



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

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

### **NATIONAL MEDIA ENCOUNTER**

### ***Media Cross-Production for Inclusive Coverage***

### **DRAFT AGENDA**

**06. – 09. JULY 2012**

**RBB – Rundfunk Berlin-Brandenburg  
Konferenzraum (14th floor)**

**Fernsehsendezentrum**

Masurenallee 8-14

14057 Berlin / Germany

+ 49 30 97 99 3-0

[www.rbb-online.de](http://www.rbb-online.de)



### **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



Morning Arrival of participants

1.00 pm Lunch and Participants Registration

**2.00 PM MEDIA, DIVERSITY, RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**

*Welcome and Introduction*

**TBC** Directorship, *RBB*, Rundfunk Berlin-Brandenburg, Germany

**Friedericke MAIER** Board Member, *BFR* - Bundesverband Freier Radios, Hannover, Germany

**Stefan TENNER** Programme Coordinator, *CMFE* – Community Media Forum Europe, CoE MARS Partner

**Reynald BLION** *Media & Diversity* and MARS Manager, Council of Europe

*(Simultaneous interpretation German – English)*

*(Recorded and broadcast by TV ALEX on 10.07.12, Berlin Open Channel)*

**2.30 PM MEDIA, DIVERSITY & RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**

**Main Issues & Challenges**

*Introductory Round Table - Plenary Session*

**Kübra GÜMÜSAY** Journalist, *Die Zeit*, Hamburg, Germany (tbc)

**Andreas HELLSTAB** Project Manager, Show Racism the Red Card, Berlin, Germany

**Gül KESKINLER** Integration Commissioner, DFB - Deutscher Fußballbund (*German Football Association*), Frankfurt am Main, Germany

**Jörg-Uwe NIELAND** Deutsche Sporthochschule, Köln, Germany

**Pablo THIAM** Former Professional Football Player, Trainer, VfL Wolfsburg / Mentor, School without Racism, Germany

*Facilitation* **Ronny BLASCHKE**, Journalist, *Deutschlandfunk*, Berlin, Germany

*(Simultaneous interpretation German – English)*

*(Recorded and broadcast by TV ALEX on 10.07.12, Berlin Open Channel)*

03.45 pm Coffee Break

**4.00 PM MEDIA, DIVERSITY & RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**

*Introduction of Participants (Profile, Expectations, What & How?)*

*Formation of Working Pairs*

*Selection of Subjects and Treatment Methods (Pairs)*

*Completion and Presentation of Reports Outline*

Chief Editors

**Beate FLECHTKER**, Intercultural Media Trainer, *Radio Unerhört Marburg* / BFR - Chief Editor, G1

**Alice STEIN**, Intercultural Media Trainer, *Queer Leben Projekt* - Chief Editor, G2

6.00 pm *End of the day*

**7.30 pm Dinner**

**Pizza Adelino**

Reichsstr 5

14 052 Berlin

Tel – 49 30 301 70 70

[www.adelino-berlin.de](http://www.adelino-berlin.de)



**07 – 08 JULY 2012**

***Production by Pairs or Trios of their reports according to the previously chosen subjects and methods***

**9.00 am – 6.00 pm**

**Working rooms**

**RBB – Rundfunk Berlin-Brandenburg**

**Konferenzraum** (14<sup>th</sup> floor)

**Fernsehzentrum**

Masurenallee 8-14

Tel.: + 49 30 97993-0

**Technical Rooms**

**RBB – Rundfunk Berlin-Brandenburg**

**Fernsehzentrum**

Masurenallee 8-14

Tel.: + 49 30 97993-0

**Resource Persons available at:**

**Beate FLECHTKER**, Intercultural Media Trainer,  
*Radio Unerhört Marburg*, BFR - Chief Editor, G1

**Alice STEIN**, Intercultural Media Trainer, Queer  
Leben Projekt - Chief Editor, G2

**Jörg Depta**, *BFR*

**Janine Hansen**, *RBB*

**After 6.00 pm** (and not before!)

**Relaxing possibility**

**Westend Pinte**  
Reichsstrasse, 6  
Berlin

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**09 JULY 2012**

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**9.30 AM MEDIA, DIVERSITY, RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**

Presentation of Media Reports  
Debates & Exchanges  
Learning & Comments  
*Plenary session*

Commentators

**Stéphane BIJOUX**

Executive Director on Diversity in News,  
*France Télévisions*, France

**Gerd DEMBOWSKI**

Freie Universität Berlin, Germany

**Patrick GÄSSER**

Senior Football & Responsibility Manager,  
UEFA, Switzerland

**Martin ZIMMERMANN**

Journalist, Sports' Division, RBB, Germany

Facilitators

**Beate FLECHTKER**, Intercultural Media  
Trainer, *Radio Unerhört Marburg*, BFR -  
Chief Editor, G1

**Alice STEIN**, Intercultural Media Trainer,  
Queer Leben Projekt - Chief Editor, G2

*(Simultaneous interpretation German – English)*

*(Recorded and broadcast by TV ALEX on 10.07.12, Berlin Open Channel)*

**11.00 AM**     **MEDIA, DIVERSITY, RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**  
Evaluation

*11.30 am*     *Coffee Break & **ONLINE EVALUATION***

**12.00 AM**     **MEDIA, DIVERSITY, RACISM IN SPORT & INCLUSIVE MEDIA COVERAGE**  
Conclusions & Next Steps  
*Plenary session*

**Friedericke MAIER**                     *BFR, Member of the Board, Hannover, Germany*

**Larry FERGESON**                     *Director, CCMC (Cyprus) / Board member CMFE –  
Community Media Forum Europe, CoE MARS Partner*

**Reynald BLION**                     *Media & Diversity and MARS Manager, Council of Europe*

*(Simultaneous interpretation German – English)*

**1.00 pm**     **Closing Lunch**

**Piccolo Mondo**  
Reichsstr 9  
Berlin  
Tel – 030 3044734  
[www.piccolo-mondo.de](http://www.piccolo-mondo.de)



*2.30 pm*     *Departure of participants*

## 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) !**