



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

### **NATIONAL MEDIA ENCOUNTER**

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

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

*PROVISIONAL VERSION*

**SEPTEMBER 2011**

*VIENNA (AUSTRIA)*

**CMFE**  
COMMUNITY MEDIA FORUM EUROPE

**VFRÖ**  
Verband Freier Radios Österreich  
Association of Free Radios Austria

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

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**BETTER THAN THE BEST – BUT NOT GOOD ENOUGH**by **Yilmaz GÜLÜM** (daStandard.at) & **Marion DRAXLER** (Verein ZARA)**Summary**

Yilmaz Gülüm and Marion Draxler interviewed two successful sports persons after their main career in soccer to verify the assumption that there is a "glass ceiling" for people with a migrant background concerning a second career in training or management. The article was published on 19 September 2011 in *dastandard.at*. For Yilmaz and Marion, the cooperation was fruitful and they inspired and complemented one another. Marion was quite surprised that – with the help of Reinhard Krennhuber – they managed to interview so many famous sportspeople in such a short time. One of their interview partners found it the most interesting topic he had been questioned about in a long time and it seems this is a topic that is not dealt with often in the media.



**GÜLÜM Yilmaz - *derStandard.at*** – Austria - My name is Yilmaz and I'm 22 years old. I've been working as a freelance journalist for two years. My main topics are human-rights, migration, integration and racism. I spent the last six months in Turkey, where I was studying and working as a journalist. ***derStandard.at*** is the oldest and among the biggest online newspaper in Austria. It has its own independent editorial staff and is known for quality journalism. *daStandard.at* is part of the *derStandard.at* family. Our team consists of young journalists with a migration-background. One of our main goals is to make the diversity of our society visible in mainstream media.



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**ENLARGEMENT OF THE ICE HOCKEY LEAGUE IN AUSTRIA**by **Daniela ERRENST** (Radio AGORA) & **Michael GAMS** (Radio FRO)**Summary**

They researched how the major Austrian ice hockey league has become more international in the last years. This enlargement has had results also on the way people understand and accept other cultures, languages and traditions. The radio feature has been published in the Cultural Broadcasting Archive of the VFRÖ. It was broadcast on Friday, 23 September in the FROzine at 6 pm on radio FRO. And it will be broadcast on Sunday, 2 October on Radio Agora at 6 pm. Both Daniela and Michael come from the radio and found their cooperation very successful. For Daniela, coming from a radio station that deals with minority issues on a daily basis, the change of focus from "there is a problem" to a genuine topic where the "problem" becomes secondary, was an interesting experience. She said she would not have chosen such an approach without the MARS seminar. They, too, heard that the topic they chose had never been dealt with in the media concerning ice hockey. With more than an hour material they are considering to create a larger feature. A problem they faced was the short time they had which led to the use of inaccurate terminology at times. In the future they would like to be able to work more on this especially as it is a sensitive topic.



**ERRENST Daniela - *Radio AGORA*** – Austria - I was born on the 7th of December in Klagenfurt/Carinthia and was raised bilingual (Slovenian/German), which means that I visited a bilingual kindergarden as well as bilingual school classes. After finished secondary school I have decided to study in Vienna and chose therefore the field which I was interested in already at the age of 18, media communications and journalism.

I've finished my studies in Klagenfurt and went after that straight into the field of broadcasting. Since 7 years I am employed now in the editorial staff of the bilingual shows of radio AGORA in Klagenfurt and there I am responsible mostly for cultural and historical topics which are related to the Carinthian Slovenes. **Radio AGORA** is a private advertising-free radio station and the body responsible for the radio is the "AGORA-Arbeitsgemeinschaft offenes radio/Avtonomno gibanje odprtega radia" non-profit association founded in 1989. Radio AGORA is the only bilingual and multilingual medium in Carinthia, and broadcasts 14 hours of programmes every day. Of these, two hours are directed specifically at the Slovene ethnic group and are presented by full-time staff members entirely in Slovene. The remaining broadcasting time uses Slovene jingles and short programmes, as well as Slovene-German bilingual programmes and a Slovene language course. In addition, in accordance with its objectives, Radio AGORA makes broadcasting time available to new minorities, which is also a special offer in Carinthia.



