



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

### **EUROPEAN MEDIA ENCOUNTER**

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

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

*PROVISIONAL VERSION*

**21. – 24. NOVEMBER 2012**

*IJBA - INSTITUT DU JOURNALISME DE BORDEAUX AQUITAINE – BORDEAUX (FRANCE)*



**France 3 Sud-Ouest**



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

Funded  
by the European Union  
and the Council of Europe



EUROPEAN UNION



COUNCIL  
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CONSEIL  
DE L'EUROPE

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## INTRODUCTION TO DIVERSITY...

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**BORDEAUX VISAGES...** by **Marc FELIX** (France)

### Summary

*The 69 seconds of this film are a succession of face-to-face encounters. For once it is not only the journalist who looks at men, at women. It is a two-way process. We are observed in turn. The people posing in front of the camera lens question us about our journalistic practices, about our prejudices. It is, in a way, a report about encounters, about the difficulty and beauty of discovering Others.*

**FELIX Marc** – A graduate of the Bordeaux Aquitaine Institute of Journalism (IJBA), Marc Felix learnt his trade as a video reporter for the France 3 national news desk and a number of the channel's regional news desks. In 1998 he was recruited to the national news desk to make news reports. He regularly works for the magazine programmes Thalassa, Des Racines et des Ailes, Pièces à Conviction, etc. Alongside his activities as a senior reporter, he now devotes his time to passing on his knowledge. He is an occasional trainer, giving lectures at the Université France Télévisions. He also mentors two young persons on work experience contracts. He gives lectures at the **France 3 Sud-Ouest** Lannion Institute of Journalism.



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## PRINT PRESS ARTICLES

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### **CAN WOMEN WRITE ABOUT SPORT?**

by **Ilze VAINOVSKA** (Latvia) / **Regina GOUVEIA** (Portugal)

### Summary

*Fewer than five percent of sports news and stories are made by female journalists and fewer than five percent of press articles cover cultural and social aspects of sports. In this men's world most part of journalists still go the easiest way and reports on results from the newsroom desks. Would society looks at sports differently and would it even have an impact on sport itself if more women reported on it?*

**GOUVEIA Regina** was born in Covilhã, Portugal, where she concluded her first degree, a master's degree and a doctorate in Communication Sciences, at the University of Beira Interior. On the 11th February of 1998, she joined the Polytechnic Institute of Guarda, Portugal, as teacher in communication courses (Journalism Ethics). Nowadays, she still is teacher, as researcher, on *Media and Society* field, and director of Multimedia Communication License.



**VAINOVSKA Ilze** is 42 years old, have studied psychology at Latvian University, work as social, health and criminal reporter for 15 years. At 2007 I was a Latvia national winner in European Journalist Award "For Diversity. Against Discrimination", at 2010 I received a national diploma. I am the second place winner of the Award Excellence in Reporting of Tuberculosis 2008 (Stop TB Partnership). In newspaper "Kursas Laiks" I have organized "Youth page" for 3 years. One of my editorial staff's responsibilities is work with young reporters and trainees – to explain principles, to debunk prejudice etc. I am local mentor in the ethics, diversity and equality.



**Kursas Laiks**

## **THE HIDDEN RACISM OF BORDEAUX**

by **Rossitza STOYKOVA** (Bulgaria) / **Celen OBEN** (Cyprus)

### **Summary**

*Racism and discrimination are all over the world and they do exist in Bordeaux. The city owes its wealth and beauty to the slave trade in the past, when over one million slaves were shipped to the French Caribbean colonies. Now a lot of foreigners live in Bordeaux and are confronting the discrimination. For the local young people who don't know the history and the present of the town such problem doesn't exist.*

**STOYKOVA Rossitza** was born in 1970 in Sofia, Bulgaria. After I finished the German language school in Sofia I graduated as master of journalism from the Faculty of Journalism and Mass Communication of the Sofia University St. Kliment Ohridski. After that I graduated as master of Media and Intercultural Relations from University of Viadrina, Frankfurt-on-Oder, Germany. I finished my studies with a PhD. in politics. During all my study I worked for different newspapers and magazines - Vecherni Novini, Standart Daily, Galeria newspaper, Bulgaria for you magazine, Champions magazine. I worked nine years for the Bulgarian Helsinki Committee - the biggest human rights organization in Bulgaria - as researcher and editor of the monthly magazine Objektive. Since two years I have been working as an editor of the 7 Days Sport daily.



**OBEN Celen** was born in Serdarli, Cyprus in 1973. After my primary and secondary education in Nicosia, I have attended International American University, department of Civil Engineering, in Kyrenia, Cyprus. Although I was studying Civil Engineering, and became a Civil engineer, I could not resist the love inside me towards media, and even during my university years, I started my career in Media and since 1990i I have been working as a professional sports news editor and presenter. I have been married for 12 years and the father of a 10 year old girl and a 5 year old boy.



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## **SHARED GOALS ACROSS BORDERS: EUROPEAN UNIONS WORKING FOR INCLUSIVE, DIVERSE AND ETHICAL JOURNALISM**

by **Mike SMITH** (Wales) / **Svetla STOYKOVA** (Bulgaria)

### **Summary**

*The experience of trade unions working with their members in different countries and in different types of journalism shows that there are some contrasting priorities and "hierarchy of equality" based on the political, economic and social conditions in their own state. This is also influenced by the size of the unions, whether they are the only union, the legal code, such as whether there are gender and disability employment laws, and the culture of union membership – all of which affect the effectiveness of this work. However, showed that while there are these differences the pan-European journalism unions share a common goal and tactics, tools and strategies that each can learn from and implement within their own borders. Our research has considered attitudes to the progress in the reporting and coverage of the LGBT community but has found that even here there is much work to be done by unions across Europe's nations.*

**SMITH Mike** is a member of the National Union of Journalist's National Executive representing disabled workers. I am also the vice chair of the Equality Council which has the remit for gender and sexual orientation policy and campaigning. I am also a member of the Union's committees that represent freelance journalists. I am also a member of the Ethics Council which devises policy and monitors ethical aspects of journalism. I am a former member of the Stonewall Cymru



Council and chair of Wales TUC's LGBT Committee. My main work is as a writer, publicist and trainer. I am based in Cardiff.

**STOYKOVA Svetla** is a member of the Union of Bulgarian Journalist since 1986. I have a 30 years long experience as a journalist in sport. I have worked at the biggest newspapers in Bulgaria - "24 Chasa", "Standart", "Otechestven Front" and "Pogled" - an issue of Union of Bulgarian Journalists (SBJ), sports department. Nine years I was PR-Manager of the Bulgaria Olympic Committee (BOC) and Editor-in-chief of a magazine Olympic Horizons - an issue of BOCq and of a website www.olympic.bg. I have done the coverage of the Summer Olympics in Atlanta (1996), Athens (2004), Beijing (2008) and the Winter Olympic Games in Turin (2006).



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### ***SHE LIKES IT AND SHE SHOWS IT ON THE WEB***

by **Paul-Michaël BORGNE** (France) / **Bruno HORTA** (Portugal)

#### **Summary**

*Diversity issues on the mainstream media have greatly to do with editors choices because they are the ones who establish guidelines inside the newsrooms. In Libourne we found out an amateur journalist that is helping to change the media landscape in the region. She is the editor-in-chief of a sports-website that only writes about amateur football but also copes with diversity issues.*

**BORGNE Paul-Michaël** - 29 years old, journalist at *Echo des Collines* since 2011 and co-presenter of a cultural magazine programme on O2 Radio. Holds master's degrees in literature and philosophy. In love with investigative journalism. Has lived in Bordeaux since 2003.



**HORTA Bruno** is a journalist at Time Out Lisboa since 2007. My work also appears at *Publico* newspaper. I'm a professional Journalist since 2003. Gender and queer issues are the main subjects I work with.



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### ***ORDINARY CHAMPIONS***

by **Delyan KYUCHUKOV** (Bulgaria) / **Ludovic CLERIMA** (France)

#### **Summary**

*This is the story of a team. Able-bodied and disabled players who share the same passion: basketball. It is also the story of a city, Bordeaux, which has been able to make a force out of the mix of able-bodied and disabled athletes. Using the example of the "Léopards de Guyenne", this article illustrates the situation of "handisport" (disabled sports) in Bordeaux. For, as David, the leader of the Léopards and a member of the national "handibasket" teams, says, "Sport is above all a means that enables me to excel".*

**KYUCHUKOV Delyan** works as a sports journalist for 22 years. I was a reporter for the biggest at the time sports newspaper "Sport" (1990-1995), then I was editor in the sports department of the newspaper "Standard" (1995-1996), deputy editor in chief of the sports daily "7 days sport" (1996-2000), and since April 2000 I am head of the sports department of the SEGA newspaper. I have worked on Olympic Games in Atlanta 1996, Athens 2004 and London 2012, and also on World and European championships in athletics, wrestling, weightlifting and volleyball.



**CLERIMA Ludovic** is 22 years old. I have not always wanted to do journalism. Cinema was my first love. I wanted to become a screenwriter. Throughout my studies (preparatory school in letters and cinema, license in modern literature), journalism has taken over. The two jobs are nearly the same: the screenwriter as the journalist is there to tell stories. After an internship at France Télévisions, work as a writer became evident. Since, I exercise every day the job I love, alternating *Respect Mag* and School of Journalism at the Institute of Journalism Practice in Paris.



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## **SPORT BEYOND HANDICAP**

by **Nora SARGA** (Hungary) / **Jean-Paul VITRY** (Belgium)

### **Summary**

*During the Paralympics Games the attention turns to physically challenged people. This is the time when they get more media attention as well. In written journalism besides articles pictures have an important role in introducing disabled sportspeople to the society, which usually depicts them in a very sensation mongering way, focusing on their disabilities in the first place. There is a young sport photographer Melanie Challe who reversed this methodology. Our article is based on Melanie's photography of the Paralympics Games. We aimed to introduce her work philosophy to discover if her work has the impact on people that she intends to have. For this we interviewed people on the streets and tried to see if they understand Melanie's approach and if photography can be a tool in fighting against discrimination.*

**SARGA Nora** has a BA degree in Communication and Media from the Budapest College of Communication and Business and a master degree in Political Science and International Relations from Lund University, Sweden. I have been in connection with news and media since the college. During this time I worked as a news writer in Hungary, a reporter at the student television in Sweden as well as a columnist at a cultural and family magazine based in Lund. After graduating I moved back to Hungary to work as a freelancer in Budapest.



