

Media, Diversity & Sport - Key Figures!

In Europe, only a quarter of news' subjects are women, even when 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 and 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 equality 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 rather than a male journalist but less than 5% of sport news and stories are covered 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 would like to encourage innovative modes of media 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.

In achieving this outcome, the MARS programme offers media professionals (journalism students and trainers, journalists, media managers, etc.) the opportunity to participate in **National and European Media Encounters** and **European Media Work Exchanges** conceived as first steps towards a European media network against racism and for intercultural dialogue.

MARS Media Encounters

In your country

Each European country has its proper history of media as well as of the inclusion of the various groups of its own population. The recent or distant history of immigration in certain European countries and/or emigration in others, and their inclusion in the social, economic and cultural dynamics, built clear specificities to each country. In the same way, the development of the media, the type of training, the access to media productions and professions, or even the regulatory system of the media or of sport, bear important differences from a country to another.

These specificities explain why the MARS programme chooses to organise a first level of encounters - the national ones. It gives the opportunity to colleagues of a same country to exchange and enrich their proper experiences linked to a similar context in the fields of training, ethics or production.

In Europe

Beyond the specificities of each European country in relation to the history of migration and of media industry, in recent years they have displayed a common vision, even if not always shared, in implementing actions in favour of non-discrimination and expression of diversity in media production. In spite of these initiatives many of these countries are trying to renew their course of action. The MARS European Encounters will be an opportunity to engage in an overview of the actions that have been implemented by crossing and sharing various experiences and practices in the fields of training, ethics or production. They will also put forward new ways of implementing actions and initiatives to make expression of diversity and non discrimination as an ongoing angle of media coverage and to encourage innovative modes of production of truly inclusive and intercultural media content.

Journalism & Media Training & Literacy

Objective

To allow trainers and educators to develop and to have access to pedagogical and methodological tools for journalism training and media literacy in order to allow journalism students and journalists to considering non discrimination and expression of diversity as an ongoing angle of media coverage.

Content

Identification, presentation and production of exercises and/or pedagogical modules for journalism training using media literacy tools and resources, and vice-versa, in relation to sports media coverage, even if not exclusively, considered as a global issue and including non discrimination and expression of diversity as an ongoing angle of media coverage; these training exercises and modules aiming at implementing a truly intercultural and inclusive media content.

MARS CoE Partner

MEDIA
animation
COMMUNICATION • CREATIVITY

Ethics & Editorial Management

Objective

To allow prospective and in-service journalists and media professionals to include, in their proper professional ethics and editorial management, non discrimination and expression of diversity and to consider them as an ongoing angle of media coverage.

Content

Presentation and analysis of national codes of ethics on journalism, media codes of conducts and/or audiovisual regulation laws with regards to non discrimination and expression of diversity in the media coverage of sport, even if not exclusively.

MARS CoE Partner

EFIP
IFJ

Media Cross-Productions

Objective

To encourage pairings of media professionals at European level 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 ongoing angle of media coverage.

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 ongoing angle 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.

MARS CoE Partner

CMFE
COMMUNITY MEDIA FORUM EUROPE

European Media Work Exchanges

The MARS Media Work Exchanges are a unique opportunity for media professionals, and future ones, to widen the scope of their media practices and contact pools.

Media professionals will have the opportunity to host a media colleague/ counterpart and be hosted themselves by a media related organisation in return (Training organisations, media, self-regulatory and regulatory bodies, professional unions...) to exchange professional experience and to produce together with the participating colleague, a common output (training exercises, media reports, case studies, etc.).

To help with the process, the Council of Europe will provide participants the financial and logistics support to travel and work with European Union colleagues in 10-day work exchanges (5 days as guest / 5 days as host).

How to enrol for the Media Work Exchanges?

There are two ways to participate in the Media Work Exchange programme:

- You can apply directly on behalf of yourself and another participant in European media organisation of your choice if you have already defined a common project.
- Otherwise the Council of Europe will support each motivated applicant to find a possible applicant partner in one of the EU countries.

Where can you do your Media Work Exchange?

In any of the 27 member states, apart from your own state, knowing preference will be given to participants coming from priority countries chosen by the MARS joint programme. These are: Austria, Belgium, Bulgaria, Denmark, France, Finland, Germany, Hungary, Ireland, Italy, Poland, Portugal, Romania, Spain, The Netherlands and the United Kingdom.

For more information

- Send us an email at mars.crossvisit@coe.int
- Click on our website: www.coe.int/mars/WorkExchanges
- Register online: www.coe.int/mars/WorkExchangesApplication

Participate & Join Us!

You are a "Media professional" (journalist, journalism student, chief editor, news director...), or a member of an organisation on journalism training and/or media literacy, a professional union (for journalists, editors, broadcasters...), a media regulatory body, an antidiscrimination organisation, a sport association, a union of sportpersons...

Join the *Media Against Racism in Sport* Programme and give you the opportunity to work with national or European colleagues:

1/ on journalism on training & media literacy, ethics & editorial management or media production,

2/ through MARS activities: Media Work Exchange, National or European Encounters.

www.coe.int/mars
mars@coe.int

MARS - A Joint Programme

Between the Council of Europe

47 Member States, 800 million Europeans. The Council of Europe is an international organisation set up on 5 May 1949 to protect human rights, democracy and the rule of law across Europe. It is based in Strasbourg, France.

And the European Union

and its Fundamental Rights and Citizenship Programme. The MARS joint programme contributes to the European Union actions aiming at promoting the development of a European society based on respect for fundamental rights and rights derived from citizenship of the European Union.

In Partnership with:



RESPECT



MARS
Media Against Racism in Sport

A European
Media Network
for Diversity and
Intercultural Dialogue

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe