



## **MARS – MEDIA AGAINST RACISM IN SPORT**

### **Media, Diversity & Racism in Sport**

#### **NATIONAL MEDIA ENCOUNTER**

#### *Journalism & Media Training & Literacy*

### **BIOGRAPHIES PARTICIPANTS**

**24. – 26 MAY 2012**

**Babes-Bolyai University**  
Faculty of Political Sciences  
71 Traian Mosoiu street  
second floor, room 201,  
**Cluj-Napoca, Romania**



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

Funded  
by the European Union  
and the Council of Europe



Implemented  
by the Council of Europe



## ASZALOS Cristian

Transilvania Live Television – *Journalist* – Romania



## BEURAN Rares

Babes-Bolyai University – *Director of Media Studio of the Journalism Department* - Romania



Babeş-Bolyai University' origins date back to 1581, which makes it the oldest institution of higher education in Romania. As an academic public institution, its aim is to promote and sustain the development of specific cultural components within the local, regional, national and international community. Situated in Transylvania, the University benefits from a multicultural and multilingual environment that gives its unique character, and it offers complete BA, MA and PhD studies in Romanian, Hungarian and German, plus programs in English, French or Italian, detailed at [www.ubbcluj.ro](http://www.ubbcluj.ro). The University's assets comprise modern buildings, equipped with laboratories at high technical standards, libraries, sports and leisure facilities.

Rareş Beuran is the Director of the Media Studio, Journalism Department, Babeş-Bolyai University, Romania (projects: UBB Radio <http://radio.ubbcluj.ro/> and UBB TV <http://www.ubbtv.ro/>). He teaches practical workshops in photojournalism and TV journalism. He has worked as a professional journalist and now he is studying a PhD. He was a visiting journalist and visiting researcher at New York University, USA, in 2005 and 2006. He has experience within EU funded projects, and had a significant experience in media diversity programs while at Roma Resource Center from Cluj.



## BICHIS Radu

Gazeta Sporturilor – *Regional chief editor* - Romania



## BLAG Ovidiu

SportVOX- Realitatea Television – *Journalist* - Romania



## BLION Reynald

Council of Europe – *MARS Programme Manager* – France



The Council of Europe (CoE), based in Strasbourg (France), covers virtually the entire European continent, with its 47 member countries. Founded on 5 May 1949, the Council of Europe seeks to develop throughout Europe common and democratic principles based on the European Convention on Human Rights and other reference texts on the protection of individuals. The Council of Europe aims at creating a

common democratic and legal area throughout the whole of the continent, ensuring respect for its fundamental values: human rights, democracy and the rule of law, which are the foundations of a tolerant and civilised society and indispensable for European stability, economic growth and social cohesion. The main objectives of the CoE are to protect human rights, pluralist democracy and the rule of law; to promote awareness and encourage the development of Europe's cultural identity and diversity; to find common solutions to the challenges facing European society; to consolidate democratic stability in Europe by backing political, legislative and constitutional reform.

Since September 2008, Reynald Blion is *Media & Diversity* Manager for the Directorate General *Democracy*, previously *Education, Culture and Heritage, Youth and Sport*. 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*; programme he conceived and developed on the basis of previous actions of the Council of Europe in these fields. More globally, in his division, he contributes to facilitate and develop Council of Europe's actions in the field of *Media, Diversity & Intercultural Dialogue* in Europe ; issues on which he specialised for more than fifteen years. He produced, or 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 : Beyond mere visibility* 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, *Représentation des immigrés au sein des media: bilan des connaissances*, Paris, Panos / Fasild, July 06, *Media & Information, pratiques et réalités de la Diversité*, Paris, Panos, Apr. 06...



**BOCSE Georgeta**  
**Millesime Magazine** – *Executive manager* – Romania



Millesime magazine is a very young life style magazine with a national distribution. The second issue was just published some weeks ago. Millesime has 4 issues a year and it covers feature articles and interviews from people involved in wine and food industry, entertainment, but also writers, actors, sportsmen or politicians.



After years of conventional media: radio and print, in the last couple of years digital media and niche media became my main occupation. Now I run Millesime magazine, but i also do freelance jobs for local and regional media.



## **BUIUC Alexandru**

*Freelancer – Romania*

I'm a freelancer journalist and blogger focused on sports issues and particularly on CFR Cluj team. In over 3 years of activity I've encountered many misbehaviours and ethnic problems in the Romanian Media and blogosphere about our team, and I'm very concerned that things are going worse and worse each year. A change is needed!



## **CÂNDEA Stefan**

**Romanian Center for Investigative Journalism** - *Director* - Romania

Romanian Centre for Investigative Journalism - more than a decade of non-profit investigative journalism in Romania and Eastern Europe.

Stefan Candea is a freelance journalist and co-founder of the Romanian Centre for Investigative Journalism in Bucharest, Romania. As an investigative journalist for the Evenimentul Zilei newspaper in Bucharest, he wrote about the connections between international organized crime networks and high-ranking politicians and public servants. One article showed the links between La Cosa Nostra and associates of the Romanian president and the foreign secret service director. Other investigations by Candea have included the international arms trade, illegal international adoption, an investigation of the separatist region of Trans-Dniester and the diamond business in Romania. He worked for Deutsche Welle, for print, radio, TV and online and he did freelance research and production work for several foreign media outlets, including the BBC, Channel 4, ITN, ZDF, and Canal Plus. Since March 2001, he has been a correspondent for Reporters sans Frontieres in Romania. Candea is a member of International Consortium for Investigative Journalism and has won several awards including the IRE Tom Renner Award and the Overseas Press Club of America Award for online journalism. He teaches investigative journalism at Bucharest University and was the 2011 Carroll Binder Nieman Fellow at Harvard University.



## **CHIRIAC Marian**

**Balkan Investigative Reporting Network (BIRN)** - *Journalist* – Romania



The Balkan Investigative Reporting Network, BIRN, is a close group of editors and trainers that enables journalists in the region to produce in-depth analytical and investigative journalism on complex political, economic and social themes. BIRN main media product is Balkan Insight - [www.balkaninsight.com](http://www.balkaninsight.com)

Marian Chiriac has worked as a journalist since 1990, mainly covering politics and human rights issues. He has reported extensively on most major events in Romania and the Balkan area, and taught diversity reporting to journalism students at Bucharest University. He became a regular contributor for the Institute for War and Peace Reporting in 1999, and in 2005 established BIRN Romania.



## **CHIRITESCU Dorina**

**Saint Sava National College** - *Teacher* – Romania

One of the most famous and historically known highschoools in Bucharest.

Teacher trainer and author of educational books in the field of civic education, president of The Civic Education Association - Bucharest Branch



## **DANGA Miheala**

**Center for Independent Journalism (CIJ)** - *Deputy director* – Romania



CIJ offers core courses and specialized training for journalists and students of journalists, providing consultants for media organizations, maintaining a journalism library, sponsoring debate clubs and symposia for journalists and public figures on issues of the day. CIJ organizes programs for the media in Bucharest and the countryside and offers equal opportunities to the participants, irrespective of their ethnic origin, beliefs or region they come from. CIJ is actively involved in advocacy, curricula development, media policy formulation and watch dogging. CIJ is one of the most visible and respected CSOs in Romania due to its implication in supporting civil society development, passing of favourable legislation and facilitating social dialogue. CIJ is part of Southeast European Network for the Professionalization of Media ([www.seenpn.org](http://www.seenpn.org)), a network of 15 media centers in 12 SEE countries. In 2006 CIJ completed a maximum of 2 mandates as the SEENPM president.

Mihaela Danga has been working with the CIJ since 1998. As the CIJ deputy director she is in charge of program writing and managing, with a focus on youth programs. A certified trainer, facilitator and evaluator, Mihaela Danga has organized media events and conducted training programs in Romania and abroad. As the secretary of the Southeast European Network for the Professionalization of Media ([www.seenpm.org](http://www.seenpm.org)), she has acquired firsthand solid knowledge of the region. Mihaela Danga is a graduate of the University of Bucharest (Romanian and English Language and Literature); she also graduated various courses in librarianship (Romania, USA), NGO management and organizational development (Denmark, Croatia, Serbia).



## **DEOANCA Adrian**

**Freelancer** - *Reporter/Writer* – Romania

I am currently working as an outside expert for the Bucharest-based ActiveWatch-Media Monitoring Agency, one of the leading NGOs in Romania. At ActiveWatch I am a staff writer for a monthly magazine which seeks to popularize practices pertaining to sustainable development. In parallel, I activate as a freelance journalist, presently documenting an article about the articulation of nationalist and localist discourses among hockey fans in Szekely Land.

Born in Petrosani, a small mining town in southern Transylvania, I received my BA in journalism from Babes-Bolyai University in Cluj, and subsequently pursued an MA in Nationalism Study at Central European University in Budapest and a second MA degree, in Anthropology, at the National School of Governance in Bucharest. Starting from September 2012, I will be a PhD student at University of Michigan's Department of Anthropology. My career in written press began in 2004, when I started working as special reporter for a daily and a weekly newspaper in Cluj. After a few years break, I returned to journalism working first as foreign correspondent in Hungary and then as a full-time staff writer for Cotidianul national daily. I later became the deputy editor-in-chief for cotidianul.ro news website and news contributor for realitatea.net news portal. Benefiting from my training in both journalism and socio-cultural anthropology, I later became a freelance journalist wrting on topics such as material culture, consumption, pop-culture, and urban development for various magazines like Esquire, Decât o Revistă, Playboy and Corso.



## **FOTIADE Nicoleta**

**ActiveWatch** – Program Director of the Media Education and Research Department – Romania



ActiveWatch Media Monitoring Agency is a human rights organization that advocates for open communication in the public interest. ActiveWatch promotes four major strategic directions of social intervention: good governance policies, freedom of expression, anti-discrimination and education for media literacy. Since its formation, ActiveWatch functioned as a debate platform for sensitive issues such as: human rights violations, media pressure and lack of transparency of central and local government initiatives. This information is documented and communicated through publications (reports, statements), case studies and press conferences. As of 2004, ActivWatch is a member of Reporters Without Borders network. During the EU accession process, ActiveWatch influenced European policy towards Romania and actively interveened in the legislative process by promoting freedom of speech, freedom of access to information of public interest, accountable and transparent governance practices and equal opportunities in the Romanian society.

Nicoleta Fotiade is Program Director of the Media Education and Research Department in ActiveWatch (local Romanian human rights NGO based in Bucharest). She graduated with a BA in Journalism in Romania and a MA in Communication from the University of Westminster, London (UK). She has been working in the field of media education, media research and elections for nine years. Ms. Fotiade is often invited as a speaker or expert at international conferences to share her media education experiences and involvement in European projects. She has also elections observation experience. She worked as media analyst with European Union Election Observation Missions (Afghanistan) and OSCE/ODIHR (Estonia, Poland).



## **GAINESCU Robert**

**Pro TV News** – Program producer – Romania



## GOȚIU Mihai

**VoxPublica** – *Freelancer* – Romania

VoxPublica este o platforma colective de bloguri, online, gazduita si promovata de site-ul Realitatea.net. Platforma a fost deschisa in toamna anului 2009, de fosta echipa editoriaza de la Cotidianul (si in jurul acestei echipe) ca reactie la schimbarea conducerii ziarului de catre patronat.

Jurnalist independent, a lucrat in toate domeniile presei (jurnalism cultural, de sport, social-politic, de investigatie) in presa locala si nationala, in radio, presa tiparita si online. A fost redactor sef al saptamanalelor "Clujeanul" si "Viata Clujeanului" si al cotidianului "Ziarul Clujeanului".



## LAZAR Marius

**Babes-Bolyai University** - *Assoc. professor* – Romania



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## MĂCICAŞAN Vlad

**Prospert, Transilvania Live** – Romania



## MANOLEA Bogdan

**ApTI - Association for Technology and Internet** – *Executive Director* – Romania

Association for Technology and Internet is a civil society NGO gathering people interested in Internet and human rights issues, promoting freedom of speech, privacy and open copyright approaches in relation to the digital world.

Bogdan Manolea is the Executive Director of Association for Technology and Internet - APTI Romania. Mr. Manolea has a legal background and a vast experience in the Law and IT&C and is interested in digital civil rights (Freedom of expression online, privacy and open copyright). Author of presentations and articles on subject related to IT&C Law in national and international conferences. Owner of the only



Romanian web page dedicated to the IT Law - Internet Laws - [www.legi-internet.ro](http://www.legi-internet.ro) where he also regularly blogs about ITC & legal issues. He is also the editor of EDRI-gram, a biweekly newsletter on digital civil rights in Europe, since 2006.



## MARTIN Razvan

ActiveWatch – Program Coordinator – Romania



ActiveWatch Media Monitoring Agency is a human rights organization that advocates for open communication in the public interest. ActiveWatch promotes four major strategic directions of social intervention: good governance policies, freedom of expression, anti-discrimination and education for media literacy. Since its formation, ActiveWatch functioned as a debate platform for sensitive issues such as: human rights violations, media pressure and lack of transparency of central and local government initiatives. This information is documented and communicated through publications (reports, statements), case studies and press conferences. As of 2004, ActiveWatch is a member of Reporters Without Borders network. During the EU accession process, ActiveWatch influenced European policy towards Romania and actively intervened in the legislative process by promoting freedom of speech, freedom of access to information of public interest, accountable and transparent governance practices and equal opportunities in the Romanian society.

I have been working for AW-MMA since 2002. I activated during all these years as assistant and coordinator of the FreeEx department, but also as a press monitor, content analyst, assistant and coordinator of the Antidiscrimination department.



