



## **MARS – MEDIA, DIVERSITY & RACISM IN SPORT**

### **NATIONAL MEDIA ENCOUNTER**

*Media Cross-Production for Inclusive Media Coverage*

### **REPORTS' SUMMARIES & MAIN PLAYERS**

*PROVISIONAL VERSION*

**JUNE 2012**

*BERLIN (GERMANY)*



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

Funded  
by the European Union  
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### **VERGITTERTER KUNSTRASENSTATT FREIE ASCHEBAHN – ÜBER DEN WANDEL DES POSTSTADIONS IN BERLIN MOABIT**

by **HENKE Christiane** (RBB - Rundfunk Berlin Brandenburg) & **Stefan TENNER** (CMFE - Community Media Forum Europe)

#### **Summary**

*As a working pair we were different in sex and age. Our professional background was on the one side quite similar as we both work for the radio and on the other hand quite different as we work for mainstream media and community media. Also our technical knowledge differed a lot, so that Stefan did all the technical things. At first we had quite different ideas about what to do but agreed very fast to go out to an old sports field and ask the residents what they feel about the change that had taken place there. Our aim was to find out whether people who are not young and trained and healthy and who have no money and no sports dresses are in some way excluded from sports by the changes which had taken place in the area We just went out there with our microphones and we didn't know what would happen, whom we would meet. We both found the working process inspiring and creative and learnt a lot from each other. We had some new ideas about exclusion and inclusion from and in public sports and we will be going to think on that in the future.*



**HENKE Christiane - RBB** (Rundfunk Berlin Brandenburg) – Author – Germany. Christiane Henke, born 1955, is a free lance author of RBB Kulturradio and other public radio corporations of the ARD. She also works for RBB television as assistant for music consulting. At university she studied literature and law and wrote her dissertation on the first female lawyers in Germany. In sports she was trained and is interested in competitive athletics and horse-riding, Christiane Henke lives in Berlin. The **RBB** (Rundfunk Berlin Brandenburg) is one of the

"Landesrundfunkanstalten" of the ARD and was founded in May 2003 by fusion of the ORB (Ostdeutscher Rundfunk Brandenburg) and SFB (Sender Freies Berlin). Kulturradio is one of the radio stations of the RBB with a focus on classical music and literature.

**KULTURradio**<sup>rbb</sup>



**TENNER Stefan - CMFE** – Germany. Stefan Tenner is the MARS coordinator for CMFE - Community Media Forum Europe. He is a journalist, worked as a correspondent in South Eastern 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). **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.

**CMFE**  
COMMUNITY MEDIA FORUM EUROPE

## **FRAUEN AM BALL - A STORY OF WOMEN, FOOTBALL AND THE COURSE OF LIFE**

by **Tobias GLÜSING** (European Youth Press) & **Petra LÖBER**

### **Summary**

„Frauen am Ball - A story of women, football and the course of life“ is a short film about young women. Building a team by developing their own specific new strategies in dealing with sexist discrimination. Since it is not a common sense yet everywhere, they play a key role in establishing new standards of publicity. Playing in public, means even to take more risks in being criticised. But all critics doesn't really matter to them: they have come to the point that not the result matters but that you, yourself, risk to take your chance, where ever you can find it... Just do it! Our work has been very open. As we are from different generations and countries (South Africa & Germany), we could perfectly combine our skills to an identity and work together on a very friendly and familiar but very professional and corporative way. We started telling each other about our lives and experiences with journalism as well as with racism. We had a great time eating and sitting under the same tree in Berlin-Kreuzberg watching the swans in the rain while our camera could not be used. We will definitely continue our cooperation and are seeing forward for new challenges.

**GLÜSING Tobias** – EYP (European Youth Press) – Foreign correspondent – Belgium. Tobias Glüsing is one of twenty board members of the German Youth Press and is a permanent member at EYP. He is an active member at German Youth Press and has been organizing several projects and media days in Germany. Taking part as a jury member for Prix Europa, he is connecting youth media with professional filmmaking by working together with film professionals. The **EYP** (European Youth Press) is an umbrella association of young journalists in Europe. It involves more than 50,000 journalists younger than 30. As a European network of young media makers, EYP has 24 members. EYP has member organisations based in Armenia, Austria, Belarus, Bosnia and Herzegovina, Bulgaria, France, Germany, Hungary, Italy, Latvia, Macedonia (FYROM), Malta, Moldova, Montenegro, Netherlands, Poland, Portugal, Romania, Russia, Serbia, Spain, Sweden and Switzerland. Out of them, 7 organisations joined as observer members in order to get to know EYP and to evaluate full membership. EYP has also developed a network of young multipliers in the countries where it doesn't have a member organization yet, like: Belgium, Finland, Norway, Estonia, Lithuania etc.



