



## **MARS – MEDIA, DIVERSITY & RACISM IN SPORT**

### **NATIONAL MEDIA ENCOUNTER**

#### ***Media Cross-Production for Inclusive Media Coverage***

#### **REPORTS' SUMMARIES & MAIN PLAYERS**

*PROVISIONAL VERSION*

**CCMC** – *Cyprus Community Media Centre*

**JANUARY 2012**

*NICOSIA (CYPRUS)*



#### **MARS - Media Against Racism in Sport**

Funded  
by the European Union  
and the Council of Europe



EUROPEAN UNION



COUNCIL  
OF EUROPE  
CONSEIL  
DE L'EUROPE

Implemented  
by the Council of Europe



**MEDIA COVERAGE OF RACISM IN SPORT IN CYPRUS**by **Adam Hirsch** (PeacePlayers-Cyprus) & **Demetris Vroullides** (Capital)**Summary**

Media has a powerful influence on the public conscious and plays a key role in shaping public opinion. This opinion piece examines the media coverage (or lack of coverage) of a women's volleyball match between a Greek-Cypriot and a Turkish team in 2011 that was disrupted by fan violence. Media outlets from the different communities covered the story in dramatically different ways, either highlighting the ethnic angle or downplaying the incident all together. At the same time, organizations like PeacePlayers are working to solve the problem of ethnic violence at a younger age. PeacePlayers is working with youth in the area where the match took place to promote diversity and bring kid from different backgrounds together.



**HIRSCH Adam - PeacePlayers-Cyprus** – International Fellow – Nicosia. Adam began working as a Fellow with PeacePlayers International – Cyprus (PPI – CY) in March 2010. He previously worked as the Game Operations Assistant Manager at the University of San Francisco, where he oversaw the operational details of all events at the University's athletic facilities. Adam also has worked for the Golden State Warriors and the Oakland Raiders. He previously coached youth basketball at the Jewish Community Centre in San Francisco. In 2009, Adam received his Masters of Science in Sport Management from the University of San Francisco. Adam completed his undergraduate degree at the University of California- Santa Cruz in 2007, majoring in Business Management. **PeacePlayers International - Cyprus** (PPI - CY) is a locally led, independently registered charity in Cyprus that uses the game of basketball to allow 11-15 year-old Greek-Cypriot and Turkish-Cypriot boys and girls to play together, learn together and build positive relationships that overcome generations of mistrust and formidable physical barriers to interaction. PPI - CY is currently the only year-round bicomunal youth sports organization on the island. By facilitating regular, frequent, and structured interaction, it helps reverse prejudices built steadily over years in segregated communities and fosters the long-term trust necessary for true friendship. In its current programmatic year, PPI - CY works with over 320 children.



**VROUDILLES Demetris** – Limassol - I am a second year student of Sport Journalism in the Institute of Professional Preparation "Delta" in Thessaloniki. I have also been in Brighton University in the UK where I studied the same course for a year, and for which I was granted with a Certificate of higher education. Finally, I have done a six-month practice course in "Capital", a local radio and television channel.

---

**RACISM NEEDS TO BE ROOTED OUT': UNIVERSITY PROFESSOR HITS OUT AGAINST WHAT HE BELIEVES IS SOCIETY'S UNWILLINGNESS TO TACKLE OR EVEN RECOGNISE RACIAL ABUSE IN CYPRUS / TAKING EUROPEAN ACTION AGAINST RACISM**by **John Leonidou** (The Cyprus Weekly) & **Diamantis Mastrogiannakis** (Lille University)**Summary**

We have decided to focus our product on what appears to be the ruling bodies' lack of willingness to address what is a real and very apparent problem within the Cypriot society – the problem of racism

