



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

### **NATIONAL MEDIA ENCOUNTER**

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

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

*PROVISIONAL VERSION*

**APRIL 2012**

*DUBLIN (IRELAND)*

**CMFE**  
COMMUNITY MEDIA FORUM EUROPE



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

Funded  
by the European Union  
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**GAA WOMEN**

by **Sally GALIANA** (Near FM) & **Albertine DENIS** (Dublin South Broadcasting Co-Op)

**Summary**

*Sally Galiana and Albertine Denis worked on this piece for presentation to the MARS project. Sally spoke with Tony Watene who is the National Integration Officer with the GAA 'Gaelic Athletic Association' which is the organisation that promotes and runs Irish traditional sports. Tony has been employed to encourage more involvement by migrant groups who are new to Ireland and traditional sport. Albertine spoke with a number of women who have and are still involved in Gaelic Sports about growing up in the sport and the kind of support they got and why they feel that women's sporting events are not as supported both on the sidelines by fans or by sponsorship of the game. The conclusion is that if there was more media coverage around women's sports there would be a bigger fan base. Tony Watene spoke about his work as GAA integration office, which covers the nine grounds for discrimination (gender, sexual orientation, age, civil status, nationality, ethnicity, religion, disability and membership of the Traveller community) and is rolling out a plan with local clubs and regional organisations to ensure the participation of all in GAA family of sports.*

**GALIANA Sally - Near Fm** – Radio coordinator – Ireland. Sally has been involved in designing and organising training since she joined NearFM in 1997, and she has previous experience in training youth in the use of radio. She is one of the researchers of the Inter.media manual and she has delivered FETAC Level 4 training. She has also experience in training women and learners with literacy problems. She has been NearFM European projects coordinator in several projects. She has a degree in Journalism and a Master in International Relations, as well as a Train the Trainers certificate from NUI Maynooth. She is member of the executive of AMARC Europe (vice-president) and Treasurer of the Community Radio Forum of Ireland (CRAOL). **Near Media** Co-op is a democratic not-for-profit media co-operative which uses media as a tool for community development. The Co-op was founded in 1982 and has over 600 shareholders and more than 120 regular volunteers. Near Media Co-op encompasses Near90fm, NearTV and NearOnline. Near FM has held a community radio license for Dublin north-east for 16 years; we broadcast 24/7/365. NearTV productions, launched in 2006, produce television material featured on Dublin Community TV and the web. Near Online is dedicated to the development of IT and new media literacy in the community – More information on [www.near.ie](http://www.near.ie). We have been involved as partners in numerous European Projects dealing with cultural identity and environmental issues, intercultural training and human rights programming and our track record is excellent. We took part in the Socrates project Inter.media in 2006, which produced a training manual from an intercultural perspective. We deliver FETAC Level 4 training.

**DENIS Albertine - Dublin South Broadcasting Co-Op** – Station Manager – Ireland. Tina Heffernan Denis is the Station Manger for Dublin South Broadcasting Co-Op. I am also on the Board of DCTV and a member of DCTV's Programme Committee as well as the Chairperson of CRAOL the co-ordinating Committee for Community Radio in Ireland. I have many years experience as a TV Producer and Event Manager. I am also involved with 2 EU Projects one Leonardo De Vinci and one Grundtvig. Community Radio for Dublin South. **Dublin South FM** is the district's Community Radio Station. It is a project that is largely run by volunteers of all ages and abilities from the local community. On this site you will find everything you need to know about Dublin South, from our daily broadcast schedule to radio skills training and about how you can get involved. You can pick us up on 93.9 FM 12 hours a day, our broadcasting is very varied. Hopefully at some stage in the day you'll find something of interest. If you don't, let us know and perhaps in a few weeks you could be filling the gap and presenting your own show. Normally, opportunities to work in the broadcast industry are

few and far between, or you'll need a great deal of experience and even qualifications. Dublin South FM is committed to giving those who want to a chance at becoming involved in radio production, whatever their age, background or experience the chance to do just that. Together we will work to create locally focused and locally presented radio programmes.