**VITRY Jean-Paul** has been administrator of the not-for-profit association Action Ciné Média Jeunes (ACMJ) for almost two years. A primary school teacher with a degree in media studies, Jean-Paul Vitry is in charge of the media education project at the Institut Saint-Charles in Brussels. He has had the opportunity to set up a school newspaper, has made short films with children and has taken part in an exchange under the MARS [Media Against Racism in Sport] programme, following which a media education training module was produced.



## **HOW TO SPEAK FOR LOCAL COMMUNITY' AGENDA – THE JOURNALISTIC EXAMPLE OF L'ECHO DES COLLINES**

by **Pauline COMPAN** (France) / **Valentin TODOROV** (Bulgaria)

### **Summary**

*The area of eastern part of city of Bordeaux – this is the right bank of Garonne river, cumulates economic and social disadvantages. This part of the city, as well as other ghettos in Europe, such a huge Bulgarian mega Roma ghetto in Sofia, is suffering of a bad image, both from media and in the public attitude. In Bordeaux, a monthly magazine - L'Echo des Collines - tries to beat the cliché and to reveal the many faces of diversity. Every single month the new edition highlights economic, cultural and social initiatives and ideas from the neighbourhood to make more strong links between the different ethnic communities living there. But what does the population think about the media product? Is the magazine really include in the daily life of the neighbourhood and how does L'Echo des Collines contribute to build a strong community in the area and to do a better image and adequate media coverage of the area?*

**COMPAN Pauline** is a freelance journalist. I worked for *Saphir Media* as full time journalist for two years and there are still my most important employers. I completed my studies in journalism (and English and in French) in 2009 at the Paris Sorbonne and I have work in different structures such as radio (Radio France), press magazine (Salam News, Bayard Presse), internet (saphinews.com) and local daily press (*Midi Libre*).

**TODOROV Valentin** is journalist for over 15 years with professional practice related to intensive media work in different spheres. My travelling experience as a professional journalist has increased my knowledge of European legislation, institutions and their initiatives - I have explored in detail various European matters and I'm constantly focused on keeping up-to-date with the latest European issues and campaign on our continent as Council of Europe's diversity and anti-discrimination campaigns for the past years. My rich experience in the journalism have shaped a rather flexible and varied professional profile. I have background with multiple areas of work such as journalistic writing in print media and Internet-based news matters. Among some of my strong points, I can list serious experience as Internet Editor at online based media, as well as excellent interpersonal skills to establish and maintain effective working relations in a multicultural environment. Currently I'm working as a Managing Editor in one popular in Bulgarian capital city of Sofia community media.



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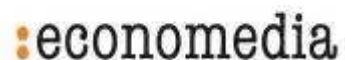
## **AND SO WHAT IF CRISTIANO IS GAY?**

by **Georgi FILIPOV** (Bulgaria) / **Laura TOMA** (Romania)

### **Summary**

*The fight for the rights of lesbians and gays has taken big strides over the last few decades. But there are still some fields where to be a gay is an untouchable topic and football is one of them. The people from Bordeaux, football professionals and fans, are revealing the reasons which are not letting this barrier to be crossed.*

**FILIPOV Georgi** has worked as a sports journalist since 1992. I started as a reporter in 24 Hours daily, then participated in starting the leading nowadays sports daily 7 Dni Sport. I have worked in *Standart* daily in the period 1994-1997. Since 1998 with little breaks I work for Capital weekly firstly and later for the whole Economedia. Since 2008 I am the Sports desk editor of the integrated team of Economedia publishing group. In 2007 I received



Bulgarian award of excellence in sports journalism Brothers Ekserovi. I have covered Olympic Games in 2000, 2008 and 2012, FIFA World Cup in 1998 and 2010 and many other competitions.

**TOMA Laura** is an experienced journalist interested in Diversity issues and intercultural trainer. Founded Media Institute for Diversity, an association of journalists that should support a well-balanced coverage of minorities. As an UNESCO Fellowship holder, studied Intercultural Communication (MA) in the UK and graduated 'with Distinction' in Nov 2011. Member of Society for Intercultural Education, Training and Research (SIETAR UK) and member of International Association for Cross-Cultural Psychology (IACCP).



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### **LET'S PLAY TOGETHER**

by **Eleonora TARANDOVA** (Bulgaria) / **Marjorie NORNOO** (Italy)

#### **Summary**

*By going to schools, sport clubs and urban meeting places, we want to discover how cohesion can be built between people who have nothing in common like culture, language or background but having as common denominator the passion for sport. We are going to interview several teenagers from different countries, workers, and people from different walks of life.*

**TARANDOVA Eleonora** has been working for Forbes Magazine - Bulgaria for nearly 1 year write about famous Bulgarian athletes and sports agents and their relationship with sport values. I often write about other Bulgarian and celebrities. I have 14 years experience as an editor in the "Sports" section of the most prestigious Bulgarian business weekly Capital. I was also editor in the newspaper and website Dnevnik. They are both own by the largest business media group Economedia. I am mainly specialized in "Sport and Business." I started my career as a reporter in Standard newspaper and then was promoted to editor in Sports department in sports daily - 7 Days Sport. Two years ago I took part of an International project called EU-SPORT-FUTURE, with working group meetings in Vienna and Lisbon.



**NORNOO Marjorie Emefa** - Born in Reggio Emilia about 19 years ago. In love with all kinds of storytelling and art. Editor of the journal Astrolampo – Paolo Borciani Award -9th International String Quartet competition. Theatre Company SS9 Teatro, Autoritratto con Dedicata – directed by Franco Brambilla Photography Workshop for- Fotografia Europea Workshops on Creative Writing by Baobab Chief Editor for TLS news school journal.



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### **No 'WANNABE' FEMALE ZIDANES AT GIRONDINS OF BORDEAUX**

by **Eduardo DEL CAMPO** (Spain) / **Shirihuru EVANS** (Ireland)

#### **Summary**

*Comparing to around 80,000 male footballers in the French region of Aquitaine there are 2,372 registered girls players, but growing. Among the 73 football clubs which have both male and female teams, is not present the biggest and the richest: the Girondins of Bordeaux where Zinedine Zidane, now director of the Football Division at Real Madrid, exploded as a star. A paradox given the fact that the woman in charge of developing the female football in the region, Sylvie Rousseau, is working next door to the luxurious only for*



boys International Formation Centre of Girondins. Twenty years ago, both Zidane and Rousseau were internationals with France. But she had to ask for a leave at her factory to attend the games and had to pay for her own t-shirt. Now she is optimistic of the progress and believes Girondins will change its mind in two years time.

**DEL CAMPO CORTES Eduardo** (Madrid, 1972), works as a reporter and editor for the Spanish newspaper EL MUNDO since 2001, based in the Andalusia desk in Seville. He has published the books 'Odiseas' (2007, Fundación José Manuel Lara), about immigration to Europe; 'De Estambul a El Cairo' (2009, Almuzara), the account of a travel through the conflicts of the Middle East; 'Capital Sur' (2011, Paréntesis), a novel on the economic crisis in Spain in the 90'.



**EL MUNDO**

**EVANS Shirihuru** is a volunteer presenter with Near FM. I work in a program called Culture Shots which broadcast every Mondays at 6.30pm for thirty minutes on radio and online. I interview people, edit and then present them. This program has become a success on our radio station. It was officially commissioned by the Minister of Justice in Ireland in July this year. I cover different topics that encourage diversity and integration. This program has different people from different backgrounds who work on it. I am a part time writer with Metro Eireaan newspaper. I recently took part in a pilot internship programme in the Irish Parliament which aims to encourage migrant communities in Ireland to get involved in politics.



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### ***INCLUSIVE DIVERSITY IN LIVE***

by **Marina TUNEVA** (FYROM) / **Sandy MONTANOLA** (France)

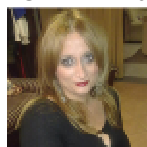
#### **Summary**

Wednesday 21 November, 6 pm. Divided by media category, the 120 journalists present for the Council of Europe meetings at the IJBA introduce themselves in English, which is made necessary by the mixture of nationalities. The purpose of this session is to form working pairs.

**MONTANOLA Sandy** is a senior lecturer in Information Sciences and Communications at the Lannion Institute of Journalism, University of Rennes 1. He has written a thesis on media coverage of high-level sport (the Olympic Games, World Boxing Championships, World Athletics Championships), which he defended at the GERIICO laboratory (University of Lille 3). He is a researcher at the CRAPE on media coverage of sport, social representations in the media, gender, and the links between journalists and communicators.



**TUNEVA Marina** is a Lecturer at the School of Journalism and PR, Skopje, Macedonia; Trainer for the Macedonian Institute for Media. She studied Journalism at the University in Skopje and completed her MA in Diplomacy at the University of Malta in 2005. Currently she is a PhD candidate at the EuroBalkan Institute in Skopje, with the following title: "Communication Strategies in a Multicultural Society: Case Study Ohrid Framework Agreement". As an expert in public relations, diversity reporting, peace journalism and intercultural communication, she has been actively involved in developing educational programs and projects in these areas both in the country and abroad. She is author of several publications, among which the Diversity Reporting Handbook, the book "Media, Citizens and Intercultural Communication" and "Introduction to Public Relations".



ВИСОКА ШКОЛА ЗА НОВИНАРСТВО  
И ЗА ОДНОСИ СО ЈАВНОСТА

## PRINT PRESS CHIEF EDITORS

**COLISSON Pascale** – I have been at the IPJ (Institut Pratique de Journalisme) since August 2012 as a teacher of M1 (first-year) students and I am also in charge of the Equality and Diversity of Opportunities unit. The IPJ was the first school of journalism to open, in 2004, a day-release course (without a competition, but based on interviews and tests). I therefore joined that school after 25 years of professional practice. I am a print press and web journalist and have worked for a wide variety of news desks on daily, weekly or monthly publications, and in recent years I have developed a particular interest in economic and



social topics in the world of employment. My preferred themes are diversity, equality at work and, more generally, the social responsibility of the firm. I have written numerous articles on these topics, in particular for the magazine *Courrier Cadres*, where the theme of diversity in firms has often been dealt with, in investigations or cover stories, and also for *Respect Magazine* and other more specialised employment media such as *Emploi Parlons Net*. Previously my professional life took me from news desk jobs (Bayard, Presse, Paris Match) to periods as a freelancer. I stayed for ten years (2000 until 2010) with *Courrier Cadres*, which I joined in order to create news pages before taking over investigations and cover stories and, in 2005, launching the website, which I ran until June 2010.



**BLASCHKE Ronny**, born in Rostock, reports mainly about hooligans, right wing extremists and all forms of discrimination in sports. He works constantly for German papers like *Süddeutsche Zeitung*, *Die Zeit*, *Berliner Zeitung* or the national broadcaster *Deutschlandradio*. Blaschke, Sports journalist of the year 2009 in Germany, has published three books: "*Im Schatten des Spiels*" (2007) became football book of the year 2007. His book "*Versteckspieler*" started 2008 an intensive debate about homophobia in football. And "*Angriff von Rechtsaußen*" is a profound analysis about Neo-Nazi's in Football.