and discrimination. Racism is a scorn within any society in the world and we have all seen the horrors of what can happen when racist views and actions are allowed to flourish unrestrained. The problem of racism may not have reached extreme levels yet but the foundations are being laid in what is already a tensely political island comprising of two communities. The problem needs to be addressed, it needs to be rooted out and sports looks like the best medium at present to do something about it. UEFA has taken action and it is time that the Cypriot authorities also did the same. Our product – or article in this case – comprises of views from two researchers, Nicos Trimikliniotis and Diamantis Mastrogiannakis – who also contributed to the article – both of which have background knowledge in sports and violence within society. / We have decided to focus our product on what appears to be the ruling bodies’ lack of willingness to address what is a real and very apparent problem within the Cypriot society – the problem of racism and discrimination. Racism is a scorn within any society in the world and we have all seen the horrors of what can happen when racist views and actions are allowed to flourish unrestrained. The problem of racism may not have reached extreme levels yet but the foundations are being laid in what is already a tensely political island comprising of two communities. The problem needs to be addressed, it needs to be rooted out and sports looks like the best medium at present to do something about it. UEFA has taken action and it is time that the Cypriot authorities also did the same. Our product – or article in this case – comprises of views from two researchers, Nicos Trimikliniotis and Diamantis Mastrogiannakis – who also contributed to the article – both of which have background knowledge in sports and violence within society.



**LEONIDOU John - The Cyprus Weekly** – Sports Editor/Journalist – Nicosia. I am a journalist at The Cyprus Weekly covering mainly sports related stories and have been in the media profession in Cyprus since 2000. As of 2001, I have also been Cyprus Correspondent for UEFA.com. **The Cyprus Weekly** is the biggest selling English language newspaper in Cyprus with a readership of around 30,000. The newspaper covers a vast range of topics from politics to arts and culture to sport. Established in 1979, The Cyprus Weekly to this day continues to have a leading role as an English language news outlet on the island both digitally ([www.incyprus.com.cy](http://www.incyprus.com.cy)) and in print form. It is an independent publication, without any political affiliations and is published every Friday.



**MASTROGIANNAKIS Diamantis - Université de Lille / Equipe "Sport & Société"** – Conférencier – 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, Institut 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.



**RACIST LANGUAGE IS A COMMON APPROACH IN BULGARIA'S MEDIA LANDSCAPE: SURPRISINGLY IN CYPRUS THE RACISM IN SPORTS IS ALMOST UNKNOWN**

by **Valentin Todorov** (Noviiskar.bg) & **Celen Oben** (Star Kibris)

**Summary**

*The main aim of our media cross-report was to highlight and share with our readers and audience our findings as professional journalists on the expression of diversity and non-discrimination in sports and in the society as a whole. Bulgaria and Cyprus are two relatively small, but different countries, people have a different mentality and different agendas, and so our media systems are different. But it turned out that there are some differences that are important for the society question about racism in sports and in society as a whole. Our common task was to find and tell about the differences and similarities in the media in Bulgaria and Cyprus about such matters.*

**OBEN Celen** was born in Serdarli, Cyprus in 1973. After my primary and secondary education in Nicosia, I have attended International American University, department of Civil Engineering, in Kyrenia, Cyprus. Although I was studying Civil Engineering, and became a Civil engineer, I could not resist the love inside me towards media, and even during my university years, I started my career in Media and since 1990i I have been working as a professional sports news editor and presenter. I have been married for 12 years and the father of a 10 year old girl and a 5 year old boy.



**TODOROV Valentin** is journalist for over 15 years with professional practice related to intensive media work in different spheres. My travelling experience as a professional journalist has increased my knowledge of European legislation, institutions and their initiatives - I have explored in detail various European matters and I'm constantly focused on keeping up-to-date with the latest European issues and campaign on our continent as Council of Europe's diversity and anti-discrimination campaigns for the past years. My rich experience in the journalism have shaped a rather flexible and varied professional profile. I have background with multiple areas of work such as journalistic writing in print media and Internet-based news matters. Among some of my strong points, I can list serious experience as Internet Editor at online based media, as well as excellent interpersonal skills to establish and maintain effective working relations in a multicultural environment. Currently I'm working as a Managing Editor in one popular in Bulgarian capital city of Sofia community media.



---

**DIGITAL MEDIA POSTER CAMPAIGN AGAINST RACISM AND DISCRIMINATION IN SPORTS**

by **Sertunc Akdogu** (Gümmalar) & **Markos Loizou** (Wabwall)

**Summary**

*3 separate posters as a media campaign to illustrate the power of digital media against racism in sports. Each unique poster in the series highlights a different perspective of issues of discrimination.*

**LOIZOU Markos - WabWall** – Director – Nicosia. Interested in providing people platforms to express their opinions about the world around them. Footy Utopia is a place for like minded, opinionated football fans to comment and discuss their views about the beautiful game we call football.