## MOGOȘ Andreea

Babeș-Bolyai University – Ph. D lecturer – Romania



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## **NISTOR Cristina**

**Babes-Bolyai University – Ph. D lecturer – Romania**



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Cristina Nistor is a PhD Lecturer (Journalism Department) and former Spokesperson of Babes-Bolyai University, Romania. She has a Ph.D. in Sociology and currently conducts a research focused on "journalism practices and journalism education". She was a visiting scholar at New York University and at ISERP, Columbia University, New York, in 2006. She has professional experience in media communication, media relations and radio journalism.



## **POP Paul**

**Babes-Bolyai University – Student – Romania**



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## **POP Alexandru**

**Babes-Bolyai University – Student – Romania**



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## **PRUTEANU Florin**

**Radio Cluj** – *Chief Editor - Sports Department* – Romania

Radio Cluj is a public regional station, part of the Romanian national public radio (Societatea Română de Radiodifuziune) and broadcasts in 8 counties of Transylvania region. It was founded in 1956 with programmes in Romanian and Hungarian. Pending to Radio Cluj there are two local stations in Sibiu and Sighet. The mission of Radio Cluj is the same as the one of the national public radio (SRR) and our main task is to keep our listeners up to date with all the issues they need to know in order to have access and to create to a better life for themselves.

Florin Pruteanu, 53, journalist at Radio Cluj since 1994, graduate of the Technical University in Cluj, graduate of journalism training sessions in Romania and Holland, graduate of the Radio Management Training in Deutsche Welle - specialized in radio and music programming. Now working as an editor in charge of the local stations, sports and special projects, Specialized in sports and also working as a sports reporter.



## **SALVAN Cristina**

**UBB Radio** – *Sports Department Coordinator* – Romania

UBB Radio is the only school student radio online in Romania, with a program adapted on the student calendar. UBB Radio ONLINE is a multimedia project, meaning an online radio program 24/24 and a multimedia online platform with text, audio and video news made by students of the Journalism Department in Babeş-Bolyai University coordinated by specialized teachers. This radio was established in a partnership with radio Europa FM. From the mother platform the students have developed an English and German service and also the site UBB Radio Sport. UBB Radio is the radio that in 2008 was named as the most innovative product of European information in Transylvania.

I was born in 1985. I started studying in the Journalism Department of Babeş-Bolyai University in 2009, started working for UBB radio in November 2009 and I have worked for this project ever since, for the Sports Department. I've also written for the "Numai 'U'" magazine, which is the official magazine for the Sports Club Universitatea Cluj.



## SIMENY Casian

Babes-Bolyai University – Journalism student – Romania



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## SUCIU Catalin

ZIUA de CLUJ – Journalist – Romania



## SZASZ Attila

Radio Targu Mures – Chief editor – Romania

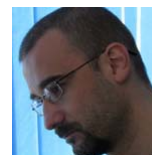


## SZELMENCZI Adrian

ActiveWatch – Project Coordinator – Romania



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I am Project Manager at ActiveWatch - Media Monitoring Agency within the Antidiscrimination Department.



## TENNER Stefan

Community Media Forum Europe (CMFE) – CMFE Mars Coordinator - Germany

# CMFE

COMMUNITY MEDIA FORUM EUROPE

CMFE was founded in 2004 after a series of European and international conferences which had made clear that there is a lack of information and participation of the Third Media Sector on a European level. In 2009 CMFE has been admitted as observer on the Steering Committee on the Media and new Communications Services (CDMC) and the newly formed Group of Specialists on New Media (NC-NM) of the Council of Europe (CoE). CMFE is part of the International Non-Governmental Organisations (INGO) conference. Currently, CMFE has 23 Individual Members, 31 Organisational Members, of which 16 National Federations, and 19 countries are represented.

Stefan Tenner is the MARS coordinator for CMFE - Community Media Forum Europe. He is a journalist, worked as a correspondent in southeastern Europe or research associate at the Berlin University of the Arts, coordinator for several European radio projects and media trainer. He is engaged in community station Radio CORAX and the Association of Free Radios in Germany (BFR).



## TESILEANU Angela

Institute for Educational Sciences – Researcher – Romania



Institutul de Științe  
ale Educației

The Institute for Educational Sciences is a national institute for research and development in education. The Institute was created in 1990. It is subordinated to the Ministry of Education, Research, Youth and Sport.

Present position: Researcher, Institute for Educational Sciences Fields of expertise: social studies, curricula for Social Studies, National Curriculum development, teacher training Education and training: Valedictorian graduate – Philosophy; trainings in: Agros-Nicosia, Cyprus; Geneva, Switzerland; Montreal, Canada; Warsaw, Poland; Coimbra, Portugal; Angers, Strasbourg, France; USA Publications: author/co-author of books, textbooks, methodological guides for social studies.