**WOMEN IN "MEN JOBS"**by **Ana BLAZQUEZ DIAZ** (Belgium) / **Typhaine URTIZVEREA****Summary**

"Jobs have traditionally been separated on gender lines, creating insurmountable barriers which encourage discrimination. A consequence of this division is that women have become isolated from certain working environments which are typically reserved for men. How, then, does a woman decide to break down those barriers and face up to a new reality? Anne-Marie, a woman taxi driver in Bordeaux, France, takes a realistic look at the occupation. After more than 30 years' experience, the fact of being a woman has never caused her any problems. Her interaction with her colleagues and her relationship with her customers show that a woman can do this job with confidence and be accepted by everyone".

**Introduction**

Anne-Marie is one of those women. She has been a taxi driver for 30 years. This has been a positive experience for her and she has been able to establish herself in spite of the prevailing stereotypes. To find out more, see this article describing her career and her experience as a woman. Typhaine Urtizverea and Ana Blazquez Diaz simply got into Anne-Marie's taxi. A video without commentary.

**BLAZQUEZ DIAZ Ana** studied Journalism in the Universidad Complutense de Madrid, where I had the opportunity of spending a year abroad in Lille, France, as part of an Erasmus program. I completed my academic background with a Master in International Relations and a Master in European Union. My most important experience includes TV (Spanish Public Television - TVE), press (La Razón), web (EuroXpress), European Institutions (Robert Schuman traineeship in the Audiovisual Unit - DG COM- European Parliament) and non-profit associations (Europa en Suma). Additionally, I speak English, French and Spanish, and nowadays I am learning Dutch. In my spare time I love reading political/historical novels, going to the cinema and discovering the world around behind my Nikon.



**URTIZVEREA Typhaine** - When I was 18 years old, I was torn between journalism and business and I opted for the second. This training brought me a lot, but it has not met my full expectations. A few months later and with a little more maturity, I decided to pursue an activity more creative, more open on the news and everyday life. I love the fieldwork. Playing a role in the transmission of information, telling with images daily ordinary or extraordinary stories, make this profession really exciting. With a university degree in Video Journalist obtained after a one-year course at the Bordeaux Aquitaine Institute of Journalism, I am now in charge of realizing image and sound of news reports. I am covering all kinds of events such as news sport, economy, people, culture or politic. I feel comfortable in the audiovisual field but still have to learn. My personal desire allowed me to travel a lot in France and around the world.



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**FROM FRIENDS TO FOREIGNERS – THE OPEN FOOTBALL SOCIETY**by **Jan KAMPMANN** (Germany) / **Maria Sheila RIIKONEN** (Philippines, United Kingdom, Finland) / **Francesco CONTE** (Italy)

## Summary

Report on a French-Kurdish community, which runs a football team made of also non Kurdish players. We first just went to visit the association, and asked them if they did any sport. When it turned out they had this team, we interviewed the coach and we asked him how it worked, and it was of any help for integration and social inclusion of the Kurdish community. We made a video of the interview and posted it online along with setting up a web page with photos and other info. Also, we made another video, which is still about football, and most specifically about a group of young kids of different origins. In this case, we interviewed two of them, one coming from Turkey and one of Brazil. We asked them to talk about football, leisure time with other kids in Bordeaux and if origins mattered at all. They said no, but they were still proud of their roots.

## Introduction

A question of integration. Let's take a look at another sport, boxing. When you come from elsewhere, you face obstacles and sometimes even hostility. Boxing, a means of releasing your anger and frustrations and mixing with other nationalities. A video by Jan Kampmann, Maria Sheila Riikonen and Francesco Conte.

**CONTE Francesco** is a 30 year old Italian journalist and video maker. I am a professional journalist since 2008, after working for TV and press agencies. I am also author of two books, one about Brazil and one about Libya, and script writer for several short movies, two theatre plays and one documentary. I'm a graduate cum laude of Political Science and Philosophy.



**KAMPMANN Jan** - After my A-Levels in Germany I studied a BA in history and journalism at the University of Gießen. Meanwhile, I played wheelchair basketball in the highest German division and could celebrate the win of several national championships, national cups and the Champions League. I used to write for four different print media during eight years, made an internship with *ZDFsport.de* and worked for Cologne-based broadcaster WDR in radio, TV and online departments for half a year. I recently graduated from Birmingham City University with an MA in International Journalism.



**RIIKONEN Maria Sheila** - Born in Asia, living in Europe, educated in both places. Travelled in 30+ countries for work and study. Interests: Family, fundraising, organizational development, new media, entrepreneurship, creative arts and culture, cooking, travel, photography, sports, sauna, scrabble, and chess. Relevant Education: University of Helsinki, Master's in Social Science, International Politics, 2000 – 2004 Svenska social - och kommunalhögskolan vid Helsingfors universitet Certificate in International Mass Media, Finland, Nordics, Russia, and Baltics, 1997 – 1998 University of the Philippines BA in MassComm, Journalism, Sociology, Research, Advertising, Film & Audio-visual 1989 – 1993.



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## **LONDON PARALYMPICS, WHEN JOURNALISTS FINALLY OPENED THEIR EYES TO BLIND FOOTBALL PLAYERS**

by **Mélanie CHALLE** (France) / **Mehmet KOKSAL** (Belgium) / **Brindusa Ioana NASTASA** (Romania / United Kingdom)

## Summary

Toussaint Akpweh is the national coach of the French blind football team. Together with his players, he won a silver medal during the last Paralympics in London 2012. Blind football is like traditional football but with blind players (4 blinds and 1 non-blind goalkeeper) using mainly sounds to locate the ball, the players and

the goals to score. The UNADEV association in Bordeaux plays a major role in giving to blinds the opportunity to do sports. The local team in Bordeaux has also top female football players. Like many other European countries, France can rely on 350 regular blind players and unlike other federation these players are not considered as professionals because of a lack of funding. The French coach was impressed by the massive professional media coverage in London 2012 and is inviting the French journalists to do the same during the next international competition in Brazil. Toussaint Akpweh has also a dream: find organizational and financial partnership to promote the first African blind football team for the next international competition.

### **Introduction**

"Cécifoot" is also a sport! More precisely, football played by the blind or the partially sighted. A video by Mehmet Koksal and Melanie Challe showing this interview conducted at the Union nationale des aveugles et déficients visuels (National Union of the Blind and Partially Sighted). To find out more, read the very comprehensive article by our reporters and, finally, a last video illustrating the wide range of opinions found on the streets of Bordeaux.

**CHALLE Mélanie** - Freelance photographer for the last 5 years, I left behind my studies as a marketing major in Paris, France to move to Australia, where I learned my trade. Parallel to my personal and artistic projects, I work as a professional documentary photographer in the areas of travel, sports, art and social issues. In the recent past, I have worked as a photographer for Handisports and covered the Paralympics in Beijing. My print work is also augmented by several projects which are currently being developed as web documentaries.



**KOKSAL Mehmet** – Professional journalist (AJP.be) for the agency IPS News and Alter, Belgian correspondent of the Courier international.



**NASTASA Brindusa Ioana** was born in Bacau, Romania. She moved to the United Kingdom to attend university. She graduated Media Production from Coventry University in 2012. Brindusa received numerous scholarships and grants for her projects. Through the SPEED West Midlands Placement scheme she was offered a grant and business support to launch her own business – a small production company called Grapefruit Productions. She received the Unltd. Millennium Award for the production of her first documentary about a family of political refugees from Chile. 'Dinner with Pinochet' has been screened at VIVISECT Human Rights International Film Festival in Novi Sad, Serbia and Marbella International Film Festival in Spain. The Think Big O2 grant she was offered enabled Brindusa to create an educational project through the medium of film that raises awareness about teenage pregnancy, which was distributed at secondary schools. The Peter Kirk Memorial Fund from the European Union offered Brindusa a travelling scholarship in order to produce a documentary about monastic life in the UK and Romania. The result was 'Behind the Monastery Walls' and 'Sisters in Love'. Nuns, monks and more nuns. Now, she is working for Kantara Films & Documentaries in Berlin.



### **"WE PREFER FRENCH DISCRIMINATION"**

by **Kristina HRISTOVA** (Bulgaria) / **Emmanuel VIRE** (France)

### Summary

"We must regard these vandals as our personal enemies. I have no doubt that these animals wish the Bulgarians to feel that they are a people without a history. I feel humiliated by these idiots, these half-men". This extract from an article by one of the best-known Bulgarian journalists, Kevork Kevorkeyan, is an example of the way in which the Roma are stigmatised in most sections of the Bulgarian media. That stigmatisation goes hand-in-hand with media coverage which ignores the causes of this community's deplorable living conditions. A journalists' association (AEJ-Bulgaria) lodged a complaint against the article and is waiting for it to come to court. A similar case was rejected by the prosecuting authorities and did not come to court. "An article like this cannot be published in France, the author would be tried for inciting hatred", says Bertrand Lerossignol, a journalist with France 3 Aquitaine, who is reading for a doctorate on the Gypsy community. At present he does not believe that the Roma are being stigmatised in the French media. In his view, news on the Roma is produced in haste, on an ad hoc basis. So it is often only the negative effects which are shown, depending on police-related news.

### Introduction

Some communities find it difficult to integrate. That is the case for the Roma, who have been the subject of media coverage and have indeed sometimes stigmatised in recent times. In Bordeaux there are more than 600 Roma. However, it is better to be a Rom in France than in Bulgaria. They prefer "French discrimination". Those are the words of a Bulgarian Rom who was expelled from France. To have a better understanding of this statement, discover this article and sound production made in Bordeaux.

**HRISTOVA Kristina** is the founder and currently president of the Association of European Journalists-Bulgaria. Founder of *Evropa.Dnevnik.bg*, the web site of Dnevnik Daily, dedicated on EU issues, Kristina is currently its manager. For her work as journalist, she has been awarded three times by the Representation of the European Commission in Bulgaria, with Robert Schuman Award for Journalism, category Internet. Kristina studied International Relations in Sofia, and Political science and Political Sociology in Paris.



**VIRE Emmanuel** - I am a geographer by training and became a journalist in 1999 with the Prisma Média group when the magazine *National Geographic* France was launched. I then joined the editorial staff of GEO three years ago, where I specialise in cartography and infographics. I have been a member of a trade union since entering the profession and, since March 2010 I have been Secretary-General of the SNJ-CGT, the second-largest journalists' trade union, and a member of the FEJ/FIJ. I took part in national meetings of the Mars programme in November 2011 in Lille. I am very much aware of the issues of non-discrimination and diversity in France and I consider that we are significantly behind in such matters.