**LÖBER Petra** – **Netzwerkrecherche.de** - Germany - Further activities (selection): Member of media network, [www.netzwerkrecherche.de](http://www.netzwerkrecherche.de) - Advisory board: [www.whistleblower-netz.de](http://www.whistleblower-netz.de) - Advisory board: Pool of social democratic Women (ASF) - Founder member Gay and Lesbian Social Democrats (Schwusos Nord-Ost) - Volunteer moderator "Schoolprojekt BERLIN" at DER PARITÄTISCHE (anti-stigmatization-campaign for inclusion concerning people with mental/psychical disorders)

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## **BALOTELLI: MEDIA RACISM OR COLONIAL STEREOTYPES? THE ROLE OF THE MEDIA AND RACISM IN SPORTS**

by **Terry MUVANYA** (Deutsche Welle), **Michael KÜPPERS-ADEBISI** (AFROTAKT TV) & **Alice AUSTERLITZ** (ORF)

### **Summary**

Video Report - We are highlighting the historical and colonial background of racism and the way it is portrayed in German mainstream media today. In how far is today's imagery and other content production based on the not re-worked times of German colonialism. As sources we used analysis of mainstream publications in different media, we did google keyword searches, applied academic research and books on postcolonial studies, critical whiteness, group as well as internal group discussion and contemporary theories on gender perspectives and inclusion perspectives. For us it is

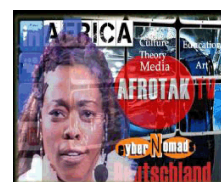
*important to give balanced report by showing both sides of the coin, we see a strong necessity for employment diversity to make sure the perspective of those to be included really do have their perspective included and for that journalists have to be sensitized as overall means from a migrant perspective. Our position: We find it very necessary to make it a personal responsibility to work out inclusive perspectives as part of being part of democratic societies.*

Audio report - MARS seminar in Berlin - A four-day seminar organized by a European Network, Media against Racism in Sport, MARS came to a closure today in Berlin. Speaking at the venue the manager of the Network MARS, council of Europe Mr. Reynald Blion emphasized the important role played by the Media in creating multicultural understanding. The Participants were Journalists drawn mainly from the European Union. Terry Muvanya a Radio Deutschwelle News Correspondent based in Berlin filed a Satirical Commentary, call it Cutting Edge looking at the way non White Sportsmen and women are portrayed by the German media and the long term effects of such a style of Journalism. Listen to the audio report:

**MUVANYA Terry - Deutsche Welle / BWK – News Correspondent – Germany.** Terry Muvanya is a Kenyan and a News Correspondent for Radio Deutschwelle. She is also an Author for the Book "Safari Partner" which is about her personal experience as African, woman and a Journalist living in Germany. In the book, she analyses the social aspects leading to mixed marriages, immigration and gender that is the much publicised Germany integration policies. Before migrating to Berlin in 1997 Terry worked as Television News Reporter for the Kenyan state television KBC. She was also an active member in raising Gender injustices in Kenya and received an award in the organisation of the Kenyan National representatives for the 1995 UN Beijing Women conference. Among her works in KBC was her coverage of the Rwanda Genocide which earned her recognition from a number of organisations. She is currently a Radio host in a Morning magazine that looks satirically at Xenophobic traits in the German society. The first born in a family of five, Terry Muvanya was born in Masii-Machakos Kenya's attended Tumu Tumu High school and graduated in 1989 with a Bachelor of Arts in Sociology from the University of Nairobi. She has a Postgraduate Diploma in Journalism from the International Institute of Journalism Berlin. She lives today in Berlin-Zehlendorf and is a mother of an 18 year old son.



**KÜPPERS-ADEBISI Michael - AFROTAKT TV – Initiator – Germany.** Michael Küppers-Adebisi studied postmodern media critique at duke university in the USA. He is a writer, performance artists and has been the editor of the 1st German African Lifestyle magazine named Strangers way back in 1993. He has directed Interactive Internet TV already in 2001 and has worked as multi media producer for the Culture Institution House of the Cultures in Berlin. For the Office for Civic Education of the German Government he has edited and produced the first overview dossier on the African Diaspora in Germany. As organizer of three major Media conferences. As publisher and author he published on the impact of culture and media as means for integration. Presently he is finishing a play on German colonialism, contemporary racism and Black Identity with the State Theatre North-Rhine-Westphalia. **AFROTAK TV cyberNomads** - Black German Databank Network, Media Channel and Digital Education Archive. The Office for Civic Education of the German Government in 2001 funded the 1st Digital Overview on the German Diaspora. With Black Media Congress Berlin national, - Afro-European and Black Media globally were invited to Berlin in cooperation with Goethe Institute, Heinrich Böll Foundation and House of the Cultures of the World. May Ayim Award – the 1st International Black German African Diaspora Literature Award was honoured by UNESCO as project for the memory of the Slave Trade and its abolition. As publishers, organizers and activists AFROTAK TV cyberNomads have been issued awards by the Berlin Senate, the German Government and the European Union.