**GAMS Michael - Radio FRO 105.0** – Austria - Michael Gams - 1984, editor in chief of the



information magazine FROzine and public relations officer of Radio FRO in Linz, Upper Austria. Studied communications science from 2003 until 2009 in Salzburg and Ottawa, Canada. Worked in the editorial office of "Radiofabrik", a community radio based in the city of Salzburg and for "Kuratorium für Journalistenausbildung" – KfJ, the Austrian Journalism Training Association. In 2008, he worked for the EU-funded, anti-racist radio project "I speak football – learn a language 2008". 2009, he managed the project "Radiodialoge" in Linz and built up an editorial team of volunteers with different cultural backgrounds. They produced radio shows focused on migration and diversity. 2010, this project was adapted and renamed "migRadio". It ran as bimonthly radio show within FROzine. In August 2010, Michael Gams was one of 26 young Austrian journalists, who participated in the project "Eurotours2010" - how does Europe deal with migration? He travelled to Poland and reported about migration and integration in Polish media. 2010 until 2011 he was involved with the EU-radioproject "connecting systems". **Radio FRO 105.0 MHz** is a free, non commercial community radiostation that works according to the open access concept. It is located in Linz, Upper Austria, and has been broadcasting since September 1998. Roughly 350 volunteer programming providers turn out over 100 radio shows in more than 17 languages. Areas of emphasis are informational and public service programs by NGOs and local initiatives, diverse language shows, a cultural and educational channel, broadcasts for young people as well as senior citizens and a variety of music programming. Radio FRO 105.0 has been involved in social, cultural and artistic projects since its beginnings.




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**ENDLICH OLYMPISCH FLIEGEN / ENDE DER DISKRIMINIERUNG: FRAUEN ZUR SKI-OLYMPIA ZUGELASSEN**  
by **Kerstin KELLERMANN** (Augustin) & **Sefer ÜLGER** (M-Media)

### **Summary**

*Kerstin Kellermann has been working for some time on the topic of why Women Ski Jumping has not been an Olympic discipline for many years. Together with Sefer Ülger they interviewed William Rush, uncle of successful ski jumper Jessica Jerome, and Daniela Iraschko about discrimination of women in sports, only to find out that this discipline had been admitted in the beginning of the year. This fact had escaped Kerstin's attention even though she is an attentive follower of sports news – which as a fact speaks for itself concerning reporting on women in sports. The report will be published on M-Media. Kerstin will publish an article on the "Raiffeisen Vikings" – Ladies American Football Team – in Augustin; she had the idea for this through the MARS Media Encounter. Kerstin was at first a bit sceptical whether her more decorative style would go well with what she imagined would be the more*

down-to-earth style of the sports reporter, however both she and Sefer found the cooperation to have went well, even though some wordings were not consensus. As Kerstin has been working in the field for over 20 years, she did not encounter great surprises, whereas for Sefer the topic itself was new, not having known that there were no women ski jumpers in the Olympics.

**KELLERMANN Kerstin - AUGUSTIN, Art in migration** – Austria – Kerstin KELLERMANN studied journalism in Ljubljana (at the time Yugoslavia) and Salzburg. Worked as a journalist based in Vienna now for 20 years. Specialised in refugee and migration issues. Editor of "Art in migration/SOHO IN OTTAKRING", reporter of the homeless people magazine "Augustin", she writes for daily newspapers.

**Augustin** is a critical and funny street newspaper, sold on the street by homeless people (Austrians and eastern Europeans, some Roma) and refugees, mostly from Africa. It is quite big and has a provocative art style with performances on the street, in the public space. Art in migration is a small art magazine, which publishes art in refugee homes, art of migrant or transcultural people and international art projects regarding refugees. There are Jewish and Muslim artists contributing. The editor is the festival SOHO IN OTTAKRING.



**ÜLGER Sefer - M'Media** – Austria - I was born in Turkey in Ankara in 1985. I came to Austria in 1992. I am studying Political Sciences at the University of Innsbruck and Near East Studies at the University of Vienna. In Political Sciences, I am writing my Master Thesis. Racism and Migration is one of my interest fields. I played near to ten years in a soccer team and I practiced different types of sport, so I know what the problems in sport concerning racism are. I am now a trainee at the online editorial staff of m-media.



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#### **A FOUL IS WHEN THE REFEREE WHISTLES**

by **Anna Maria BULECZKA** (Radiofonia), **Oliver JAGOSCH** (Radio FRO) & Soheyl LIWANI (wientv.org)

#### **Summary**

*Referee Andreas Fellingner is quoted in the TV feature by Anna Maria Bulecka, Oliver Jagosch and Soheyl Liwani. The authors interviewed two referees, one Turkish, one Austrian, on the issue that referees are those people on the soccer field that are prone for bashing, whatever they do. The question was, is there a difference for a migrant and a non-migrant referee? The 10 minute feature has been published and can be downloaded. It will be published on the facebook site of wientv.org. Oliver and Anna Maria have a radio background and Soheyl is a press officer and not a TV reporter so for all three the medium was not very familiar. They would have liked to have had more time, especially as the female referee they wanted to speak with would have only been able to give the interview on Friday afternoon – too late for the formal constraints the project brought with it in terms of production. Producing a film does need more time and technical skills than producing a radio show or a text. All three found it an interesting experience to work together and they complemented one another well with their different talents and backgrounds. A surprising finding was that the Turkish referee did not register racism on the field and in sports, rather only in every day interactions.*