## **GENERATION HATE**

by **Natasha Apostolidou & Adi Halfon** (Deutsche Welle)

### **Summary**

*The article focuses on the perceptions of the different generations of the Cypriot right-winged APOEL Football Club fans. The older generation who experienced both Cyprus as a mixed community, and the war that resulted in the division of the Greek-Cypriot and Turkish-Cypriot communities, are much more moderate than their successors. The Ultras Club and members are mostly male in their mid 20s building their identity upon the club and its "ideology" that Cyprus is a Greek island. They express these messages in an extreme way involving hate and violence. However, a younger more extreme generation is rising and nobody seems to be able to stop this escalation.*

**HALFON Adi - Deutsche Welle** – Reporter – Berlin. For 4 years I am working as a reporter and editor in several media companies. I am a print (and online) journalist, originally from Israel but now living in Germany. The Deutsche Welle is a news broadcaster in over 30 languages, covering Germany affairs for the rest of the world.

---

## **OPEN YOUR MIND: LOOK DEEPER**

by **Stylianos Papantonakis** (Cyprus University of Technology) & **Willy Totoro** (ARRC)

### **Summary**

*In Europe society is already multicultural, a reality we cannot ignore. Our action need is to improve and to develop our life to a higher level. The only way to do it is to accept the reality of multiculturalism and to include everyone in the process. Discrimination, racism and exclusion are a poison to that process. Ideologies of nationalism in the 19th century and how they influence football. The way England introduced this game to Europe. How society and politicians situations influence the game. Variations of racist behaviours and actions in football. Different approaches for effective solutions. Football as an educational in anti-racism campaigns. Diversity in sports. Solutions and Suggestions.*

**PAPANTONAKIS Stylianos - Cyprus University of Technology** – Paphos. Stelios Papantonakis 42 I have studied classics and linguistics. Now I follow with a postgraduate course in European Journalism (master), EU politics, communication and journalism. In the past I was working as a cook for a lot years. It was a long period that in the same place I had to work with people fro different countries. This was the start to make clear to myself that we have to realise the advantage of the diversity if we want to build a better society. Last November I was participant in SPARDA project in Limassol and my story was about a Russian Wave Radio in Limassol. **The Cyprus University of Technology** aspires to develop itself into a modern, pioneering University able to offer education and high level research in leading branches of science and technology which have high impact on the economic, technical, and scientific sectors. The Department of Communication and Internet Studies (CIS) is one of the first of its kind in the European Union and reflects the need for the interdisciplinary study of how the use of the Internet impacts on human coexistence and the Knowledge Society. The MA in European Journalism aims to develop the necessary practical and analytical skills for a professional career in journalism within the European Union, as well as for academic research in the field. It will pay particular attention to issues relating to European integration, as well as to contemporary changes within media organisations that affect the work and practices of journalists.

**TOTORO Willy - ARRC** – President – Nicosia. I finished my studies and got my degree in multimedia and have experience, working in that field since then. At the same time, I lead our organization,

ARRC (Association of Recognized Refugees in Cyprus) in which I bring my contribution to fight against racism and discrimination. Cyprus where we live is a place where racism and discrimination have a very high position in every situation and especially in media. Being a board member of ENAR, European Network Against Racism, I got a lot of experience on fighting against racism and I participated in many trainings and seminars in different European countries which gave me a chance to learn more. Being victims of racism and discrimination on high level in Cyprus, immigrants and refugees in Cyprus took the decision to fight for themselves by themselves by focusing on access to information and media and more other fields where discrimination and racism is been shown. For more than 3 years now **ARRC** is established and is using its members who have experience in media. The principal objective is to fight against racism and discrimination towards immigrants in Cyprus.

---

### **POLITICS AT PLAY**

by **Alana Kakoyiannis** (Sugarfootfilms) & **Tom Lowe** (The Times)

#### **Summary**

*Football is more than just a game in Cyprus. For many supporters like Harris Hadjipavlou, the former president of the APOEL fan club, it is deeply rooted in politics. His long allegiance to the team has brought both moments of elation and unwanted controversy – and at Scarabeo, the restaurant and cultural centre he runs in Nicosia, the wounds are still healing. Apoel’s historic march into the final 16 of this year’s Champions League comes just eight months after a mob of fans of rival team Omonia stormed Scarabeo in May last year. Hurling Molotov cocktails and wielding sickles, the gang caused both extensive damage to the property and serious injury to four men who tried to defend it. But it wasn’t the first outbreak of fan violence in Cyprus. Here, where professional football was built on political foundations, it is condemned to a “dark cycle” of reprisals – unless, as Harris and his Scarabeo co-owner, Christos Skapoullis argue, fans can put political history aside and concentrate on the beautiful game.*