**AUSTERLITZ Alice - ORF - *Mediaprofessional* - Austria.** Die langjährige berufliche Tätigkeit beim ORF hat auch meine personelle Entwicklung sehr geprägt. Die Beobachtung wie das Unternehmen von der Monopolstellung in Österreich zu einer großen öffentlich rechtlichen Medienanstalt wird, die im Zeitalter der Globalisierung im Wettbewerb zu den Privatsendern steht hat zwangsläufig Einfluß auf meine Person. Die sich ständig verändernden Prozesse im achtstündigen Arbeitstag fünfmal die Woche verlangen der Belegschaft des Unternehmens sowie mir besondere Flexibilität ab. Ich habe eine 24-jährige Tochter, die sich in der Endphase ihr Kunstgeschichtestudium befindet. In meiner Freizeit entschied ich mich für das berufsbegleitende Universitätsstudium an der Donauuniversität Krems / Lehrgang „Interkulturelle Kompetenzen“. Dadurch wurden neue Themen wie z.B.: „Diversity“ zu einem Lebensthema für mich. Die Impulse führten mich weiter und ich erkannte, dass lebenslanges Lernen mich ab nun begleiten wird. Auch die langjährige Mitgliedschaft bei der NGO Soroptimist International (Club Wien-Belvedere) eröffnete mir ein breites Feld in humanitären sowie sozialen Belangen Erfahrung zu sammeln und die Kraft des gemeinsamen Einsatzes für eine Sache zu erleben und zu verstehen. 2008/09 folgten Frauenempowerment – Seminare an der Verwaltungsakademie des Bundes in Wien für Gleichstellungsbeauftragte / Kontaktfrauen. 2010 Seminare in Cooperation Donauuniversität und Oestereichischer Journalistenclub in Visual Journalism, Bildredaktion, Journalistisches Schreiben, Recherche, auch zusätzliche Module im Rahmen des Studiums zu Diversity, interkulturelle Mediation. 2011 Interkulturelles Trainingsdesign bei Dr. Janet Bennett, interkulturelle Studienreise „Sultanate of Oman and United Arab Emirates“, Seminar zu Migration und Entwicklung beim Afroasiatische Institut in Wien (AAI), Workshop bei Dr. Milton Bennett, Human Rigths Education & Training im Rahmen der European Union Agency For Fundamental Rights (FRA) zu Diversitykompetenz im Journalismus (Hamburg, Berlin, Wien) 2011/12 ASD-Lehrgang „Managing Diversity“, als Lernende 2011 / attended the first global conference on “Creating Cultural Synergies – Setting Intercultural Competence to Work in A Changing World” a post graduate programm ICC of the University of Salzburg.

Nach Photographin, as first profession, wechselte ich vor vielen Jahren zum ORF (Österreichischer Rundfunk Fernsehen) und war als Filmcutterin für die Sportredaktion (auch bei Olympiaden und Weltmeisterschaften) tätig. Später habe ich im Rahmen dieser Abteilung an zahlreichen Dokumentationen und Portraits (à 45 -60 min) mitgearbeitet, die sich speziell mit dem Thema Klettern und der Bergwelt befaßten und interessierte die Zuseher. Einige gewannen Preise in Österreich (z.B.: für Erwachsenenbildung oder bei Bergfilmfestivals). Dies erfreute das gesamte Produktionsteam. Weiters arbeitete ich für die österreichische I-MAX Produktion „White Horse“ als Supervisor / Schnitt. Für den ORF war ich im Analog- sowie Digitalschnitt tätig. 2007 Seminar Drehbuch / Dramaturgie bei Don Bohlinger. Der schnelle technischen Fortschritt und die große Veränderung der Medienlandschaft durch das Internet läßt Berufssparten ineinander fließen und neue entstehen. Ein Teil meines Interesses geht in Richtung Videojournalist, wobei ich noch Ausbildungsstufen zu durchlaufen habe. Mein weiterer Focus liegt auf der Beobachtung der Sportberichterstattung in Bezug auf Inhalt, sowie der Aufbereitung dessen. Dabei stellte ich unter anderem stetiges ansteigen der Aufmerksamkeit für die „Paraolympics“ fest, welches sich für mich durch längere Berichterstattung zeigte. Zunehmend rückt auch der Mensch dahinter, die Motivation solche Hochleistungen zu erbringen, in Portraits um sie für den Zuseher „erfaßbarer, angreifbarer“ zu machen in den Vordergrund. Speziell im neuen TV-Kanal ORF III entsteht dadurch ein Mehrwert für die öffentlich rechtliche Sendeanstalt. Bei der Fußballsportberichterstattung könnten für mich allgemein gesehen durch forcierte Aufbereitung unter dem Aspekt von „Diversity und Non-Discrimination“ sehr interessante Hintergrundberichte entstehen. Ebenso könnten Mehrwert schaffende Kommunikationsprozesse innerhalb der Gesellschaft ausgelöst werden, die zwangsläufig durch die Popularität dieser Sportart viele Millionen Menschen erreichen würde. Dies sind Ideen zu meiner beruflichen Weiterentwicklung.



