism and Football Against Racism.



sZubjektiv.org

WE VISITED A FOOTBALL MATCH AND WE ENJOYED IT WITHOUT VIOLENCE – PRINT PRESS

by **Zoltán FAIGL** (Hungary) & **Eszter TOTH** (Hungary)

Summary

The world's football organisation try in several ways to lower racism in football stadiums, but the fans opinion is, that the wide media coverage is the real reason, giving a wrong magnified picture instead of the real one. We visited a football event and we interviewed fans about racism, and tried to figure out who is truly responsible and what is behind the violent shouts and enormous rage.

FAIGL Zoltan - *Hvg.hu* – Journalist – Hungary - graduated from University of Szeged - Communication and Media Arts, in year 2012. I started to work as an on-line journalist since few years, however I took practice earlier also in radio and television. I'm trying to take advantage from - similar to MARS program, possibilities, where I can share experiences with other journalists at international level, and with this, building relationships.



TOTH Eszter - *Berzsenyi Rádió* – Presenter – Hungary. My name is Eszter Tóth, I'm 22 years old, and student in Szombathely. I learn communication and media science. I work for an internet car magazine, called Gáz meg Fék (means: gas and brake; www.gazmegfek.hu) and I'm one of the presenters in the university radio, (*Berzsenyi Radio*. **Berzsenyi Radio** is an university radio station in Szombathely. It belongs to the West-Hungarian University, the programs are made by the students about the university life, the cultural life of the city and we have some talk shows too. You can hear our broadcasts, and read articles on the homepage of the radio: www.berzsenyiradio.hu



CHIEF EDITORS

Monika TOTH - *Hungarian Federation of Free Radios* - , Project and office manager – Hungary - Stations: Web journalism since 2005; Literary publications since 2007; Journalism since 2008; From 2009, radio host; 2010 radio reporter. Profession related studies: ELTE - Ancient and Oriental languages and cultures - Mongolian specialties - Film minor - 1 semester of film and web-based communications; King Sigismund College - Communication and Media Studies - Political Science 1 semester, 1 half press and media stories. 2008: *Érdi Plus Magazine*, Editor in Chief: Csaba Vulturul. Processed Topics: Current Affairs, Daily information - renovate Elizabeth Square. Status: journalists. 2009: Civil Radio: 2009 onwards: *The Morning GoodNews Magazine* - Status: editor-presenter; 2009: news editing - 2 months. Status: newsroom. Hungarian Federation of Free



Radios: 2010th - Shared Wavelength - Valley Arts 2010th - 24-hour radio station FM96.5. Status: Editor in Chief. 2010th - Shared Wavelength-103MHz FM Broadcast Status: reporter, presenter. On-site reports, news headlines, background papers, news editing. 2011th - Shared Wavelength - Valley Arts 2011th - 24 hour radio station FM96.5-tel. Status: Editor in Chief.



Gyula GALYAS - *Független Újságírók Alapítványa (Centre for Independent Journalism)* – Journalist – Hungary. I came from Borsod, which is the poorest part of Hungary. I work in the media since 2001, writing at the beginning, later I switched to making videos. I made many interviews and reports about the situation of Roma, they were mainly published in *Népszabadság*, HVG, MTV and on popular web sites. It's very important for me to create a more positive image about Roma people and reduce prejudices and disadvantages against them. The www.sosinet.hu is publishing all my works, but other websites use it as a unique source for news about Roma community created by Roma journalists.



UPON AN ORIGINAL IDEA BY...

BLION Reynald - Since September 2008, Reynald Blion is *Media & Diversity* Manager for the Directorate



General Democracy. Until December 2010, he has been responsible for the implementation of the *Media & Diversity* part of the *Speak out against discrimination* Campaign of the Council of Europe. Within the same Directorate General, he joined the Directorate *Democratic Governance, Culture and Diversity* and its Division *Cultural Policy, Diversity and Intercultural Dialogue* to manage the European Union / Council of Europe joint programme MARS – *Media Against Racism in Sport*. He contributed, to several publishing as, for example, *Tell us about diversity! A practical Approach to Intercultural Media Content*, Strasbourg, Council of Europe, 2011, *To fight against discrimination and for cultural diversity: a major challenge for the media* in: Cavdar A., Yildirim A.B. (Eds), *Hate Crimes and Hate Speech*, Istanbul, The International Hrant Dink Foundation Publication, 2010, *Europe's ethnic and diversity media* in: C. Dientz, P. Stamen (Eds), *Media on the move. Migrants and minorities in the media*, Aachen, CAMECO, 2009, *Ethnic media and diversity in Europe* in: Georgiou M., *Transnational lives and the media*, Londres, Routledge, Aug. 07, *Parler de l'autre / Parler d'ailleurs. De la visibilité à l'expression des diversités en Europe* in: Rigoni I., *Les bannis des media*, Paris, Aux lieux d'être, May 07...



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!