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### FIGHTING RACISM IN SPORT

by **Gwenaelle LE GALL** (France) / **Roman BURSTEIN** (Lithuania)

### Summary

*Is sport a vehicle for tolerance or exclusion? An indicator of social class or an area of genuine freedom? Some sports have strong social connotations: tennis, horse-riding and golf for the most privileged social classes, while, on the contrary, football, boxing and basketball are mainly played by the working classes. The same applies when we look at sports in terms of gender. Women choose dance and aquaerobics and men play football and handball.*

## Introduction

Are there some sports which are reserved for whites and others which are reserved for blacks? The question may seem shocking, but this division exists in practice. Gwenaëlle le Gall and Roman Burstein wanted to investigate and did so by making a video and writing an article. Sport may sometimes reproduce the models of society, but it may also sweep away the barriers and widen the scope of possibilities for all. Between exclusion and tolerance, sport provokes mixed reactions.

**BURSTEIN Roman** - Born in 1981. Started to work as a journalist in 1999 when entered Vilnius University (journalism). Worked for several dailies as a part time journalist, was editor of newspaper Sportas and finally became the owner of Krepsinis.net. Sold the project in 2008 and stayed to work as editor in chief. Used to be Lithuanian youth chess champion, but like lots of kinds of sports.



**LE GALL Gwenaëlle** started to work as a journalist in 2004. First I was International News Coordinator in BFM TV, a French private channel (Watching & analyzing all International pictures from AP, Reuters and Eurovision agencies) and then in France24 (24 hours International news channel in French and English). I finally worked at France24 as a chief editor (In charge of two daily flagship shows in English and French «The France 24 Interview» with prestigious guests (Head of States, artists, writers). Nowadays I work as a Freelance chief editor on direct news shows.



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## LATIN AMERICAN SOFT INTEGRATION IN BORDEAUX

by **Francisco AUDIJE-VEGA** (Spain) / **Phil MAC GIOLLA BHAIN** (Ireland)

### Summary

There are not so many in Bordeaux, but they could be a model for others' integration. Latin Americans are around 10.000 in the city and its suburbs. They come from all Spanish speaking countries. "It is impossible for us to forget our origins, but here we realized the true values of our different homelands", said Juan Vélchez Flores, from Peru. He was one of the first to arrive in France, more than 30 years ago. Now, he is the Honorary Consul of Peru. We met him at La Maison du Pérou, which has become a meeting-point for all Latin Americans.

### Introduction

A first encounter: the Latino community of Bordeaux. Latin Americans clearly put considerable energy into going back to their origins and their roots. But without for all that becoming marginalised. The report by Francisco Audije-Vega and Phil Mac Giolla Bhain will enable you to discover this community through an article in English; they have also made two sound productions in Spanish. Essential listening.

**AUDIJE-VEGA Francisco** – Has been a journalist since 1976. Spent 24 years with TVE (the national public television service in Spain). Currently correspondent in Spain for the Belgian French-language newspaper "La libre Belgique". Journalist for the digital daily "Periodistas en español", specialising in international news. Former Deputy Secretary-General of the FIJ in Brussels. A member of the Executive Committee of the FIJ.



**MAC GIOLLA BHAIN Phil** is a freelance journalist who works across a number of publications in Ireland, Scotland and Spain. Much of my work appears exclusively on my own site: [www.philmacgiollabhain.ie](http://www.philmacgiollabhain.ie). I have been a print journalist for over 20 years and I started blogging in 2007. Much of my output is now exclusively online. I have won awards for my blog on Scottish football in 2010 and 2011



(winning the best journalist category in both years). I am from Glasgow and an Irish citizen. Much of my work focuses on how football identity in Scotland is a vehicle of anti-Irish racism. I live in Ireland and I also written on the abuse of black players in Irish soccer.

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### **TALENCE, AN EXAMPLE OF DIVERSITY APPLIED TO SPORT**

by **Arnaud DAVIRE** (France) / **Pedro NOLASCO NDONG OBAMA** (Spain)

#### **Summary**

*The development policy decided in 2010 by the Fédération Française Handisport (French Disabled Sport Federation) led to the establishment of two national training centres dedicated to young talent. The first, in Vichy, is devoted to swimming, while the second is host to around ten young wheelchair basketball players at Talence, near Bordeaux. These two centres attached to the CREPS (Sports Resource, Expertise and Performance Centre) are examples of integration applied to sport. A visit to Talence with the young people of the Centre Fédéral de basket fauteuil (Federal Centre for Wheelchair Basketball).*

#### **Introduction**

*An encounter with wheelchair basketball players, and especially a comprehensive account of the rules of the game. A six-minute video which takes a close look at a training session for the 2020 Paralympics. Who are these players? Read this article by Arnaud Davire and Pedro Nolasco Ndong Obama.*

**DAVIRE Arnaud** – A journalist specialising in sport for the disabled. He draws his experience from a career as a top-level trainer in athletics for the disabled, on which he embarked in 2005 after accompanying numerous athletes representing France at the European and World Championships and the Athens Paralympics. He has since written for various media specialising in sport and the disabled. In 2008 he set up the first French-language sports information website dedicated to the disabled: Sportethandicaps.com. He has covered numerous sporting events including the Beijing and London Paralympics.



**NDONG OBAMA Pedro Nolasco**, a journalist from Equatorial Guinea, forced into exile by the political violence of the authoritarian regime of Teodoro Obiang, in power since 1979. One of the lost generation (as he likes to call those who were born and grew up under the dictatorships of the uncle and nephew who have run the country since 1968), Nolasco joined with a handful of colleagues - who had also fled the political violence - in attempting to establish a free, independent and pluralistic press after the country finally proclaimed itself a democracy at the end of 1991. They set up the Asociación de la Prensa de Guinea Ecuatorial (Equatorial Guinea Press Association) (ASOPGE), which has now been institutionalised by the regime, and obtained the necessary authorisations to develop an independent press.



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### **DIVERSITY IN DISCRIMINATION**

by **Zoltán FAIGL** (Hungary) / **Teresa FERNANDEZ** (Spain)

#### **Summary**

*Report about LGBT with interviews of Laurence Mayerfeld, Deputy Director of France 3 Sud-Ouest and Armelle Maze, vice-president of the European Gay and Lesbian Sport Federation*



## Introduction

Nowadays too many people are victims of discrimination because of their sexual orientation. The LGBTs (Lesbians, Gays, Bisexuals and Transgenders) are fighting these injustices. On this blog you can read an interview in English about discrimination based on sexual orientation. Every day associations put a great deal of effort into changing mentalities and obtaining, quite simply, respect. An interview by Zoltan Faigl and Teresa Fernandez ...

**FAIGL Zoltan** graduated from University of Szeged - Communication and Media Arts, in year 2012. I started to work as an on-line journalist since few years, however I took practice earlier also in radio and television. I'm trying to take advantage from - similar to MARS program, possibilities, where I can share experiences with other journalists at international level, and with this, building relationships.



**FERNÁNDEZ Teresa** - The Writers Bureau College, Manchester, U.K. – Freelance Journalism. Professional Profile (at present): Press Relations person to NGO Embracing the World, Madrid. / Editorial Staff at Periodistas en Español. [www.periodistas-es.org](http://www.periodistas-es.org). Freelance to Ecological Magazines: The Ecologist for Spain and Latin America / The Ecologist, U.K. / Vida Sana (Healthy Life) / Verdemente / Espacio Humano (Human Space) / Coplanet / Instituto de Indología. (Indology Institute)



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## **IN TOULOUSE, THE "TOU'WIN" WANT TO OVERCOME HOMOPHOBIA IN RUGBY** by **Fabrice VALERY**

### Summary

*The question does not even arise: heterosexuals or homosexuals? They are primarily there to enjoy themselves by playing rugby. Set up in 2006, the association "Tou'Win" brings together rugby lovers irrespective of their sexual orientation. "Gay & friendly" is their motto. "Homos" and "heteros" play together and work to promote the idea that it is possible to play rugby and be gay. Which is not necessarily obvious.*

### Introduction

*Head for Toulouse with the Tou'win rugby team. In the collective subconscious rugby remains a macho sport. Here, with the Tou'win, no one asks who is homosexual or heterosexual. They are there to enjoy themselves, as their motto, 'Gay and friendly', indicates. Whatever their sexual orientation, they play rugby together. An article and a video by Fabrice Valéry.*

**VALERY Fabrice** – Assistant Editor-in-Chief responsible for the web at France 3 Midi-Pyrénées, a journalist since 1991.



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All productions on: <http://mars12mm.wordpress.com/>

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## MULTIMEDIA CHIEF EDITORS

**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 Tudomanyegyetem, graduated MA, later studied Cultural Journalism MA in Berlin at Universitaet der Kuenste.



**NALCI Aris** was born in Istanbul/Turkey in 1980. I graduate from Merametchian and after Getronagan Armenian schools in here and from Yildiz Technical University Mechanical Engineering department... I worked as journalist and photo journalist in Agos Turkish Armenian weekly. I wrote articles in many daily papers in Turkey and Armenia. In Turkish, Armenian and English. After a while, like 15 years, I am now working at IMC TV in Turkey. Broadcasting news and doing my show every day. (basinexpress.wordpress.com). Analysing newspapers and media language everyday and investigating news and covering special

files about minorities in Turkey in my own show; GAMURC. Also producing some documentaries. During last 5 years, for German, French, Armenian and Netherland TVs'. I am also producing some new media issues for internet and shooting my own documentaries. My blog (arisnalci.wordpress.com) and YouTube channel (youtube.com/arisnalci).



**EVERY „HIT“ COULD BE A DOOR TO A NEW EXPERIENCE**by **Abdellah AHABCHANE** (France) / **Ádám PÉCZELY** (Hungary)**Summary**

*To get to know the world, you have to cross the river. - This is an ancient saying, and it represent that one has to try to listen to and understand the two opposing opinions, to see the bigger picture. Without this, you only see one side of the story. But it is rare to be an insider in sports and in journalism too. Can someone talk objectively about sports as a journalist, when he played it for several years? Are there any barriers, regarding sports? Do athletes accept national, religious or racial borders or do they overcome them? But the main point, the thing that connects sports with media is the belief, the motive behind it. We got the chance to obtain some answers from Guy Lieven, a handicapped, former-table tennis player, who has 15 years of experience in sports, and has been working as a sport photographer and journalist for over 4 years.*

**Introduction**

*This is the story of a man, a former player of disabled table tennis. Since the age of 30 he has switched to sports photojournalism. He has covered several events in Gironde. Abdellah Ahabchane and Adam Peczely interviewed him and heard about the role which sport has played in his life and his career.*

**AHABCHANE Abdellah** is director of O2Radio. A graduate in philosophy and a social worker for 25 years,



he became involved in the media field when he joined O2Radio and set out to make it a means of expression for ordinary people and for those without a voice. He has had trade union responsibilities at district and national level. He is now Deputy Mayor of Carignan de Bordeaux responsible for social policy and the voluntary sector.