## **NATIONALISM OR EUROPEAN PRIDE**

by **Larry FERGESON, CCMC** (Cyprus Community Media Centre), **Diamantis MASTROGIANNAKIS, Université de Lille** & **Murat TÜREMIS**

### **Summary**

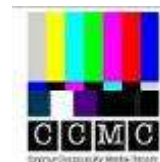
*Does the display of national flags and the singing of national anthems at European level football events serve to promote nationalism? Does it counter the idea of a common European identity? Or does the displaying of such symbols help install pride and add to the appreciation of diversity within the EU? This short video piece shows contrasting images of how people use these symbols for positive and negative purposes. Also, the producers went to a public place to interview different people in order to document the different perspectives on this issue.*



**TÜREMIS Murat** - Freelance photojournalist – Germany. 2011 merit prize Yonhap International Press Photo Awards - 2010 exhibition 'after the tsunami, Webster university, St Louis, USA - 2009 grant of VGBild-kunst for 'after the tsunami' with work in residency in north Sumatra, Banda Aceh, Indonesia - 2008 book publication 'turkey - a land beyond clichés', jürgen gottschlich, ch. links publishing house, Berlin - 2007 exhibition, halic tersanesi' in Istanbul. photo-essay about the ship yard at the golden horn, Sefhathane, Istanbul - book publication 'in the centre of the catastrophe', dr. Richard Munz, campus publishing house, Frankfurt - 2005 independent photo production HABIS MUSNAH about Banda Aceh and the tsunami regions, Indonesia - 2. prize at ONE VISION PHOTO CONTEST, EUROPE - group exhibition POLYLOG, kölnner mittelmeer prebiennale - 2003 independent photo and documentary film production about HIV positive orphans in Thailand - exhibition 'images against war', gallery lichtblick, Cologne - 2002-2004 member of the board at freelens e.v. - 1997 publication 'children from Tibet', Carl Duisberg centren - 1995 grant of Carl Duisberg centren (asa program) for the project 'Tibetan children in exile' in India, Nepal and Tibet - since 1994 represented by photographer's agency laif, Cologne - 1989-1990 studies at parson school of design, New York and personal assistant to Prof. Ben J. Fernandez, New York - since 1988 freelance photographer and photo journalist. publications in magazines and newspapers like geo, stern, Spiegel, Merian, Die Zeit, WDR, SZ-Magazin, Elle, National Geographic Magazine Turkey, NZZ, International Herald Tribune, New York Times. commercial clients included sap, euwax ag, Julius Baer Bank, Citibank amongst others - 1986 -1991 study of photography at the university of applied sciences Dortmund under Prof. Pan Walther, Prof. Ulrich Mack, Andre Gelpke, Rudi Meisel and Prof. Arno Fischer. works as full-time photo assistant at Iver Hansen studio (car photography), with Thomas Caspari, Brigitte Richter, Gerd Spreng (advertising photography) and Karlheinz Penkwitt (fashion) - 1964 born in Kirchheim Teck, Germany.



**FERGESON Larry** - Cyprus Community Media Centre (CCMC) – Director – Cyprus. Larry has a degree in broadcast communications from Texas State University and did his graduate studies in conflict resolution at Portland State University. He has years of experience in radio news reporting, magazine writing and working with international civil society organisations. Since 2010 he has been the general manager of the Cyprus Community Media Centre in Nicosia, Cyprus where he utilises his media and conflict resolution skills in his work to bridge the divisions between the conflicted communities of Cyprus. The **CCMC** (Cyprus Community Media Centre) aims to establish community media in Cyprus and support local community groups in communicating their message to wider audiences. It does this by developing capacity through media skills training, dedicated support and equipment loan. CCMC strives to be diverse, inclusive, collaborative, transparent, equitable and nonpartisan, promoting the benefits of community-based media and giving people the skills to be in control of their own messages. It also wants to help bridge gaps and enhance relationships between the mass media and civil society through broadcasting of production contributing to multiculturalism and diversity.



