Media Against Racism in Sports – European Media Work Exchange

**“Play with us – we are not afraid of you” – VIDEO**

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**Preface**

The last year has painfully shown that especially football is still a playing field for racist insults and attacks. Racism is not an isolated phenomenon but happens often openly and very visible to society. The ideology that behavioral differences, social status and distinctive characteristics are based on race ultimately leads to the belief that a certain race is superior and hast the right to dominate others. In that sense racist behavior is not only a violation of Article 1 of the Charter of Fundamental Rights of the European Union but rather a threat to the peaceful coexistence of human beings itself. Football, not at least because of its popularity, has the potential and obligation to oppose racism – whether it’s on or off the pitch.

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The work exchange happened between November and December 2012 in Turin, Italy and Berlin, Germany. The aim of the work exchange was to produce a short public service announcement (PSA) advocating for the inclusion and integration of Europe’s biggest minority – Romani People.

We portrayed a small football team consisting of kids with Italian and Romani background, capturing their passion for football and their aspiration for being accepted into society. The core messages transported in the PSA is that “playing” caters to the natural need of being included rather than excluded. Being part of a football team turns out to be a metaphor of being part of society and being accepted despite ethnic or racial differences.

The PSA is aimed to be distributed as part of an awareness raising campaign involving international sports bodies, political institutions, media outlets and grass roots organizations. Potential distribution opportunities include pre-match screenings in football stadiums, pro-bono advertising space by public broadcasters across Europe and an online campaign with distribution by the campaign partners as well as social media networks.

We’re aiming to use the public awareness around the International Romani Day on 4th of April 2013 to officially launch the distribution campaign with international partners.

Appendix: DVD “Play with us – We are not afraid of you”; Cross-Platform Distribution Strategy