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### **WOMEN IN SPORT IN IRELAND**

by **Susan KING** (Phoenix FM) & **Stefan TENNER** (Community Media Forum Europe)

#### **Summary**

*How equally, do you think, are women represented in sports? Do you ever watch women's sports? Even Rugby? At the ground level women are involved in sports in great numbers, yet they are extremely underrepresented in the Irish public sphere, we have learned through our research. We spoke to different people about Women in Sport in Ireland: Caitríona Bergin is the Women's Rugby Development Officer at the Irish Rugby Football Union and Fiona Coghlan, is the Women's Captain of the Irish Rugby team. It was through good teamwork that we were able to find and follow the topic of this report and set it all up in two days. We worked closely together holding regular conversations about the next steps we should take and we were both open to the answers we received from the people we interviewed, about what we would find in our research and what we learned from the opening session of the MARS Encounter.*

**KING Susan - Phoenix FM** – Community Liaison Officer – Ireland. Susan King works as a Community Liaison Officer with Phoenix FM. The main focus of her job is to meet with local agencies and community groups and facilitate their access to and participation in the station. As an experienced Media and IT Trainer, she also identifies and delivers training for community groups and volunteers. She is a freelance journalist, broadcaster and documentary maker, with a passion for preserving life stories, memories and culture. **Phoenix FM** is a Community Radio station located in The Blanchardstown Centre, Dublin 15. Its programming is based on community access and participation and its franchise area covers one of the fastest growing and ethnically diverse urban areas in Ireland. Established in 1989, it is a not for profit Cooperative Society. With the help of a government grant, its Board of Directors employ a Station Manager and staff to run the day to day operations in the station. Phoenix FM is open to all and volunteers from the local community (including people with learning disabilities, teenagers, older people and migrants) produce their own programmes on diverse topics from arts and sports to local history and emerging local bands. The station also provides access to media and IT training for the local community.



**TENNER Stefan - CMFE** – Germany. Stefan Tenner is the MARS coordinator for CMFE - Community Media Forum Europe. He is a journalist, worked as a correspondent in South Eastern Europe or research associate at the Berlin University of the Arts, coordinator for several European radio projects and media trainer. He is engaged in community station Radio CORAX and the Association of Free Radios in Germany (BFR). **CMFE** was founded in 2004 after a series of European and international conferences which had made clear that there is a lack of information and participation of the Third Media Sector on a European level. In

2009 CMFE has been admitted as observer on the Steering Committee on the Media and new Communications Services (CDMC) and the newly formed Group of Specialists on New Media (NC-NM) of the Council of Europe (CoE). CMFE is part of the International Non-Governmental Organisations (INGO) conference. Currently, CMFE has 23 Individual Members, 31 Organisational Members, of which 16 National Federations and 19 countries are represented.

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## **WHAT GAELIC GAMES MEAN TO US?**

by **Mahmood MERAJ** (Intime news network) & **David KNOX** (Near TV)

### **Summary**

*Made as part of the National Media Encounter of the MARS programme - Media against Racism in Sports - and shot over the course of a day on the streets of Dublin. The piece undertaken was to take a look at what Gaelic Games mean to the Irish immigrant population. Gaelic Games, or GAA, is the national sport of Ireland comprising of Gaelic Football, Hurling and Handball. The sport can be seen by many as being inaccessible to the immigrant community as very few of the Irish immigrant population are playing it at its highest level. What this project aimed to do is to gauge the understanding of some of the immigrant population's knowledge on the sport. Even if they might not have the language or know the names of the sports, are they aware of them, do they watch or play the sports and do they understand the significance of Gaelic Games to Irish people. The project was also aiming to give a voice and face on the topic of Gaelic Games that normally would never be heard or seen on the subject and hopefully showing that the immigrant community are becoming involved with the sport and interacting with it, if not themselves but through their children.*

**KNOX David - Near TV** – Technical Supervisor, Facilitator – Ireland. **Near TV** is the community television production arm of the Near Media Co-op. Community TV is about giving access to people to produce television programmes and have a real input into how they and their communities are represented. We support Community Development through television production by working with community and youth groups in North Dublin. To facilitate self-expression through media. We encourage participation in media and the development of visual media skills through training, production, consultation and use of facilities. By widening access and participation in film and video to people throughout North Dublin we aim to build on the diversity and involvement of people in media.