**MASTROGIANNAKIS Diamantis - Université de Lille / Equipe "Sport & Société" - Conférencier - France.** In June 2010 I defended my PhD dissertation entitled "The regulation of hooliganism in Greece: games and stakes of counter hooligan policies". Actually, I am a contractual lecturer in the University of Lille 2 at the Department of Physical Education and Sport and I am also engaged in a post doctoral research at the Durham University in the School of Applied Social Sciences, Institut for Hazard and Risk Management; the title of my research is "Preparing the Games: cross border security governance of the 2012 Olympic Games. The case of U.K and 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.



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### **FOOTBALL AS MEANS OF FEMALE INTEGRATION**

by **Pamela MORINIERE EFJ** (European / International Federation of Journalists), **Patrick VERNIERS** (Media Animation) & **Anna FRENYO**

#### **Summary**

*This report addresses the role football plays in empowering women and promoting diversity in German society. Starting from a general description of German female football, this radio report looks into sports media coverage and at the recent IFAB decision on the headscarf and its implications for women. With the contribution of a sport journalist, a captain of a female football team and a Turkish female football player.*



**FRENYO Anna** – Born in 1982, I spent my childhood in England, which made me a weirdo at the small town Hungarian elementary school I entered upon my return to Hungary in 1987. This experience determined the rest of my path: I was bound to be an out-of-the-box person - with all the beauties and hardships. Studied English and German Literature and Linguistics in Budapest at Eotvos-Lorand Tudományegyetem, graduated MA, later studied Cultural Journalism MA in Berlin at Universitaet der Kuenste.



**MORINIERE Pamela – EFJ** (European / International Federation of Journalists) – *Authors' rights, gender and projects officer* – Belgium. Authors' Rights, Gender and Project officer of the European/international Federation of Journalists. Pamela holds Masters' degrees in Intellectual property law (DEA) and commercial law (L.L.M.) and a diploma in journalism with journalistic experience in Belgian RTL TVI. Prior to joining the IFJ in 2002 she worked for a Brussels-based consultancy. Pamela also worked in 2006-2007 for the Media Entertainment and Arts Alliance, the Australian union of journalists in Sydney. At the IFJ she has run various campaigns and projects to support the authors' rights system across Europe, defend press freedom, promote gender equality and non-discrimination at work and in news content. She is heavily involved in the IFJ campaign for Ethical journalism. The European Federation of Journalists (EFJ) is a regional organisation of the International Federation of Journalists (IFJ). It is created within the framework of the IFJ Constitution to represent the interests of journalists' unions and their members. The EFJ is Europe's largest organisation of journalists, representing about 260.000 journalists in over thirty countries. The EFJ fights for social and professional rights of journalists working in all sectors of the media. The EFJ is recognized by the European Union, the Council of Europe and the European Trade Union Confederation as the representative voice of journalists in Europe. The EFJ has its headquarters in Brussels. The EFJ supports its affiliates to foster trade unions, to recruit new





members and to maintain or create environments in which quality, journalistic independence; pluralism, public service values and decent work in the media exist.



**VERNIERS Patrick - Media Animation** – International Department Director – Belgium. 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. **Media Animation** (non profit organization) is a media education resource centre 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 centre 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 on media literacy: [www.euromedialiteracy.eu](http://www.euromedialiteracy.eu)



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#### **COLLAGE AUSGRENZUNG**

by **Adetoun KÜPPERS-ADEBISI** (AFROTAKT TV), **Thomas KUMBERNUß** (Radio Blau) & **Michael NICOLAI** (Radio Corax)

#### **Summary**

*We came together as a Team the first time at the 14th floor of the RBB-Building on Saturday. We are Media activists working for Radio and Online Television. Our topic is to figure out how far sanctions can be an option to fight racism and discrimination. The method we choose was the result of the podium discussion that took place in the conference room of RBB on Friday to get answers. Interviewing different people that are in the working field and in focus of racism and discrimination. The interview partners we decided on: Project manager Red Star Leipzig, Project manager Fan Project Berlin, Social Worker and Youth Coach, NGO President Clear Blue Water and Migrant Youth Basketball Coach. Our Motto is that Racism and Discrimination are against Human Right.*



**KÜPPERS-ADEBISI Adetoun - AFROTAKT TV** – President – Germany. Adetoun Küppers-Adebisi is an Engineer of Applied Sciences and Economics and president of AFROTAK TV cyberNomads. She is an expert in knowledge management and a looked after moderator and consultant for migrant media networks, culture and anti-racism issues. As organizer of three major Media conferences she is a re known consultant

and has worked as Diaspora Media Representative for the African Union in Europe. As publisher and author she published repeatedly on the impact of culture and media as means for integration. Presently Adetoun Küppers-Adebisi is composing her PHD project on Neo-Colonialism and Waste-Management at the Humboldt University in Berlin.