**PÉCZELY Ádám** is 23 years old. I'm currently a student at Szombathely, studying communication and media science. I work for the radio station of my university, called Berzsényi Rádió, and I'm the anchorman of Scientific Magazine. Somewhere along the line I got into Lassan a Testtel, which is a show about Sports and Fitness. I support equality in all manners, especially sports. Because even the soccer ball is two coloured.

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**FOOTBALL AND DIVERSITY THROUGH THE EYES OF A BLACK PIONEER.**by **Thierry BELMONT** (France) / **Sukhraj SOHAL** (United Kingdom)**Summary**

*Marius Tresor is one of the icons of world football. As the first black captain of the French national team, he paved the way for future generations of players from a multitude of diverse backgrounds. The former Marseille and Bordeaux player is now in charge of developing the youth of today into professional footballers at Girondins Bordeaux FC and is ideally placed to assess the role football has to play in promoting social cohesion and diversity. Bordeaux community activist Karfa Dailo adds another perspective.*

**Introduction**

*And now a new story, the story of a man who forged his own destiny thanks to football. This story is the story of Marius Trésor, one of the first black people to play for the French team in the 1970s. For more than ten years the Guadeloupean Marius Trésor was one of the best defenders in the world. He paved the way for a whole generation from diverse ethnic backgrounds. He is now involved with the Bordeaux juniors at the*

club's training centre. Here, multiculturalism rhymes with future society. A report by Thierry Belmont and Caj Sohal.

**BELMONT Thierry**, 40 ans. I am integrated within the company Outre-mer1ère since 1996. First of all writer reporter, in French Guyana then in Guadeloupe, to La Réunion and finally since 2006 to Malakoff, in Paris region. For me, the mobility in always be a priority, because she is synonymic of discovery and she allows to be better armed in front of change. Viscerally journalist, I exercise my job with rigor and passion.



**SOHAL Sukhraj** - With 20 years experience in sport broadcasting, training and diversity issues and after more than a decade at the BBC, Caj has now established his own consultancy business. He was the first British Asian football reporter on the BBC and has worked in a number of roles including Head of Football and Head of Sport for the BBC. Caj now trains football commentators and journalists in the UK and beyond including the BBC's first female football commentator. He also designs and delivers social inclusion programmes for clients to combat discrimination and connect disadvantaged youth to mainstream media and sporting bodies. He has spoken at a number of conferences around the world.



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### **WHAT A TRAM CAN DO TO THE CITY ....**

by **Jean-Christophe BLANCAND** (France) / Marius **DAEA** (Romania) / **Denisa UDROIU** (Finland)

#### **Summary**

*This is the tramway... modern and silent, it is a social factor all by itself in Bordeaux, bringing more diversity to the town, and allowing people to mix more easily. Since the tram was extended to the right shore of the river Garonne, the town of Bordeaux experiences more diversity. The feared outskirts got closer to the centre, and the centre warmed up to the outskirts. As we noticed riding the tram, people of all walks of life use it – students, elderly, immigrants, white collars. At rush hours and beyond, people of all colours and all incomes travel side by side learning to know each other and therefore conquer the fear they felt against each other, as you can hear tram travellers saying in the report.*

#### **Introduction**

*An invitation to take a trip. All aboard the Bordeaux tram! Here the river has divided the city. On one side the right bank, with its deprived neighbourhoods. Opposite, the left bank and the historic city centre with its fine buildings and beautiful lights. Well, what the river had divided the tram has brought together! Very quickly men and women from both sides learnt to get to know each other and ... to meet each other. This is a radio report by Denisa Udroui, Jean-Christophe Blancand and Marius Daea.*

**BLANCAND Jean-Christophe**, head of communications and development at O2Radio. After studying science and graduating in philosophy, he started off in the private sector, working as an employee and partner in media consultancy firms. For fifteen years he has been involved in the social and solidarity economy. He worked in various associations as project manager, head of publicity, head of public relations and project leader before joining the O2Radio team four years ago as Co-ordinator of Local Information responsible for communications and the development of radio.



**DAEA Marius Ilie** - Degree in International Relations European Studies, I have experience in the media since 1990, when I started working for the post of Regional Radio Craiova (post public radio), where I am still working in the present. Since 1997 working full time as a journalist for TV Antena1 Tg. Jiu, and 2004 to May 2010 I am also station manager. At Antena1 Tg Jiu, I have produced social programs, economic, political and cultural. Both radio and TV I had many live transmissions from different places in the world, such as Prague, Avignon, Paris, Dublin, New York, Philadelphia, etc. I made a documentary in Jerusalem, entitled, "Cross Road" and for which I have obtained a prize in a festival. From February 2008 I am director for the weekly, Ghimpele, edition of Gorj. I have participated at the seminar European Neighborhood Policy, Cairo -Brussels, organized by European Journalism Center, the Open Days 2007 and 2008, in Brussels, organized by the Committee of the Region.



**UDROIU Denisa** - Journalist with a BA from University of Bucharest, I enhanced my education in France, with a Master degree in Culture and Civilizations, from INALCO, in Paris. I took additional courses in Mass-media and International Relations, also in Paris. During the last 25 years I worked in all media, writing on a wide range of topics- culture politics, sports, society. I also lived and worked in 4 countries: Romania, Sweden, France and Finland, where I am based at the moment. I also wrote reports from countries such as Poland, Russia, Tunisia and Mongolia. I am fluent and work in 3 languages-Romanian, English and French.

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### **LA SMALA – THE COLOUR OF DANCE**

by **Jean-Baptiste PATTIER** (France) / **Henry LOESER** (Czech Republic)

#### **Summary**

*The Hip Hop dance group "La Smala" (The Big Family)" is comprised of people 16-35 from Bordeaux realizing their passion for the infectious rhythms of the Hip Hop music and dance genre. They are the French champions and highly placed in the recent international championships. Challenging the audience to reconcile their preconceived images of the group, the audio document does not permit the audience to know the race, colour or creed of the dance group members, only to experience their actions through the sounds of the music, the steps on the floor, and the voices of the interviews.*

#### **Introduction**

*With this new production, we remain in the world of sound, with, this time, a report on "la Smala". Normally, "la Smala" means the extended family. Here in Bordeaux, it is an urban dance group. They have been doing hip hop for 10 years and are even true "performers", since they are French hip hop battle champions. Henri Loeser and Jean-Baptiste Pattier met them during one of this week's training sessions. Their aim: to make urban culture an integral part of the French heritage. And even though this is a radio report, it is the language of the body that speaks ... we are listening.*

**LOESER Henry** is a veteran practitioner, advocate, researcher, and teacher of both commercial and non-commercial media since 1985. After extensive experience in the commercial media sector of the US, Mr. Loeser expanded his interests into helping build the independent media of post-communist Europe in 1993. He went on to earn a MA in European Politics and is pursuing a PhD in community media while teaching media courses at Masaryk University. Current activities include board membership of CMFE, AMARC Europe, and ComMediaLab European Research Project. As founder and director of Radioexpert.org Henry has consulted over 100 radio stations and trained more than 1,000 personnel.

**PATTIER Jean-Baptiste** - MASTER 1 HISTORY / History of Second World War in Bulgaria in Erasmus  
MASTER 2 HISTORY / How is presented the history of WWII in European textbooks.  
Mission for Memorial de Caen. Now it is published (5 Sept, 2012), it's a book.  
Historian for Normand's candidature in order to list the beaches of DDAY to UNESCO  
world heritage site. MASTER 1 and 2 journalism, IJBA Comedian: theatre in Lebanon.



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## **DIVERSITY AND DIVERSITY**

by **Jörg DEPTA** (Germany), **Monika TOTH** (Hungary)

### **Summary**

*We made 3 reports (racism, homophobia, preconceptions) about diversity and its subjects and how diversity is communicated in the mainstream media and the community media. We focused in our reports on only two topics mentioned above. We spoke about this with Jean Cristophe Blancand from Radio O<sub>2</sub> what is a community radio and with Bijoux Stéphane from France Télévisions what is a „professional media“. Everybody was asked the same questions about the diversity and its subjects. After we cut and passed these answers. The final form of this mixed interview is very interesting: these answers are showing different ways to the communication of diversity.*

### **Introduction**

*The media can be a tool in the fight against stereotypes. From one country to another, within teams of journalists, approaches differ regarding the methods and strategies which should be adopted in order to enhance diversity. Some are already up and running, while others are still on the starting blocks. A radio report by Jörg Depta and Monika Toth.*

**DEPTA Jörg** - Several years radio producer and moderator for Radio Corax in Halle/S and Pi Radio in Berlin.



Co-founder of KOPFSTOSS.FM, a nationwide football radio magazine for fans by fans at the Free Radio Stations in Germany. Coordinator of Interadio. Interadios aim is to promote cross-border communication and cooperation in free and independent media in East Europe. From the encounter I expect to improve my relations to different European journalists.



**TOTH Monika** - Stations: Web journalism since 2005; Literary publications since 2007; Journalism since



2008; From 2009, radio host; 2010 radio reporter. Profession related studies: ELTE - Ancient and Oriental languages and cultures - Mongolian specialties - Film minor - 1 semester of film and web-based communications; King Sigismund College - Communication and Media Studies - Political Science 1 semester, 1 half press and media stories. 2008: Érdi Plus Magazine, Editor in Chief: Csaba Vulturul. Processed Topics: Current Affairs, Daily information - renovate Elizabeth Square. Status: journalists. 2009: Civil Radio: 2009 onwards: The Morning GoodNews Magazine -

Status: editor-presenter; 2009: news editing - 2 months. Status: newsroom. Hungarian Federation of Free Radios: 2010th - Shared Wavelength - Valley Arts 2010th - 24-hour radio station FM96.5. Status: Editor in Chief. 2010th - Shared Wavelength-103MHz FM Broadcast Status: reporter, presenter. On-site reports, news headlines, background papers, news editing. 2011th - Shared Wavelength - Valley Arts 2011th - 24 hour radio station FM96.5-tel. Status: Editor in Chief.