#### **KAKOYANNIS Alana - Sugarfoot Films – Founder / Filmmaker – Cyprus.**

Alana Kakoyiannis, is a filmmaker, with over ten years of experience, who has worked independently to produce several short films that have been screened internationally at such venues as the Tribeca Film Festival, Raindance Film Festival, and Kassel Documentary Film & Video Festival. Her 2008 film, *Cosmopolis*, garnered the Grand Jury Prize for Best International Documentary in the Migr@tions Online Festival held by Radio Canada International. In the Fall of 2011, Alana was invited to lecture on filmmaking and documentary practice at the American University in Cairo. Raised in Bucks County, Pennsylvania, she earned her M.F.A from Hunter College at the City University of New York and her B.A. from Denison University. Alana is an avid runner and spends her free time developing and documenting the use of next generation building materials together with her husband Michael, a structural engineer. **Sugarfoot Films, Ltd.** is a boutique production studio based in New York, NY and Nicosia, Cyprus. With a strong focus on creative documentary, we specialize in stylized shorts, video journalism, cultural productions and digital media education for clients including the United Nations, etsy.com, Current TV and Al Jazeera. Working in collaboration with a close circle of creatives, we often apply guerrilla filmmaking techniques without sacrificing production value to engender intimacy with our subjects and produce work with a heart.



sugarfoot films

**LOWE Tom - The Times – Journalist – London.** British journalist, editor, film-maker and photographer with experience in papers, magazines, radio, TV and online media, across Europe and



worldwide. Published and broadcast in many French, American and UK national media, covering news, current affairs, features, arts, sport and travel. Currently based mainly in London where I work for The Times, as a reporter and video journalist, as well as other national and specialist outlets. National UK newspaper first printed in 1785 and with a current daily circulation of 450,000 as well as a wide range of online and other digital platforms.

---

### **SPORT FOR THE REUNIFICATION OF CYPRUS**

by **Necmi Belge** (Yenidüzen Newspaper) & **Stefan Tenner** (CMFE)

#### **Summary**

*The Cyprus conflict also affects sport. Turkish Cypriot sportsmen, women and clubs are still isolated and unable to compete in international platforms such as FIFA-UEFA, IAAF and the IOC. Only if they accept to play overseas for Turkey, or in the Cyprus Republic, can they compete in these international platforms. The division in sport started before both communities declared independence. In the last years a rising number of Turkish Cypriot sportsmen and women joined Greek Cypriot federations. Despite some of them embarking on a big career and get a paragon for both communities, racist incidents have occurred. Sports events still play an important role in the long-term reunification process, and there is uncertainty if it will ever come to an end.*



**TENNER Stefan - CMFE** – Germany. Stefan Tenner is the MARS coordinator for CMFE - Community Media Forum Europe. He is a journalist, worked as a correspondent in South Eastern Europe or research associate at the Berlin University of the Arts, coordinator for several European radio projects and media trainer. He is engaged in community station Radio CORAX and the Association of Free Radios in Germany (BFR). **CMFE** was founded in 2004 after a series of European and international conferences which had made clear that there is a lack of information and participation of the Third Media Sector on a European level. In

2009 CMFE has been admitted as observer on the Steering Committee on the Media and new Communications Services (CDMC) and the newly formed Group of Specialists on New Media (NC-NM) of the Council of Europe (CoE). CMFE is part of the International Non-Governmental Organisations (INGO) conference. Currently, CMFE has 23 Individual Members, 31 Organisational Members, of which 16 National Federations, and 19 countries are represented.