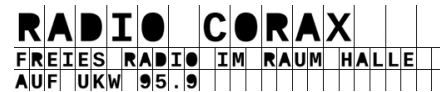


**KUMBERNUß Thomas - Radio Blau** – Journalist – Germany. I was born in 1971 in the former GDR. Through the experiences I've made up to the collapse of the GDR 1989/90 I am very careful with the disclosure of my personal history. Therefore, it

should suffice if I give for this event that I have been doing for several years in the free radio shows focusing on sports, anti-racism, refugee policy, Heavy Metal and programs with/for children and young person. **Radio Blau** is a free radio station in Leipzig and was founded in 1995. About 200 different program-makers make every month a non-commercial, commercial-free radio program. Radio Blau is self-organized and operates without paid jobs. Radio Blau has an anti-sexist, anti-racist, anti-fascist, non-homophobic and non-violent self-image.



**NICOLAI Michael - Radio Corax** – *Coordinator of the daily actual programme* – Germany. Born in a small town in the disappeared little country called GDR in 1975 I grew up as a child of a teacher and a biologist with one little brother. After the change and finishing school I started my very long career as a student at Martin-Luther-Universität in Halle. Beside that I was one of the people who changed society and the world for a better live for the mankind. After a short break from revolution in the last moments of the last millennium I got to know Radio Corax right after it started broadcasting. To make radio on my own was one of my childhood dreams. So it took just a short time and I was part of this fantastic project. I did my own music radio show was part of the editorial staff for the daily actual programme, worked in the board of Corax e.V. and for more than three years I am the coordinator of the daily actual programme and work as a radio trainer. **Radio CORAX** is a non-commercial Local Radio in Halle. The association CORAX e.V. had been working since 1993 on the development of such kind of medium structure in Halle. Since the local government of Saxony-Anhalt changed the media law in 1996/97 and gave an FM-licence and the broadcasting allowance to CORAX in 1999 the radio association in Halle grew fast. When Radio CORAX started its daily broadcasting on July, 1st, 2000, there were about 80 people working in the radio. Now there are about 200 people who more or less regularly create programmes, most of them are volunteers. With about 90 regular transmissions Radio CORAX is the biggest non-profit radio in East Germany.



***I WANT TO SWIM TOPLESS***

by **Robert CHRISTIANSEN** (Radio Corax), **Jens STEINER** (Pi Radio) & **Jörg WIESERNER** (Olympia-Verlag GmbH)

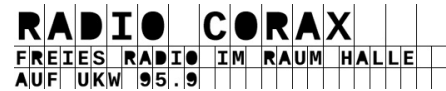
**Summary**

*The issue of the radio feature is to introduce problems of transgender youth in sports. During the phase of research we have interviewed two teenagers in Berlin, facing conflicts of social and biological issues of sexuality. We have talked about their interests and enthusiasm for sport activities and resulting confrontations. As an expert on gender issues and teenagers we have talked with a street worker and social educator and referred to the organizer of an event called queer guerrilla swim. We have done research on the topic transgender in sports in general. Our goal was to give a short introduction into a complex and strongly neglected issue. Our group consisted of three males with different journalistic backgrounds. Two of us are grassroots radio journalists with a focus on sports and culture: Robert Christiansen and Jens Steiner, the third one, Jörg Wieserner, is a professional editor of a mainstream online journal on sports.*



**CHRISTIANSEN Robert - Radio Corax** – *Project-Coordinator* – Germany. Born in Leipzig in '79, Christiansen started to walk around and making noise. After his first contacts with Punk rock-music his life turned into worse. He successfully tried to complete his studies in Italian Linguistics and German as a foreign language in 2011. Meanwhile he spent a lot of time in making music, organizing concerts, playing and

coaching football, working as a cook and doing some radio shows. In 2011 he started to work in the field of Project-Management at Radio CORAX.



**STEINER Jens - Pi Radio** – Germany. As a musician, journalist and grassroots media activist, Jens Steiner has been enriching Berlin’s cultural life for more than two decades. His publishing mirror the anarchic spirit of his internationally known home, the district of Prenzlauer Berg – Berlin, during the vivifying time of the collapsing GDR. Steiner writes, sings and talks of crumbling tenement storefronts, sleazy backyards and pirate radio stations broadcasting from the attics of squats. In a very personal, facetious and touching way he gibes the economical crisis, gentrification, internet censorship, data mining mania and the lobby work of the content mafia. Since 2004 Steiner is critically blogging about his district Prenzlauer Berg. For this he has been likewise criticized and appreciated by the mainstream media. Also since 2004 he has been broadcasting on Berlin’s community radio stations reboot.fm, Funkwelle and Pi Radio. Pi Radio is a Berlin based community radio, broadcasting eight days per month without commercial intentions, displaying the wide range of political and cultural and sub-cultural life of Berlin.