## **UNDER CURRENT** – Short & long version

by **Victoria ENRIGHT** (Ireland) / **Nikolett GIMESI-MERKLER** (Hungary) / **Irina NEDEVA** (Bulgaria) / **Szántó TÜNDE** (Hungary)

### **Summary**

*This is the story of girls playing water polo and a boy who never knew they could... Two teams comprising of Niki, Victoria, Tunde & Irina will make a collective radio feature, telling a story of contrasting women experiences of their participation in sport in modern day France. We watch the European cup on water polo at the famous Piscine Judaique - Jean Boiteux in Bordeaux and the urban Gym near by. What it is like to be black woman in a predominantly white sport like water polo in Bordeaux? What does one man in a Gym think on the water polo? And are there still some stereotypes and problems with the visibility of women in sport?*

### **Introduction**

*Once again, many reports produced in Bordeaux concern the question of divisions and stereotypes. Next step: a team took the plunge to meet a group of women in a swimming-pool. These are women who have chosen a sport other than synchronised swimming. They took their courage in both hands and went to show what they can do in water polo competitions. A sound production by Victoria Enright, Nikolett Gimesi-Merkler, Irina Nedeva and Szanto Tünde.*

**ENRIGHT Victoria** is an award winning, International Radio Producer with 15 years broadcasting experience, coupled with business acumen, having set up 'VE Productions', to trade as an Independent. Original creator and executive producer of 'The Wide Angle', Newstalk 106.8FM, Ireland; Victoria has built a reputation for translating the global back to the grass-root. As a campaigning Journalist, she has consistently given organisations and individuals the opportunity to raise their public awareness and get their message out. It is her belief that in today's highly competitive media world, good content producers are what distinguish the best storyteller's amongst us. She takes pride in delivering 'real stories with real people, in real time'. Most recently, she completed a one year, full time Masters Degree in Radio and Television Production and happily, attained First Class Honours. As a communicator, Victoria has built a reputation in delivering a message, on time - every time. Currently, VE Productions is working on an Audio Campaign for Mental Health Reform Ireland. Interested in new pathways of media and the importance of multi-platform programming, Victoria Enright is VE Productions, offering a vision with energy, delivering media with quality.



**GIMESI-MERKLER Nikolett** is a student at the University of West Hungary since 2010, where I study Communication and Media Sciences. I'm also working at the University radio, newsletter and magazine. I don't have many experiences in working in the media, because I'm only doing it for two years, but I love writing and talking about everything that has a sense and makes people think.



**NEDEVA Irina** is a journalist with academic background - MA in Philosophy from Sofia University. She has an extensive experience as a journalist at leading political commentary programs with the National Bulgarian Radio (1993-2000 and since 2006 till now) and the National Bulgarian Television, Channel One (2000-2006) and many published article in the Bulgarian press. She is also responsible for programmes linked to political debates at the independent Centre for Art and debate "The Red House" in Sofia ([www.redhouse-sofia.org](http://www.redhouse-sofia.org)). Some of her documentary films are: "A Cold Coke in the Days of the Cold War", 2005, "Goch", 2010, "Return ticket for free", 2002) = She is an author of the book: "Mission Paris", 2007. She is also involved in different projects like Fame Lab/Beautiful Science (British Council) project, European Social documentary project of Zelig School in Bolzano, Italy, Women and science etc. Her professional interests are in Human Rights and Freedom of speech.



**TUNDE Szanto** - After completing a journalism school district sooner, I started as a TV reporter, editor, (TVKispest, TV18) and its "periphery" was working as editor (TV10). The TVKispestnél TV18 and at weekly news program produced 20 minutes. The TV10-hour show edited at a week - an interview with interviews, newspaper reports, with program information. The Lakihegy Radio on Csepel Island and Region in Ráckeve first radio is another important milestone for me. Here's a different kind of genre, I could try it myself. Newsroom became a reader, and although the television and radio broadcasting in two different worlds, I love them both, because the information was in my profession and my life. I can imagine that it can serve as a pensioner of the news.



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### **MENS SANA IN CORPORE SANO**

by **Agnė KAIRIŪNAITĖ** (Lithuania) / **Michalis SIMOPOULOS** (Cyprus)

#### **Summary**

*In a western world that is still coming to terms with issues of diversity, the success of sporting figures like the British athlete Mo Farah at the London Olympics is raising the question of how compatible religious beliefs are with modern day sport. In this feature, interviews with two religious figures from the city of Bordeaux will point out the ways in which sport and religion interact in everyday life.*

#### **Introduction**

*Our society, with its cult of the body through sport, raises many questions. Is being a top sportsman compatible with one's religious practices and beliefs? How can sport and religion be reconciled? Listen to the testimony of a priest and then of an imam; interview by Agnė Kėriounėtė and Michalis Simopoulos.*

**KAIRIŪNAITĖ Agnė** has been working for the Lithuanian National Radio and Television since 2005. Agnė has an experience as a reporter an editor. Prior to that she worked as a correspondent in regional television, gained experience in working in public relations sector at municipality. For now Agnė also works at the Vytautas Magnus University as an editor at University journal, she gives classes and workshops for journalism students.



**SIMOPOULOS Michalis** is project Coordinator of the Collaborative Media Initiative at the Cyprus Community Media Centre. He holds a BA in History and Politics from the University of Nottingham, and an MSc in International Relations from the London School of Economics. He previously held the position of Press Officer at the Cyprus High Commission in London, and has worked in research on public policy issues with INDEX Research and Dialogue (Cyprus), and transitional justice and reconciliation at International Conflict Research (Northern Ireland).



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### **INTEGRATION TROUGH SPORT IN THE EUROPEAN COMMUNITY**

by **Karim METREF** (Italy) / **Joseph PULULU** (France)

#### **Summary**

*Audio reportage: Patrick 12, Rachid 13,50, Juan 11..., the Coach of football in the school of sports of Cenon, a small municipality in the right "side suburban area" of Bordeaux, is distributing the evaluations to his young football players. Speaker: Sport if used in the right way is considered a very efficient instrument for*



education to citizenship and for integration. Audio reportage: after the numeric evaluations, the four coaches of Cenon start giving some advices. They speak not only about how to play good football but essentially about how to grow better and become a strong hard worker courageous adult, how to not have a victim attitude and very useful things like this. Speaker: But this way to integration, for children of migrants without an EU citizenship stops at the doors of professional football, as Mohammed, a sport educator from Italy tell us. Phone call: Mohammed from Italy illustrates how in the European countries where there is the "Ius Soli" regulation, that citizenship can be acquired easily if you have the "blood" of the nation but not if you are born in that nation. In those countries, like Italy, the sons of migrants can not access too many facilities because considered foreigners. One of these possibilities is the right to practice football as a profession, especially for local and regional teams playing in lower championships. They are like condemned to be great champions or look for another job.

### **Introduction**

Generally, sport is above all a tremendous human adventure, particularly for the young. Karim Metref and Joseph Pululu wanted to compare Italy and France. On either side of the Alps, young people do not have the same opportunities to develop, even if they show great talent. And now a report contrasting the views of two football coaches.

**METREF Karim** is born in 1967 in Tizi Ouzou, Algeria. A graduate of the Technological Institute of Education, Ben Aknoun, Algiers, in 1989. Professor of arts education in a middle school until 1998. I attended diverse training for trainer in intercultural education, peace education, and nonviolent conflict management. I work as freelance educator and trainer with different associations and organizations. Parallel to the work as educator, I practice journalism and writing in different forms. Collaboration with various Italian periodicals (Internazionale, Il Manifesto, Carta, Peacereporter ...). My blog ([www.karimmetref.info](http://www.karimmetref.info)) speaks mainly of questions related to the rights of immigrants and international issues (North Africa Middle East e) and is cited and taken regularly by various information website and other blogs. I also co-directed two documentary films, one (The come back of the Aarches) about the insurrection of the "Black Spring" in Kabylia, Algeria, in 2001, and the second (and the Tigris placidly flows ...) on the lives of Iraqis after the 2003 invasion. In 2009 I followed in the project Migrants in the Media (<http://www.mmc2000.net/focus-progetti/mim/>) a first training of trainers in Media Education primarily related to NGOs.



**PULULU Joseph** - Radio Mangembo (99.7FM or [www.mangembo-fm.com](http://www.mangembo-fm.com)) is a community radio station which has been broadcasting since January 2001 in Melun in Seine-et-Marne (Paris region). It follows "Afropolitans" as they become established and integrated in French society. It is run by two full-time journalists and around ten volunteers. My broadcasts: Le Grand Likita: political debate (France), Matin Magazine Pili pili (every morning). Media Prize for diversity, 2007 – magazine category.



## **RADIO CHIEF EDITORS**

**BOCSE Georgeta** - Media has been my passion since I was in high school, soon it has also become my profession and radio has been my first love. I worked in several radio stations from Oradea and Cluj-Napoca for more then 7 years and then online and print has became my main focus. At the moment I am executive manager of *Millesime* wine magazine, one of the two publications in this niche. It is a national spread quarterly magazine that runs not only wine related topics, but also features on art, architecture and other cultural topics.



**VOJVODA Alexander**, sociologist and journalist. Since 1998 editor of various broadcasting shows at Radio FRO 105.0 MHz and co founder of Campus Radio at the Johannes Kepler University Linz. From 2008 onwards coordinator of media trainings and since 2009 programme and project manager at Radio FRO 105.0 MHz. He was member of the board of the "Federation of Free Radios Austria" (VFRÖ) and is member of the "Community Media Forum Europe" (CMFE). Currently he is working in the fields of listener and potential analysis of non-commercial broadcasters and aspects of migrant media production in non-commercial media. At the moment he is post graduate student at the Goldsmith's College, University of London with a focus on power and media policy.



**OUTBREAK**by **Bernard TATIVIAN** (France) / **Deszö DOBOR** (Hungary) / **Hermann ZSOLT** (Hungary)**Summary**

*A tennis competition for people with mental disabilities. The subject is approached mainly from the sports competition angle and the disability is only incidental. How can sport help mentally handicapped boys and girls to discover new aspects of life? How can people help them not to be closed into ghetto where they are not able to pick up new impulses.*

**Introduction**

*In order to deliver a "knock-out blow" to discrimination – to stick to sporting terms - a tennis club chose to include people with mental disabilities in its team. And it works. The experience is very rewarding both in terms of sport and in human terms. Bernard Tatavian, Deszö Dobor and Hermann Zsolt chose to make a very dynamic report without commentary, where the disability ends up becoming almost invisible.*

**DOBOR Dezső** is a passionate, experienced and successful sports media and PR professional with forty years experience as a national and international sports writer, interviewer, PR consultant and expert in Olympic and mainstream sports. I am a conscientious, ambitious, and determined individual. I give 100% in every task thrown at me and I enjoy working individually or in groups. I am able to work under deadline pressure and I always give full dedication and enthusiasm to the task at hand.