**BULECZKA Anna Maria - Fundacja Krakowskiego Radia Akademickiego Radiofonia** – Austria. I studied Journalism and Communication at the Jagiellonian University in Cracow, just finishing my Bachelor Thesis. In Radiofonia I'm in promotional Department. I took part in realization of the podcast about mobility, entrepreneurship and voluntary together with 24 members of the non-profit

organizations from 6 EU countries, available at: [www.europodcast.eu](http://www.europodcast.eu) (Lisbon, 1st-7th August 2011) I studied also European Studies both in Cracow and at the Vienna University. I have knowledge of advertisement market and media: TV, Radio, Press, Internet, Outdoor, I can work both in a group and alone, I am creative and willing to use my skills and to get some knowledge that I could send further. I co-organized the 7th Travelling Film Festival WATCH DOCS in Cracow (22nd-26th October 2009) where we presented movies about human rights. **Radiofonia** is the radio placed in Cracow in Poland, it have been founded in 2009. It consists mainly from volunteers; it cooperates with Cracovian universities, and institutions. We keep taking part in Youth in Action programmes and in trainings and workshops around Europe. We organize events and concerts; we want to promote an avant-garde way of seeing culture.



**JAGOSCH Oliver - Radio FRO 105.0 – Austria** - Editor at Radio FRO since 12 years (topics: politics, sports, culture...) in different radio shows; trainer for media trainings; teacher at kunstuniversität Linz, blogger, football-fan (FC Blauweiß Linz).

**Radio FRO 105.0 MHz** is a free, non-commercial community radio station that works according to the open access concept. It is located in Linz, Upper Austria, and has been broadcasting since September 1998.

Roughly 350 volunteer programming providers turn out over 100 radio shows in more than 17 languages.



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#### **VIENNA TÜRKGÜCÜ – EIN MIGRANTISCHER FUBBALLCLUB IN WIEN KÄMPFT UM DIE AUFRECHTERHALTUNG DES SPIELBETRIEBS**

by **Dominik MEISINGER** (Radio FRO) & **Johannes HOFER** (Ballesterer)

##### **Summary**

*They were the only cross-media team of the group. Their output on the topic of "Migrant Football Clubs in Vienna" and the difficulties these clubs face resulted in a radio feature and a print version. The radio feature has been published and can be downloaded on CBA. It was broadcast on Radio FRO in FROzine on 20 September 2011 at 6 pm. It will also be broadcast as part of the show by Daniela Errenst at Radio Agora on 2 October 2011 at 6 pm. Dominik and Johannes discussed the concept and approached their interview partners together, however they produced their features independently as each medium follows its own logic and needs a different approach. The result is that the radio piece includes different aspects from the written piece, each complementing the other. Both had never worked in this cross-media way before. A written piece, they found, cannot be used even as moderation for the radio feature. They gathered a lot of material and opened up a huge field on the topic. It was not easy to focus on only one aspect of migrant soccer clubs, as a Turkish club faces other problems than a club of sans papiers or refugees fighting for a residence permit.*



**MEISINGER Dominik - VFRÖ - Verband Freier Radios Österreich – Austria.** I'm a 24 years old Vienna based radio journalist working for Radio FRO as a freelance editor since 2008. My journalistic work is mainly focussed on political issues and sub culture. I also do radio trainings at Radio FRO which basically means teaching people skills they need to do their own radio show. Beside my journalistic work I'm a student of political science at University of Vienna as well as a student of economics

at Vienna University of Economics and Business. Before joining Radio FRO I gained media experience working for several local newspapers and online magazines. The Austrian Community Radio Federation (**VFRÖ – Verband Freier Radios Österreich**) is the federal representative of the 14 non-commercial community broadcasters in Austria. The VFRÖ is actively fostering license distribution



to community broadcasters and focuses on educational and media projects in Austria as well as on an international level. Therefore the VFRÖ organizes trainings for the Austrian community radios e.g. on anti-racist-communication for trainers. It contributes to the discussion on intercultural media production and training by organizing seminars, yearly forums and the participation in European projects on intercultural media training. The VFRÖ has established a series of intercultural radio projects as part of the European Year of Intercultural Dialogue and the European Year of Creativity and Innovation in 2008 and 2009.