**WIESERNER Jörg - Olympia-Verlag GmbH - Online-Redaktion** – Germany. I was born 1968 in Nurnberg. After finishing High School I began study sociology, politics and media science. Also, I worked in journalistic and cultural areas. First experience I made at Radio Z e.v. in Nuremberg, for many years I worked in the cultural institution Desi e.V., also in Nuremberg. Since 2001 I work I for kicker-online, first as a freelance, as fixed employees since 2002. Kicker online is the website of the kicker sport magazine, one of the leading sport magazines in Germany. The kicker sport magazine exists since 1920, in 1997, kicker online started. The main focus of kicker online is football, but also other sports such as formula 1, ice hockey, basketball, handball or cycling will be addressed. sport kicker sport magazine and kicker online are parts of the Olympia-Verlag GmbH, based in Nurnberg, Bavaria. The kicker is Member of the network "European Sports Magazines" (ESM).



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#### **SPITZENSport UND BASIS – VORBILDWIRKUNG, ALLTAG, STEREOTYPEN UND CHANCE**

*(Professional sports and grass-roots – role model status, everyday life, stereotypes and chances)*  
by **Markus PINTER** (FairPlay / VIDC) & **Denis HOHENBERGER** (Radio Z)

#### **Summary**

*Coming from different fields of work – a voluntary sports journalist and an anti-racism campaigner – we both liked the idea to go out in the Berlin parks to speak with people playing football. We wanted to know how the interaction and the building of teams are going on, to get an impression of the stereotypes they have and express. Due to the rainy first day reserved for the production we were not able to find people playing football in the parks we went to. But while walking around in rainy Berlin for more than four hours we had a lot of time to learn from each other. And we had the idea to compare what Ms Keskinler and Mr. Thiam said in the panel discussion on the first day of the MARS encounter on the role model status of professional football players and the everyday life. As we had no material we divided the tasks: Denis Hohenberger went to a Sport park to collect interviews, Markus Pinter had to get familiar with the audio cutting software and prepared the quotes from the panel discussion. Also the voice over for the audio broadcast was recorded by Denis while Markus cut the quotes and compiled the audio files.*



**PINTER Markus - FairPlay – VIDC – Project coordinator** – Austria. Mag. Markus Pinter, political scientist, works as project coordinator at FairPlay-VIDC since 2000 and organised the anti-racist FARE Street kick tour at the UEFA EURO 2008, coordinated the grass-roots activities within the European wide FARE Action Weeks and the FARE and FairPlay mailing lists and newsletters. For the Austrian projects he is supporting grass-root initiatives in their anti-racism activities and organised anti-racism events at Austrian football league matches. He is currently involved in the "Football for Equality" project coordinated by FairPlay-VIDC funded by the European Commission (DG JLS) as well as the MARS project. The initiative FairPlay - Different Colours. One Game - at the Vienna Institute for International Dialogue and Cooperation started in 1997 in the course of the EU-Year Against Racism with support by the European Commission and the Austrian Ministry for Sports. Since then, FairPlay is organising activities against discrimination in Austrian football and sport, and that in cooperation with associations, clubs, fan clubs, migrant and youth organisations, meanwhile also co-funded by the Austrian Football Association (ÖFB). FairPlay founded the network Football Against Racism in Europe (FARE) together with European partners and acted as its coordination office until 2010 and is furthermore a strong national partner in the FARE network. More on: [www.fairplay.or.at](http://www.fairplay.or.at).



**HOHENBERGER Denis - Radio Z – Sportredakteur** – Germany. I started making radio about twelve years ago with a children’s radio show for children with children. Also working as social worker is my profession. Then four years later some students and me started a football show, far away from mainstream. Critical background reports, little comedy and real interest in sports and people are our most important points in our show. I am doing that now continuously up to now. I also write sport

reports for our local newspaper. **Radio Z** is ein nichtkommerzieller Radiosender aus Bayern. Radio Z ist seit 1987 im Großraum Nürnberg auf Sendung und wird als freier Hörfunksender von dem gemeinnützigen Verein RundfunkAktionsgemeinschaft Demokratischer Initiativen und Organisationen e. V. (R.A.D.I.O. e. V.) getragen. 2007 feierte Radio Z sein 20-jähriges Bestehen. Radio Z ist Mitglied im Bundesverband Freier Radios.