**HERMANN Zsolt György** is a journalist for 14 years. I worked as a reporter, editor, broadcaster on the public television and I made crime of news in the same place. I managed news on the regional news as a managing editor and program leader. I presented news on club radio as a reporter. At present I have a public foundation, the Hungarian Human Rights Protection Centre Foundation, and I make some audio-visual workshop for anyone.



**TAVITIAN Bernard** –Born in Bordeaux, Bernard Tavitian studied law before joining radio on the basis of a competitive examination. He was recruited in 1976 by France 3 Aquitaine Radio in Bordeaux, where he became an associate producer and journalist/presenter. He started up a weekly rock music programme which explored the local young musical scene (in particular Noir Désir). He went to Radio France in 1982 (Radio France Bordeaux Gironde, with contributions to France Inter and France Culture). He then trained as a video reporter at the INA in 1988 and became a video reporter with the France 3 network (Strasbourg, Lille, Amiens, Orléans and Ajaccio, plus numerous foreign assignments.) In October 1999 he took part in setting up the first France 3 local TV station (Tours Soir). Combining the roles of producer and reporter, he filmed many subjects on his own. In May 1999 he became editor-in-chief of the France 3 local TV station at Bayonne. He then returned to Bordeaux in 2004.

**France 3 Sud-Ouest****AGUSTI'S PALM**by **Marina LALOVIC** (Italy) / **Clément LANNUQUE** (France)

### Summary

Since arriving in France in 2006 Waltari Agusti has dominated the Basque pelota scene. The Cuban has revolutionised this sport, of which he is the only professional player, through his unique technique. He is disparaged by purists, but his many victories eventually won over a part of the public.

### Introduction

This report sets out to discover one of the leading sports of South-West France: Basque pelota. A Cuban has turned this very traditional regional sport upside down with his very unusual technique. So much so that he has even become the best player in France. A successful but difficult integration traced by Clément Lannuque and Marina Lalovic

**LALOVIC Marina** is a Serbian journalist and advertising producer, from Belgrade. I am currently living in



Rome where I graduated from the University "La Sapienza" in Journalism and Publishing. I am working as a journalist for BABEL TV (SKY channel 141) as well as correspondent from Rome for a Serbian daily "Politika" and also for the radio-television B92 as well for PINK International Company. I am also a Host-Moderator at Rai-Radio3Mondo. In 2009 I also cooperated with Associated Press Television News bureau in Rome. I have been working

also as an advertising producer since 2005: responsible for managing all aspects of major advertising campaigns. I would like to participate in this programme mainly because I am dealing with cultural diversity issues on a daily basis through BABEL TV which represents a TV channel completely dedicated to immigration issue in Italy.



**LANNUQUE Clément** – Born in Sarcelles (Val d'Oise) on 20 May 1986. Master's 2



student at the Bordeaux Aquitaine Institute of Journalism. Freelance journalist for the sports information channel Equipe TV for three years. Head of production of the channel's weekend morning broadcast. Also has a Master's 1 in contemporary foreign history and international relations (University of Paris 1 La Sorbonne)



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### THE INVISIBLE BARRIER

by **Béatrice FAIZANG** (France) / **Nelson BOVA** (Italy)

### Summary

The Saint Michel district is changing completely. It is a working-class district of Bordeaux that has received several waves of immigrants. These influxes of foreigners have led to a strong ethnic mix, here, in the very heart of the city. How, then, do the inhabitants of Bordeaux see this district? Beatrice Fainzang and Nelson Bova considered whether there might be an invisible frontier between this district and the rest of the city.

**BOVA Nelson** - Professional journalist since 1995, I studied as a producer, documentary director and



cinematographer. I'm working for the regional newsroom of RAI Emilia Romagna. I mainly follow social items like immigration, disability, social exclusion, diversity. Chairman since 1996 of no profit associations, I've produced and directed several short and medium social movies, documentaries, books and since 2008

projects to support the inclusion of persons with disability.



**FAINZANG Béatrice** – After studying literature for university entrance in Paris, I went to study for one year in Bologna, in Italy, in order to make a documentary about a square, at the heart of the university district, which is the subject of social and political conflicts and a showcase for the urban challenges facing the city. This very first experience of fieldwork and investigation led to a 30-minute report, selected for a festival, "Territoires en Images". I went to complete my second dissertation in Bamako, in Mali, for four months, on the exclusion of pedlars from public areas. Those two experiences prompted me to enrol at the IJBA. I specialised in television (editorial journalist/video reporter). I have had work experience in television: with AFP Rome and Paris as an editorial journalist/video reporter, with RTBF (Brussels) as an editorial journalist, with France Télévisions (AITV/France O) on a fixed-term contract as an editorial journalist, and with LCI, also as an editorial journalist.



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### **PESSAC & DIVERSITY**

by **Vanessa HIRSON** (France) / **Laetitia LAFAILLE** (France)

#### **Summary**

*The 23<sup>rd</sup> International Festival of Film History is on in Pessac. Many screenings and round tables, but among the experts taking part in the discussions, the theme of ethnic diversity seems to be absent.*

#### **Introduction**

*The International Festival of Film History is held every two years in Pessac, a suburb of Bordeaux. Films, documentaries, talks etc. followed one another at a furious pace. A high-quality selection. The festival lived up to its reputation. But is it as international as it claims? What room is really given to minorities? Vanessa Hirson and Laetitia Lafaille dared to raise the question.*

**HIRSON Vanessa** - Born in Picardy, I have a degree in modern literature, which I obtained in Paris. I have studied at Lille and Paris. I obtained my master's degree in journalism, specialising in TV, at the IJBA last June.



**LAFAILLE Laetitia** – Business school student (Paris) since 2009 – Specialisation in Media & Entertainment in 2011 – Six months' work experience with a French television channel in 2012 – Two months' work experience with Spanish television. I have worked as a journalist for EuroXpress since 2012.



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### **STREETS OF BORDEAUX AND SLAVERY**

by **Marc BOUCHAGE** (France) / **Francisco José FERNANDEZ CARRASCO** (Spain)

#### **Summary**

*Several streets in Bordeaux are named after former slave traders: a battle for a shared memory.*

#### **Introduction**

*Departure for a rather distressing journey through time and space. For a long time Bordeaux profited from the slave trade. In the 18th century the slave trade even involved the deportation of around 150,000 black people. That sad page has not yet been completely turned because, to cap it all, several streets in Bordeaux still bear the names of former slave traders. But an association has decided to have them renamed. This is the combat related by Marc Bouchage and Francisco José Fernandez Carrasco.*

**BOUCHAGE Marc** - 2008: graduated in history, University Lyon 3 Jean Moulin. 2012: Master's degree in journalism, IJBA. Final dissertation (investigation project): Ecuador, the poisoned frontier. 2012: Journalist with France 3 Alsace



**FERNANDEZ CARRASCO Francisco José** – Born in Madrid in 1956. After working for various local media, he was recruited as an editorial journalist by TVE, where he worked from 1986 to 2008, when he left under the company's redundancy plan. Since then has been a freelance journalist and has contributed to local magazines. At TVE he worked on the programmes Crónicas, Informe Semanal and Telediarios, among others. He participated in the meeting at which the Leganés Declaration against racist language in the media was drawn up.



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## **STREET FOOTBALL**

by **Silja RAUNIO** (Finland) / **Andras FARKAS** (Hungary)

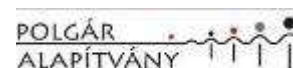
### **Summary**

*Street football: how space is shared between different social groups.*

### **Introduction**

*To break down the barriers between communities, the public authorities in Bordeaux have pinned their hopes on sports amenities located on the banks of the river. These amenities are modern, free and open to everyone. Or almost everyone, since Silja Raunio and Andras Farkas found that there were never any women using these amenities. Why? That is what we are going to see right away with this report.*

**FARKAS Andras** works as a freelance camera man. I worked for various media organizations in Hungary as video editor and sound editor. Since 2009, I embarked on a new project on Football for All which is implemented by the NGO, PAE. PAE was established in 2007 aiming to improve the living conditions of the most deprived community, namely the Roma community in Hungary. It helps the Roma community in Hungary through cooperation with civil society organisations. In 2009, the PAE started a project called Football for All to help talented Roma children to enter have a professional career in football.



**RAUNIO Silja** is I'm a 27-years old Finnish journalist specialised in the topics especially interesting for audience under 35-years old. I work for the Yle News and mainly on radio channels YleX and Yle Puhe. I've studied journalism and mass communication research as well as social politics as my majors in Uni Tampere and Uni Helsinki. I've been working as journalist for around 4 years now.



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## **STARTING POINTS**

by **Rui MONTEIRO** (Denmark) / **Nathalie ROSSIGNOL** (France)

### **Summary**

*Saige Formanoir, a neighbourhood in the suburbs of Bordeaux, in South-West France. Here more than 40 nationalities and 5,000 inhabitants live together. While a few cars are burned there, this high-rise estate is nevertheless one the most peaceful in France, thanks to the large number of associations working in the*

field. Like this boxing club, which in the 10 or so years that it has existed has become a meeting place, a place of exchange and, at the same time, a place of future possibilities for many disoriented young people. A small club which has succeeded in making a name for itself.

### **Introduction**

A boxing ring in the Bordeaux suburb of Pessac. Rui Monteiro and Nathalie Rossignol took a close look at one of the clubs of this town where more than 40 nationalities live together. A place of integration for numerous young people and sometimes even a real springboard, the club has trained some great champions.

**MONTEIRO Rui** - Film and TV studies at Köln University - Germany Make the first film "Tænk hvis det var dig! / Think if it was you!" about discrimination of ethnic minorities at the Danish labour market. Since 1997 working with ethnic minorities media in a national, Nordic and European context. Co-founder of CMFE - Community Media Forum Europe.



**ROSSIGNOL Nathalie** - Nathalie Rossignol is a graduate of the Political Institute of Bordeaux (1998). At the same time she obtained a university diploma in German (University Paris X-1997). She then continued her education in London with an MA in Politics (1999) and a European master's degree in cultural management (*Ecole supérieure de commerce*, Dijon-2000). After several experiences in the print press in the course of her studies, she decided to join the IJBA (graduated in 2001). Since 2011 she has held a master's degree in journalism from the IJBA. She began her career with France 3 Normandy, also contributing to the news desks of other regional public television channels: in Orléans, Limoges or Reims, before eventually joining the France 3 Brittany news desk. Appreciating in particular the diversity of her job, she practices it in the field as a producer, but also behind the camera (since the beginning of 2012), either dealing with news stories or making magazine programmes. She is also regularly called upon to present the regional news and to stand in for the head of production.