## TOMA Laura

Media Institute for Diversity – President – Romania



Media Institute for Diversity is a media project, which runs under the auspices of the Association of Journalists in Romania, and has been initiated by a group of journalists who write in Romanian language, languages of national minorities or asylum seekers and refugees who live

in Romania, and which is meant to promote an innovate approach of diversity in Romania. MID is intended to promote a well-balanced coverage of minorities, organizing debates about how the media relates to less favoured groups, training sessions for the journalists and study tours in various communities, in order to enable journalists to actually know local realities and eliminate the stereotypes from the journalistic writing.

An experienced journalist interested in Diversity issues and an intercultural trainer. I founded Media Institute for Diversity, an association of journalists that should support a well-balanced coverage of minorities. As a reward for my initiative, UNESCO offered me a fellowship to study Intercultural Communication (MA) in the UK and I have graduated 'with Distinction' in Nov 2011. Member of Society for Intercultural Education, Training and Research (SIETAR UK) and also member of International Association for Cross-Cultural Psychology (IACCP).



## **TOMA Mircea**

**ActiveWatch** – *President* – Romania



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Aged 59, social activist, trainer and journalist; studies in psychology, PhD; worked as a psychologist for airplane pilots for 15 years; after 1989 researcher in the Romanian Institute for Psychology; meanwhile he started his journalism activity for a weekly political satire magazine; in 1994 he founded a media watch not for profit organisation, ActiveWatch-Media Monitoring Agency (MMA). Occasionally taught media research techniques, social psychology or communication strategies as a guest professor for students in journalism and political sciences; involved, as an expert for Council of Europe, Freedom House, Open Society Institute, in several international democracy development programs (Albania, Nigeria, Cuba etc.). Trainer in communication strategies. Co-editor of three books, author of 20 academic articles and more than 4000 articles in media; realized TV and radio programs, mostly dedicated to media analysis.



## VALLASEK Júlia

Babes-Bolyai University – Lecturer – Romania



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Born in 1975, graduated Hungarian/English in Babes/Bolayi University in 1998. MA-Literature and Society, UBB, Cluj, Romania, 1999. PhD - Hungarian culture in Transylvania after the Second Viena Treaty, University of Debrecen, Hungary, 2002. Since 2002 lecturer at Babes Bolyai University, Romania, Department of Political Sciences, Administration and Communications.



## VERNIERS Patrick

Media Animation – International Department Director – Belgium



Media Animation (non profit organization) is a media education resource center and lifelong learning organization for the Belgian French-speaking Community (Brussels Wallonia Federation). It is recognized and subsidized by the Ministry of education and Ministry of culture. The center is specialized for implementing research, information, training and educational resources for teachers, social workers, adults and professionals in educational sector. Media Animation coordinates and participates in different EC funded project in

the fields of media literacy, cultural diversity, citizenship and non-discrimination. Media Animation works actively to create and animate a European network for media literacy - [www.euromedialiteracy.eu](http://www.euromedialiteracy.eu)

Patrick VERNIERS is international department director of Media Animation (resource centre for Media Education and lifelong learning centre). Vice-president of the governmental higher board for Media Education of the Brussels Wallonia Federation (Belgium). He is expert for the Council of Europe and for the European Commission. Senior Lecturer for the communication school of UCL (Catholic University of Louvain-la-neuve) and invited Professor at IHECS (Higher School for Social Communication) in Brussels. He is coordinator of different European projects in the field of media education.



## WILLE Fabien

Université de Lille / Equipe de Recherche Septentrionale "Sport & Société" –  
Professeur des Universités – France



The most important scientific centre in Sport Sciences in the North of Paris, ER3S (Equipe de Recherche Septentrionale "Sport et Société") is a research group recognised by the French Ministry of Higher Education and Research. The centre covers three main research fields: sport, Innovation and Communication / Sport, Education and Health / Sport, Violence and Regulation.

Professor, faculty of Sport Sciences, University of Lille 2. Specializing in issues "sport-media." Author of various publications on the processes of media coverage of the sport. A pilot project funded by the Institute of Communication Sciences of the CNRS (National center of scientific research) about the social responsibility of sports media.



## ZABAVA Teodora

ActiveWatch – PR Coordinator – Romania



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PR coordinator of ActiveWatch - Media Monitoring Agency, co-organiser of the event.



## ZOLTAN Petru

Romanian Center for Investigative Journalism –Romania





## 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) !**