### **NATIONAL-FUBBALL MULTIKULTURELL?**

by **Jens FROHBURG** (Chronik.LE), **Anne HARTMETZ** (Pi Radio) & **Louis LAPEYRONNIE**

#### **Summary**

*German soccer team is used by the medias as an example of successful multiculturalism. The same situation happened in France in 1998. Today, with the defeat of the team the same example is used by the right wing radicals to critic multiculturalism. So why is this concept « multiculturalism » used to explain success or failure of national teams. And how and why do media reports reproduce stereotypes, be it in a positive or negative way? According to sociologist Michel Wieviorka, medias are too fast to create a link between society and football and don't talk enough about the game. Medias and politics use football to project their ideology.*



**FROHBURG Jens - Chronik.LE – Volunteer** – Germany. Born in Dresden. Study of journalism, history and political science in Leipzig. Radio producer and presenter at the student radio RADIO MEPHISTO and the Free Radio station RADIO BLAU in Leipzig. Member of KOPFSTOSS.FM. KOPFSTOSS.FM is a radio magazine by football fans for football fans on the Free Radio stations in Germany. **Chronik.LE** was founded in 2008 as "Action Against Nazis". Since 2009 chronik.LE is part of the Leipzig Association

"Engagierte Wissenschaft". The aim of the project is the most comprehensive documentation of neo-Nazi, racist and discriminatory activities in Leipzig and the surrounding counties. It is to be created a comprehensive information and research source for the public. The aim of chronik.LE is to provide a comprehensive and current overview of xenophobic, racist and other discriminatory events. These include violence and propaganda campaigns organized and other neo-racism in everyday life and in the media, racist, sexist and anti-Semitic incidents and harassment against homosexuals, the disabled and the homeless. The project enjoys a broad cooperation with neighbourhood associations, cultural institutions, offering counselling, anti-discrimination agencies and anti-fascist groups. They all provide an important source of their information base and can contribute to the documentation.



**HARTMETZ Anne - Pi Radio – Member – Germany.** Pi Radio is a Berlin based community radio, broadcasting eight days per month without commercial intentions, displaying the wide range of political and cultural and sub-cultural life of Berlin.



**LAPEYRONNIE Louis.** *Freelance / Documentarist / MARS Interim – France.* I'm a student in cultural administration at the HEC of Montréal. I graduated in 2011 at UQAM (Montréal) in major communication. After an internship at SEPPIA, a documentary production company I worked for the Comité sur l'image des femmes dans les médias (Women's representation in the media) in fall 2011 and we finished the report in December 2011.

#### CHIEF EDITORS



**STEIN Alice - Bildungsinitiative Machtkritische Perspektiven / Queer Leben – Trainer, Counsellor, Consultant / Associate (QL) – Germany.** Alice Stein, qualified social education worker/ theatre education worker, since 2006 trainer, counsellor and consultant. Since 2011 she is also an associate of the project ‚Queer Leben‘. As a trainer she conceives and holds seminars and trainings. She works on racism, privilege, critical witness, gender, empowerment and unequal power relationships and their structural implementation in societies. As assistant lecturer she worked at the Humboldt University Berlin in the context of the Mentoring -Programme: ‚Gender goes Praxis‘. As a theatre education worker she worked at the Maxim-Gorki-Theatre Berlin and at the GRIPS-Theatre Berlin.

**BMP** (Bildungsinitiative Machtkritische Perspektiven) - Founded 2011 by Alice Stein and Beater Flechtker Queer Leben: Counselling and Case management for people who define themselves as queer and/ or trans.



**FLECHTKER Beate - Bi-map – Freelancer – Germany.** Beate Flechtker is living as a freelancer in Berlin (Germany). As a trainer for political formation specialized on critical social power relations, she is a founding member of bi-map together with Alice Stein. A second working area is teaching German as a foreign language. After founding the community radio station RUM in Marburg (Germany) in 1994, she was since then engaged in community media and involved in international projects like Intermedia - Intercultural Media Training in Europe. **Bi-map**, Bildungsinitiative machtkritische Perpektiven, is an initiative for formation in critical social power relations, founded in 2011 in Berlin. Our trainings are based on cross-section, critical race theory, critical whiteness, post colonialism and reflected diversity

management, including approaches of Social justice and Anti Bias. We offer dialogue orientated learning in groups for young people, adults and multipliers as well as coaching, ranging from awareness raising for all forms of discrimination and their interdependencies to intercultural opening and practices of inclusion and participation for organisations.

**UPON AN ORIGINAL IDEA BY...**



**BLION Reynald** - Since September 2008, Reynald Blion is *Media & Diversity* Manager for the Directorate General *Democracy*. 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*. He 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* 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...



## 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!)**