



MARS – MEDIA AGAINST RACISM IN SPORT

NATIONAL MEDIA ENCOUNTERS

Media, Diversity & Racism in Sport – Media Cross-Production for Inclusive Media Coverage

VENUE & DATES Austria (Vienna) – 14.09.11 – 17.09.11

Raum der IG Architektur

Gumpendorferstraße 63b

1060 Wien

BACKGROUND

Today, **less than a quarter of the people in the news**, disseminated worldwide, **are women** and only **one eighth of news stories focus on women**, even though women account for **over 53% of the world population**, (*GMMP, 2010*)! **Homosexuals, bisexuals and transsexuals** represent roughly **6%** of the population of the United Kingdom but account for less than **1%** of the population seen **on television** in that country (*CDN 2009-10 Progress Report*). In France as well as in Belgium, around **one tenth of people** who speak in **television news programmes** are seen as **non-white** (*CSA France, Macé, 2008 & CSA Belgium, Bodson, 2009*).

The **MARS – Media against racism in sport – EU / CoE** joint programme **builds upon** previous **actions** and **recommendations** of various **Council of Europe's bodies** on media pluralism, expression of diversity and non discrimination. **Based** also on the **outcomes** of the 2008-10 **CoE's Speak out against discrimination Campaign**, **MARS** aims at **fostering expression of diversity** and **non discrimination** as a permanent **angle of approach of media coverage**.

To do so, **MARS will focus**, though not exclusively, on **sport media coverage**. **Sport** is a **major field of media content** production as well as **coverage** and an **important area** for building **social cohesion**. It is also a **source of tensions between groups, communities**, or even nations. At the same time, the **press covers cultural and social aspects of sport** in **less than 5%** of the articles. **40% of all sports articles** refer to **only one source** and **20 % refer to no sources** at all! (*Play the Game, 2005*)!

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 issues. This is why the **Council of Europe** considers **truly inclusive information, where everyone can contribute** as witnesses, players, producers etc, **as a real challenge of today's European societies for living together, strengthening social cohesion** while **ensuring that everyone participates** in public and democratic debates!

Applied to sport issues, **MARS** wants to **lead to innovative modes of production** that could be **reproduced in all media sectors** and in which **expression of diversity and non-discrimination**, as a constant angle of approach, are **used** by **any form of media coverage**. In **achieving these outcomes**, the **MARS** programme **offers media professionals** (journalism students and trainers, journalists, media managers, etc.) to **participate to various activities, in particular National Media Encounters** to **explore** the possibilities of developing **ways of producing truly inclusive media contents**.

OBJECTIVES

To encourage, by organising a national media encounter, pairings of **media professionals** with a view to **co-produce and co-disseminate** high-quality and professional written or audiovisual media reports on sports' issues, even if not exclusively, including non-discrimination and expression of diversity as an angle of approach of media coverage,

To raise awareness among media professionals, via their own co-production and co-distribution ventures, of possible innovative modes of production of truly inclusive media contents that contribute to foster mutual understanding,

To contribute to the development of local and national **networks of media professionals** for inclusive media coverage to enrich media contents while ensuring that everyone participates in public and democratic debates

CONTENT

Production and dissemination of media cross-reports on sport considered as a global issue, even if not exclusively, made by pair of media professionals, including non discrimination and expression of diversity as an angle of approach of media coverage, focusing more particularly on how intercultural and inclusive media contents contribute to reduce prejudices, to fight against discrimination and to foster mutual understanding.

The media encounter will focus on professional practices. Participants will therefore be asked to produce, **by pair or trio, a report offering different perspectives** on the above-mentioned topics. The way the subjects dealt with are treated in these reports must reflect their local and national dimensions.

Based on **concrete production activity**, the encounter should **give media professionals a better understanding** of the benefits that everyone can derive from the formation of partnerships at local and national level between media professionals in order **to contribute to intercultural dialogue, expression of diversity and non discrimination**.

Lastly, participants are asked to disseminate their report in their own media or a media of their choice and in the country in which the encounter is implemented.

As well as permitting comparison of professional practices, the purpose of the encounter is to enable public opinion to **see and hear a different way of expressing the diversity that exists in today's European societies**.

In addition to the media professionals involved in the initiative, the **programme** will include a **session open to the national press** at which the reports and the conclusions of the encounter will be presented, in order to ensure coverage of the broad issues in relation to intercultural dialogue, expression of diversity and non discrimination.

COE PARTNERS	<p>CMFE – CoE MARS partner in charge of national and European media encounters on Media Cross-Production</p> <p>Austria – VFRÖ (Association of Free Radios Austria), Radio FRO, VIDC – Vienna Institute for International Dialogue and Cooperation</p>
MARS CoE PARTNERS	<p>Fair Play / VIDC - Austrian organisation facilitating various initiatives in the field of sport, antiracism and non discrimination</p> <p>IFJ / EFJ – International / European Federation of Journalists</p> <p>Media Animation – Belgian organisation and European facilitator of a network of more than 300 organisations on media literacy</p> <p>UEFA – Union of European Football Associations</p>
PARTICIPANT PROFILE	<p>28 media professionals (10 from <i>mainstream media</i> / 10 from <i>ethnic & diversity media</i> / 10 from <i>community media</i>)</p> <p>2 chief editors / facilitators for the Press, Radio, TV and Multimedia working groups</p> <p>Council of Europe – Representatives of MARS Partner Organisations and Members of the MARS team</p> <p>Around 35 participants</p>
OUTPUT	<p>14 reports (3 print press, 3 radio, 2 television and 3 multimedia) co-produced by 14 pairs of journalists and so disseminated in 28 different media supports.</p>
EXPECTED OUTCOMES	<p>Enrichment of professional media practices due to a greater awareness of intercultural dialogue, expression of diversity and non discrimination based on the learning from different experiences.</p> <p>Building bridges between various media support such as mainstream media, ethnic & diversity media and community media.</p> <p>Permanent dialogue and exchange between media professionals at local and national level to sustain the implementation of truly inclusive media content.</p>
LANGUAGE	<p>German + Whispering interpretation for non German speaking invitees</p>
DEADLINE	<p>Preregistration until 22nd August 2011</p>
PROVISIONAL AGENDA	<p>Day 1 - Morning – Participants arrive</p> <p>1.30 pm Get together</p> <p>2.00 pm Opening session</p> <p> Media, Diversity, Racism in Sport & Inclusive Media Coverage</p> <p> Introduction & Awareness raising exercises</p> <p> Plenary session</p>

- 4.00 pm **Coffee Break**
- 4.30 pm **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
 Formation of working groups : 1 on TV & Radio and 1 on Print & Multimedia
 Selection of duos or trios, subjects and treatment methods
 Validation of choices
 Completion and presentation of outline reports
- 6.30 pm **End of the day**
- 7.30 pm **Dinner (to be confirmed)**

Day 2 & Day 3

Production by the 14 duos or trios of their reports according to the previously chosen subjects and methods

Day 4

- 9.00 am **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
 Initial presentation of the reports and selection of 3 per group
 Working group
- 10.30 am **Coffee Break**
- 11.00 am **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
 Presentation and discussion of selected reports
 Plenary session
 Session open to the national and local press
- 12.30 **Media, Diversity, Racism in Sport & Inclusive Media Coverage**
 Conclusions and future prospects
 Plenary session
- 2.30 pm **Departure of participants**

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