



MARS – MEDIA AGAINST RACISM IN SPORT

Media, Diversity & Racism in Sport

Programme Presentation

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

Context

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 new **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 production** that could be reproduced in **all media sectors** and **used by any form of media coverage**.

To **achieve these outcomes**, the **MARS** programme offers **media professionals** (journalism students and trainers, journalists, media managers, etc.) to **participate** to various activities in order to **explore** the possibilities of developing **ways of producing truly inclusive and intercultural media contents**.

Global objectives

The **MARS programme** will **create a European media network** against racism and for intercultural dialogue as an **open and permanent platform of dialogue and action** between **mainstream media** and **diversity and ethnic minority media**, for **stimulating media cross-practices** in the field of training, production and editorial management with the view to **implementing an inclusive and intercultural approach** to media content production.

Specific objectives

To **develop the skills and competencies** of **media** professionals on the issues of **diversity, intercultural dialogue** and **discrimination** in order to **improve the quality of media coverage** of such issues and to make **emerge** a real **intercultural** and **inclusive approach** to media content production,

To **allow media professionals**, journalists as well as chief editors and information decision-makers, **to renew their way of producing media content** by supporting **exchanges between professionals** through concrete media production sessions opening up to new subjects, topics to be covered, sources of information and ways of treatment...

To **support debates**, between chief editors, information decision-makers and self-regulatory and regulatory bodies, **on media professional ethics and codes of conducts** with the view to **finding common standards** regarding media content production **respecting freedom of expression** while **taking into account intercultural realities** and **non discriminatory practices**.

Partners

CMFE - Community Media Forum in Europe, grouping of community (non-profit) media (mainly radio)

IFJ / EFJ - International Federation of Journalists / European Federation of Journalists, grouping of the main national journalists' trade unions in Europe

MediaAnimation – Belgian organisation facilitating the Euromeduc network grouping the main media literacy bodies in Europe

VIDC - Vienne Institute for International Dialogue and Cooperation, coordinating FARE, the Football against Racism in Europe network having active partners in more than 37 countries

Associate Partner

UEFA - Union of European Football Associations to bring its expertise, knowledge and practices on sport

Internal Council of Europe Partners

Directorate of Culture and Cultural and Natural Heritage:

Intercultural Cities network

SPARDA EU / CoE joint programme

DGHL Media and Information Society Division,

EPAS - European Partial Agreement on Sport,

ECRI - European Commission on Racism and Intolerance

Activities

EUROPEAN MEDIA ENCOUNTERS

- on *Journalism & Media Training & Literacy*
- on *Cross-production for inclusive media coverage*
- on *Editorial Management & Ethics*

NATIONAL MEDIA ENCOUNTERS

- on *Journalism & Media Training & Literacy* (Italy, France, Romania, Finland, Belgium)
- on *Cross-production for inclusive media coverage* (Austria, The Netherlands, Ireland, Germany, Hungary)
- on *Editorial Management & Ethics* (France, Poland, Denmark, Bulgaria, Spain)

MEDIA WORK EXCHANGES / MEDIA CROSS-VISITS

- on *Journalism & Media Training & Literacy*
- on *Cross-production for inclusive media coverage*
- on *Editorial Management & Ethics*

Dates

January 2011 – December 2012– **24 months**

Expected results

Building of a **European network of media professionals** against racism and for intercultural dialogue

Increased **understanding** by **media professionals of diversity, intercultural and discrimination issues**, in particular in the field of the media sport coverage

Improvement of media coverage on diversity, intercultural and discrimination issues, in particular in the field of the media sport coverage

Contact

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