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## **SEXUAL ABUSE IN TENNIS**

by **Pilar LOPEZ DIAZ** (Spain) / **Irina Gabriela URSU CODRIN** (Romania)

### **Summary**

*Following the recent reports of sexual abuse in the French tennis team, what is the view today in an amateur club?*

### **Introduction**

A former tennis coach, François Régis de Camaret, was recently sentenced to eight years in prison for raping several of his female players. For the victims and for society as a whole, the sport is therefore associated with violence and crime. Pilar Lopez Diaz and Irina Gabriela Ursu Codrin wanted to gauge the impact of this drama on a sports team and went to meet a tennis club. Here is their report.

**LOPEZ DIEZ Pilar** - Pilar López Díez wrote "Deporte y mujeres en los medios de comunicación. Sugerencias y recomendaciones" published by the Consejo Superior de Deportes (2011). She used to work as a radio journalist for the public national radio station, *RNE*, and *Cadena SER*. Nowadays she is training journalists and audience on gender and communication, and teaching this issue in master's degrees. She worked as a consultant for various broadcasts media and published some documents which are referents in Spain and América Latina and

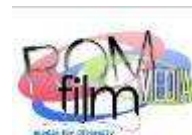


you can download from [www.pilarlopezdiez.eu/publica.htm](http://www.pilarlopezdiez.eu/publica.htm). She assisted *Publico* (a former daily newspaper) writing the only self-regulation code on gender violence in Spain.

**URSU CODRIN Gabriela Irina** was born in Romania, in 1984, in a middle class family. 2003 I graduated high school philology studies at National College "Zinca Golescu" from Pitesti. 2009 I obtained my BA from National School of Political and Administrative Studies, Faculty of Communication and Public Relations. 2012- MA degree from University of Bucharest, Faculty of Philosophy. I began working at the age of 17. My first job-reporter for a daily newspaper from my home town. In 2001 I had my first TV encounter, with a local station.



After coming to Bucharest I worked for national TV stations, as news reporter. In 2005 I started working for "Caravana romilor", an ethnic dedicated programme. After a trial period as an entertainment TV professional, I returned to "Caravana romilor" and decided to follow this path. It was important for me to participate in several international trainings for journalists, focusing on inclusive media.



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### **FOOD BANK AND POVERTY**

by **Pascal FOUCAUD** (France) / **Meraj MAHMOOD** (Ireland)

#### **Summary**

*The food bank attempts, by distributing food, to bring temporary relief from poverty. Among the volunteers, a physically disabled person puts a great effort into that solidarity.*

#### **Introduction**

*We leave the tram to take the train and head for the town of La Rochelle, a port around 200 km away, on the shores of the Atlantic Ocean. For everyone, La Rochelle means beaches, sun and a music festival; but behind the picture postcard facade, many persons live a precarious life there. The food bank attempts to bring help for them. Since yesterday, it has been their big winter food collection. A thousand volunteers have joined in. Pascal Foucaud and Meraj Mahmood went to meet those without whom nothing would be possible.*

**FOUCAUD Pascal** – Trained at the IUT in Bordeaux, freelance work and fixed-term contracts with the regional print press (Charente Libre, Radio France, France3 ...), and spells at France Inter and France Culture. Journalist with Médi 1 in Tangier (Morocco). Journalist-presenter on BFM Radio (Paris), foreign service reporter on BFM Radio (Paris). Deputy editor-in-chief at M6 (Rennes), Editor-in-chief at M6 (Rennes), Editor-in-chief at France 3 Maine (Le Mans), Editor-in-chief at France 3 Atlantique (La Rochelle).



**MAHMOOD Meraj** is Editor in chief of one of community news paper and also work with Dublin community TV Dublin and Bureau chief Dublin Intime news Network Bureau Chief. I am a free lance print and broadcast journalist having first class post graduation in Journalism and now I am doing my MSc in Digital Film Production in Staffordshire university/filmbase Dublin. I work for different news papers, radio and TV channel I worked with DCTV for different volunteer's project. I am also involve and serving with Dublin community media forum as Ex. member, I start a new project with the aim to bring multicultural communities together with different project like social and culture events, showing there films and organising weekly or monthly get to gather program and invite people from all settle communities here in Ireland I want to work for integration. My motivation to involve with MARS program is that I have chance to meet people with experiences in this field and can learn from them polish my knowledge in advance level. I will try to offer my services at any level the need.





## **THE BRIDGE OF DREAMS**

by **Ingrid SVANFELDT** (Finland) / **Marc FELIX** (France)

### **Summary**

*Workers of different nationalities are working together on the new bridge. What's the management situation?*

### **Introduction**

*The tram links the two parts of the city, a new bridge links the right bank and the left bank; it is nearing completion and many immigrant workers were hired for its construction. They came full of hope. Ingrid Svanseldt and Marc Felix wanted to hear about their dreams, but also their disillusion. A report of touching intimacy.*

**FELIX Marc** – A graduate of the IUT of Journalism, (IJBA), Marc Felix learnt his trade as a journalist/reporter/camera operator for the national editorial office France 3 and for various regional editorial offices of that channel. In 1998 he was recruited to the national editorial office to make news reports. He regularly works for the magazine programmes Thalassa, Des Racines et des Ailes, Pièces à conviction, etc. Alongside his activities as a senior reporter, he now devotes himself to the transmission of knowledge. He is a FOR (Formateur Occasionnel Ressources), which allows him to take part in the Université France Télévisions. He is also the tutor of two young persons on work experience contracts. Last, he is involved as a lecturer in the IUT of Journalism at **France 3 Sud-Ouest** Lannion.



**SVANFELDT Ingrid** has got my masters degree in communication and journalism from the University of Helsinki in 2002 and started her own micro company SvanfeldtMedia in 2007. Today it mainly produces current affair TV and radio programs for the Swedish speaking TV-channel in Finland and media workshops and video courses for public schools, media schools and companies. In the year 2005 I was a local news and current affairs reporter/editor in Ekenäs for Swedish speaking YLE. I filmed and edited my TV-programs myself and I also made radio programs which I recorded and edited myself. This year was the reason why I became a media entrepreneur. In 2001-2004 I had been a normal news-editor at the Swedish-speaking news-program TV-Nytt, YLE in Helsinki. Before that I had been working part-time, beside my studies as production-assistant at a TV-production company which made 30-minute long documentaries. I have also summer job experience from radio and newspapers.



**Svanfeldt  
Media**

## **TV CHIEF EDITORS**

**KEMP Diane** a Course Director of postgraduate broadcast journalism courses at the Birmingham School of Media. She teaches radio and television skills and newsroom/production practice on the MA in International Broadcast Journalism and the professionally accredited Postgraduate Diploma in Broadcast Journalism courses. Prior to that Diane worked for the BBC in local radio and regional television. She also freelanced for BBC network radio, although she initially started out in commercial radio. Diane has been a member of the Broadcast Journalism Training Council representing other Universities on the Board for some years. She's also an external examiner at two other 'BJTC' accredited institutions. Through her work with the BJTC she has contributed to and run workshops for the Council of Europe in their anti-discrimination campaign. As part of this she's co-written and compiled a journalism training pack promoting diversity for the Campaign. She's also conducted



journalism diversity training for the Fundamental Rights Agency of the EU and taught journalism ethics for Transparency International in Lithuania. Diane also collaborates with colleagues from the University's Centre for Criminal Justice, writing articles investigating media coverage of serious crime.

**MAYERFELD Laurence** - 1989: DUT (university diploma) in journalism, Bordeaux. / 1990: video reporter with France 3 Nord-Pas de Calais / 1995: editorial journalist with France 3 Nord-Pas de Calais / 1996: Deputy editor-in-chief with France 3 Nord Pas de Calais / January 1998: Deputy editor-in-chief with Télé Guyane / December 2000: Editor-in-chief, TV/Radio Saint-Pierre et Miquelon / July 2001: Director of TV, Radio and AITV programmes, RFO Paris / March 2003: Regional Director with RFO Mayotte / September 2005: Regional Director, RFO Saint-Pierre and Miquelon / September 2008:

Director of coordination of overseas regions, RFO / January 2010: Laurence Mayerfeld was appointed Director in charge of transforming the South-West unit / 2011: On a proposal from Gérard VALLES, Director of France 3 South West, François GUILBEAU, Director of France 3, **France 3 Sud-Ouest** appointed Laurence MAYERFELD as Deputy Director of France 3 South West with effect from 1 December 2011.



## MARS NEWS SHOW ANCHORS

**MOTTE Caroline** - 23 years old. Student at a school of journalism, trained as a video reporter. Master's 2 degree in telejournalism (IJBA). Degree in applied modern literature. Literary baccalaureate. Has travelled (Europe, Argentina, Uruguay, Tanzania, Senegal). Swims. Dynamic and reactive. Interests: photojournalism and documentaries.



**SIBILLE Louis** – “A Parisian and going nowhere, at the age of 18 I broke free and headed for gentle, bourgeois Angers. After a brief flirtation with literature and politics and an unfortunate spell as a member of the Socialist Party, I devoted myself to reading the great reporters: from the hilarious irony of Londres to the circumcised lyricism of Kessel and the documentary makers from Depardon to Carles. I had an old reflex that I couldn't shake off: I would go and take photos of disused factories, of demonstrations of all kinds, with one fixed idea: finding an unusual angle. I was obsessed with capturing images. When I put that to one side, it was like giving up an addiction. I began my training at the IJBA. I discovered, in particular, the local press and was confronted with a strong desire to set reality down on paper. Then I was caught up in my old obsession again. I am currently training as a video reporter, still at the IJBA. Interests: #Nikon, #Audiard, #Gary, #social and solidarity economy, #violoncello, #Professor Chronon, #Vergès, #Beirut, #Jerusalem”



## MARS NEWS SHOW DIRECTOR

**BIJOUX Stephane** - March 2011 – Associate Director for Diversity in Information with France Télévisions / September 2010 – Coordinator for Diversity in Information with the group France Télévisions. Stand-in presenter for the Soir 3 weekend news programmes on France 3 / February 2005 – Editor-in-chief RFO Polynesia. Piloting a unique experiment for the France Télévisions group: use of a system developed by Média Asset Management (MAM) for digitising the TV news production process. July 2002 – Director of Information – Directorate-General RFO (Réseau TV Radio France Outre Mer). Responsible for the editorial line, information processing and career and job development.



## EDITORIAL COORDINATOR

**BESSE Brigitte** – Currently research engineer at the IJBA, responsible for the development of further training in journalism. I am a semiologist, a doctor of linguistics, a specialist in audiovisual writing and the text/image relationship. With “Sémionautes associés”, a media analysis agency set up in 2002, I carry out studies (in particular for the CSA) and conduct seminars in critical viewing (for French Télévisions, RTBF and TSR, INA).



## 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!)**