**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.

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### **TWO TRIBES**

by **Robbie MULVEY** (Athlone Community Radio) & **Hailuu-Chirauso NETSIYANWA** (ShoobzRadio)

**MULVEY Robbie - Athlone Community Radio** – Sports Reporter – Ireland. I started out in Ros Fm community radio station which is based County Roscommon in Ireland in 2005. initially is started on work experience, I then undertook a basic computer and editing course and started to produce and present the half hour Friday sports show in Ros FM. After six months there I applied for a position in Athlone community radio and was fortunate enough to get the position, I now report, edit, produce and present the two half hour sports shows on a Monday and Friday evening as well as other shows along with various training duties associated with the position. Athlone Community Radio 88.4fm was

formed in 2006 as a steering group comprising of individuals from a number of community organisations who saw that a community radio station would serve the interests of their clients and the general public of Athlone and its environs. Broadcasting since January 2011 on a full license, **Athlone Community Radio** Ltd operates a Community Radio Station for the benefit of the community of Athlone which entertains, engages and informs its listenership. Its activities and programming are based on community ownership, access and participation, and reflects the special interests and needs of the community. This includes training of an adequate number of volunteers and staff, establishing the station as a going concern, and developing the station to the highest professional standards in order to best serve the broad community of Athlone. Follow us on facebook on Athlone Community Radio, Twitter @ACR884, Website [www.athlonecommunityradio.ie](http://www.athlonecommunityradio.ie)

**NETSIYANWA Hailuu-Chirauo - ShoobzRadio** – *Founder* – Ireland. 24 year old student of International Aid & Development at Ballsbridge College in Dublin. Born and raised in Mutare, Zimbabwe. Father to a 2 year old daughter of dual heritage. Diversity campaigner, Artistic-Activist, Community Youth Leader. Spoken Word Poet and Emcee in an ethnic band. Hugely interested in community arts and media. Have disc-jockeyed on major underground stations in Dublin and completed an internship under Dil Wickremasinghe (@Global Village) - Newstalk 106. Recently attained FETAC Level 4 Certificate in Community Radio. Also co-founder of a peer-led youth organisation called PRAY (Positive Responses from All Youth) with a mission to get more young people to become conscious Active Citizens through Skills Transfer Cooperatives and International Arts Exchanges. Completed 2/4yr bachelor's degree in Software Systems @ National College of Ireland. An internet based radio station started by young migrants who are also students and artistic activists in the community, with the aim of promoting active citizenship and to provide a platform for the organic talent and discussion as it occurs on the streets of Dublin. Another key objective is to raise awareness of young people's issues and concerns as we try to build sustainable goals for the future, as one, in a modern Irish society.

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#### **JT MEDIA & SPORT**

by **Patrick VERNIERS** (Media Animation), **Elisabeth KOTVOJS** (FairPlay / VIDC), **Diamantis MASTROGIANNAKIS** (Université de Lille) & **Edward KEALY** (Near FM)

**KOTVOJS Elisabeth - FairPlay / VIDC** – Austria. Mag. Elisabeth Kotvojs works as project coordinator at FairPlay-VIDC since 2007 and organised the fan embassies programme at the UEFA EURO 2008, the Euroschoools 2008 youth camp and conducted a study for the fundamental Rights Agency in 2009. For FairPlay-VIDC, she coordinated the European Commission funded (DG Youth, Culture and Education) Olympia project. She is currently involved in the "Football for Equality" project coordinated by FairPlay-VIDC funded by the European Commission (DG JLS) as well as the MARS project. The initiative **FairPlay - Different Colours. One Game** - at the Vienna Institute for International Dialogue and Cooperation started in 1997 in the course of the EU-Year Against Racism with support by the European Commission and the Austrian Ministry for Sports. Since then, FairPlay is organising activities against discrimination in Austrian football and sport, and that in cooperation with associations, clubs, fan clubs, migrant and youth organisations, meanwhile also co-funded by the Austrian Football Association (ÖFB). FairPlay founded the network Football Against Racism in Europe (FARE) together with European partners and acted as its coordination office until 2010 and is furthermore a strong national partner in the FARE network. More information on [www.fairplay.or.at](http://www.fairplay.or.at). The central focus of the work of VIDC is the practice of enabling communication, encounters and exchange in our central fields of work: knowledge management, culture, gender, anti-racism work and sports. To make knowledge experienced and to communicate the joie de vivre and quality of life of other cultures is, for us, just as important as supporting them against the threat of imperial and

colonial arrogance. The VIDC sees itself, on the one hand, as part of Austrian civil society, as a platform, which fosters initiatives and projects, encourages mobilisation and offers support. On the other hand the VIDC is an important platform for networking and agency work as well as participative and emancipatory initiatives. In this context we are talking about bringing together different realities of life in cooperative projects and the enhancement of creative solutions. The VIDC wants to offer a space for action in partnership, for creativity and ideas, projects and dialogue by and for people from different cultural backgrounds with different experiences and realities. Looking at global development from a non-European perspective and reflecting this, quickening learning processes, building equality and removing barriers are aspects which VIDC sees as part of its know-how as well as its political values. Including FairPlay. Different Colours. One Game. the VIDC consists of two more departments: the main department of VIDC itself + Moving Cultures – Kulturen in Bewegung – More information on [www.vidc.org](http://www.vidc.org)