**CMFE**  
COMMUNITY MEDIA FORUM EUROPE

---

### **WHAT ARE THE IMPLICATIONS OF RACISM IN SPORT IN CYPRUS? A BI-COMMUNAL AND COMMUNITY MEDIA PERSPECTIVE**

by **George Andriotis** (NGO Support Centre ) & **Neophytos Neophytou** (Radio Astra)

#### **Summary**

*The weekly bi-communal programme ("Cypriots Come Let's Talk - Elate Kypraioi na syntihoume"), hosted by Neophytos and dealing with bi-communal initiatives and relations, gave us the platform and opportunity to devote this week's programme to MARS. Our aim is to raise and touch upon the not-so-obvious issues of racism in sport in Cypriot society, examining the issue from a bi-communal perspective. The programme will build on Wednesday's discussion on issues of racism in sport as a result of the Cyprus Problem, as well as the new developments in both sides as a result of the division. Footballer Coskun Olusoy and journalist Necmi Belge will contribute to the discussion, while academic Nicos Trimikliniotis will offer a Greek Cypriot perspective to the debate. We hope to touch on the*



*reluctance of the Greek Cypriot authorities to take action against racism in sport, but also the unwillingness of the Greek Cypriot media to stigmatize acts of racism and to alert society about the dangers of such acts. George's participation, along with Michael Simopoulos, will add a different angle to the radio show, concentrating on the need of continuing reconciliation initiatives of the civil society in bringing the two communities together and exposing the not-so-obvious acts of racism. These issues were raised in the points sent by Karolina Pelendritou in Wednesday's discussion. Michael and George will give the community media perspective on how such issues should be exposed to the public sphere. As a result, in our attempt to raise awareness of the subject to listeners, a mosaic of interviews was born, to provide a comprehensive overview of the subject.*

**ANDRIOTIS Georgios - NGO Support Centre** – Press and Communications Officer – Nicosia. I have studied Journalism, Film and Media at Cardiff University, Wales, UK and subsequently acquired an MA in Diplomacy at Nottingham University. I have worked as a journalist for the two biggest in circulation national daily newspapers of Cyprus, "Politis" and "Phileleftheros". My main responsibility was covering current affairs, sports, municipal stories and I have also done investigative stories. For the last year and a half I am actively involved in the Civil Society of Cyprus, while working at the NGO Support Centre, holding the position of the Press and Communications Officer of the Organisation. My duties include dissemination and promotion of the work of the Centre and the Civil Society of Cyprus as a whole and publishing articles and doing interviews with local activists for newspapers "Alithia" and "Politis", and for the radio station "Astra 92,8". Established in 1999, the **NGO Support Centre** of Cyprus is a non-governmental, non-for-profit organisation with a vision of supporting the development of emerging civil society in Cyprus and internationally, and provide resources to organisations so that they can, in turn take their role as full partners in the socio-economic development of their society. Its main objectives are to help Cypriot NGOs build their capacities, and to work with organisations in neighbouring and developing countries for mutual benefit.

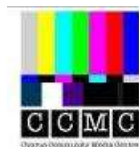


**NEOPHYTOU Neophytos - Radio Astra** – Assistant Director – Nicosia. Born in 1962, I started working at ASTRA when the station was first established in 1992. Taking a short break from the station, I worked with TV stations 'o Logos' and 'ANT1', as well as 'To Vima' newspaper. I have been involved in journalistic research on CyBC's 'No Frames' series and on ANT1's 'Public Deposition' programme. I lead the collaboration between Radio Astra and Radyo Mayis on the 'Cypriots, Come Let's Talk' bilingual radio programme, and I am responsible for Astra's anti-human trafficking campaign that has been running since 2009. **Radio Astra** is a private radio station under the ownership of Radiostage Ltd. It was created to offer a more progressive and alternative voice to the radio landscape of Cyprus. Its progressive leanings entail that Astra portrays special sensitivity towards the issue of Greek Cypriot/Turkish Cypriot rapprochement, with an additional aim to eradicate all forms of discrimination on the basis of colour, origin, language, social and/or financial background. The station places an emphasis on international issues, and aims to organise numerous events including workshops, seminars and poetry readings.

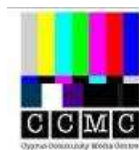




**FERGESON Larry - Cyprus Community Media Centre (CCMC) – Director –** Cyprus. Larry has a degree in broadcast communications from Texas State University and did his graduate studies in conflict resolution at Portland State University. He has years of experience in radio news reporting, magazine writing 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.



**SIMOPOULOS Michalis** is project Coordinator of the Collaborative Media Initiative at the Cyprus Community Media Centre. He holds a BA in History and Politics from the University of Nottingham, and an MSc in International Relations from the London School of Economics. He previously held the position of Press Officer at the Cyprus High Commission in London, and has worked in research on public policy issues with INDEX Research and Dialogue (Cyprus), and transitional justice and reconciliation at International Conflict Research (Northern Ireland).



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!](http://www.coe.int/mars!)**