**HOFER Johannes - Ballesterer** – Austria. Johannes Hofer - geb. 21. Mai 1989. Student of Communication Science, University of Vienna. Regular author for Ballesterer since 2009. Chief Editor "Alszeilen" (Stadium magazine of Wiener Sportklub). **Ballesterer** has been founded in the year 2000 and is Austria's only football monthly. With football and fan culture as its main focus, *Ballesterer* is not only reporting about the sportive but also the social and cultural aspects of the game. At least 16 pages of every issue are dedicated to a special topic like migration, homosexuality or corruption in football; these main topics can also refer to countries (Turkey, Scotland...) or famous players (Cantona, Happel, Maradona). *Ballesterer* is an independent magazine (private publishing venture) with a current circulation of 20.000 issues that are also sold in Germany and Switzerland.



**CHIEF EDITOR**

**KRENNHUBER Reinhard - Ballesterer** – Austria. Reinhard Krennhuber - geb. 30.10.1975 in Wels, Austria - Chief editor and co-founder of Ballesterer (since 2000). Editor at the multimedia department APA (Austria Presse Agentur, 2000-08). Further Publications in: 11FREUNDE, So Foot, ZWÖLF, When Saturday Comes, Wiener Zeitung, Oberösterreichische Nachrichten, Falter, Frankfurter Allgemeine Zeitung, Tagesspiegel, WOZ,... **Ballesterer** has been founded in the year 2000 and is Austria's only football monthly. With football and fan culture as its main focus, *Ballesterer* is not only reporting about the sportive but also the social and cultural aspects of the game. At least 16 pages of every issue are dedicated to a special topic like migration, homosexuality or corruption in football; these main topics can also refer to countries (Turkey, Scotland...) or famous players (Cantona, Happel, Maradona). *Ballesterer* is an independent magazine (private publishing venture) with a current circulation of 20.000 issues that are also sold in Germany and Switzerland.



**EDITORIAL TEAM**



**ADELBERGER Michaela - VFRÖ - Verband Freier Radios Österreich** – Austria. I am a cultural manager by profession and have been working for diverse institutions in the triangle of academia, arts, and media. I am currently employed as Managing Director of the Austrian Association of Community Radios (as of September 2010). Before, I was Managing Director of Radio Orange 94.0 - the Viennese community radio (2009-2010), Managing Director of Eurozine (2004-2007), a European network of cultural journals. I have worked as Press Officer at the Wien Museum (2003-2004), at the Einstein Forum in Potsdam, Germany (2001-2003), at the Austrian Broadcasting Company as editor of their online site science.orf.at (2000-2001), at the Styrian avant-garde arts festival steirischer herbst 99 (1999) and as editor and press communicator

at the Institute for Human Sciences (IWM), a Vienna based institute for advanced study (1995-1999). Before, I studied philosophy and pharmacy at the Free University in Berlin. I am an actor for hobby and take regular acting courses with local and international teachers. The Austrian Community Radio Federation (**VFRÖ – Verband Freier Radios Österreich**) is the federal representative of the 14 non-commercial community broadcasters in Austria. The VFRÖ is actively fostering license distribution to community broadcasters and focuses on educational and media projects in Austria as well as on an international level. Therefore the VFRÖ organizes trainings for the Austrian community radios e.g. on anti-racist-communication for trainers. It contributes to the discussion on intercultural media production and training by organizing seminars, yearly forums and the participation in European projects on intercultural media training. The VFRÖ has established a series of intercultural radio projects as part of the European Year of Intercultural Dialogue and the European Year of Creativity and Innovation in 2008 and 2009.



**VOJVODA Alexander - Radio FRO 105.0 – Austria.** Sociologist and journalist.

Since 1998 editor of various broadcasting shows at Radio FRO 105.0 MHz and co founder of Campus Radio at the Johannes Kepler University Linz. From 2008 onwards coordinator of media trainings and since 2009 programme and project manager at Radio FRO 105.0 MHz. He is member of the board of the “Federation of Free Radios Austria” (VFRÖ) and member of the “Community Media Forum Europe” (CMFE). Currently he is working in the fields of reach – and potentiality analysis of non-commercial broadcasters and aspects of migrant media production in non-commercial media. Radio FRO 105.0 MHz is a free, non-commercial community radio station that works according to the open access concept. It is located in Linz, Upper Austria, and has been broadcasting since September 1998. Roughly 350 volunteer programming providers turn out over 100 radio shows in more than 17 languages. Areas of emphasis are informational and public service programs by NGOs and local initiatives, diverse language shows, a cultural and educational channel, broadcasts for young people as well as senior citizens and a variety of music programming. Radio FRO 105.0 has been involved in social, cultural and artistic projects since its beginnings.



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!)**