**VERNIERS Patrick - Media Animation** – International Department Director – Belgium. Patrick VERNIERS is international department director of Media Animation (resource centre for Media Education and lifelong learning centre). Vice-president of the governmental higher board for Media Education of the Brussels Wallonia Federation (Belgium). He is expert for the Council of Europe and for the European Commission. Senior Lecturer for the communication school of UCL (Catholic University of Louvain-la-Neuve) and invited Professor at IHECS (Higher School for Social Communication) in Brussels. He is coordinator of different European projects in the field of media education. **Media Animation** (non profit organization) is a media education resource centre and lifelong learning organization for the Belgian French-speaking Community (Brussels Wallonia Federation). It is recognized and subsidized by the Ministry of education and Ministry of culture. The centre is specialized for implementing research, information, training and educational resources for teachers, social workers, adults and professionals in educational sector.

Media Animation coordinates and participates in different EC funded project in the fields of media literacy, cultural diversity, citizenship and non-discrimination. Media Animation works actively to create and animate a European network for media literacy

[www.euromedialiteracy.eu](http://www.euromedialiteracy.eu)



**MASTROGIANNAKIS Diamantis - Université de Lille / Equipe "Sport & Société"** – *Conférencier* – France. In June 2010 I defended my PhD dissertation entitled "The regulation of hooliganism in Greece: games and stakes of counter hooligan policies". Actually, I am a contractual lecturer in the University of Lille 2 at the Department of Physical Education and Sport and I am also engaged in a post doctoral research at the Durham University in the School of Applied Social Sciences, Institut for Hazard and Risk Management; the title of my research is "*Preparing the Games: cross border security governance of the 2012 Olympic Games. The case of U.K and France*". The most important scientific centre in Sport Sciences in the North of Paris, **ER3S** (*Equipe de Recherche Septentrionale "Sport et Société"*) is a research group recognised by the French Ministry of Higher Education and Research. The centre covers three main research fields: sport, Innovation and Communication / Sport, Education and Health / Sport, Violence and Regulation.



## **RACISM IN IRISH FOOTBALL**

by **Phil MAC GIOLLA BHAIN** (National Union of Journalists) & **Martin Kelleher** (Athlone Community Radio)

### **Summary**

*Irish players used to be subjected to racist abuse in England. They can still be subjected to this abuse in Scotland. However, back in Ireland the issue of tackling racist abuse in football is a work in progress.*

**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.



**KELLEHER Martin - Athlone Community Radio - Radio Producer - Ireland.** Martin Kelleher produces a daily afternoon current affairs programme for Athlone Community Radio. The post includes researching news and current affairs items, interviewing subjects and editing both audio clips and written copy, as well as organising and planning each daily show, occasionally presenting and liaising with the show's other presenters. He does not speak French.

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### **Sports & Disability**

by **Evans SHIRIHURU** (Near FM)

**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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### **Sport Against Racism in Ireland**

by **McCUE Ken** (SARI)

**McCUE Ken - Sport Against Racism in Ireland (SARI)** - Ireland. Ken Mc Cue is a graduate of the International School of Politics and Culture, Moscow. He holds a Masters of Philosophy Diploma in Peace Studies from the Irish School of Ecumenics, Trinity College Dublin and a Post Graduate Certificate in Cultural Planning from De Montfort University, Leicester, UK. He is a visiting lecturer on the FIFA Master, De Montfort University and a Director of the International Centre for the Eradication of Xenophobia at Basle, Switzerland. As a Cultural Planner, Ken specialises in the area of Cultural Integration and Social Capital in Urban Regeneration and lectures on the subject of the Social



Responsibility of Sport at a number of institutes in Ireland and abroad. He is an Academic and Fieldwork Study mentor for Undergraduate and Postgraduate students in Humanities. Ken is a card-carrying member of the Industrial Workers of the World and was officially declared an Atheist by the Roman Catholic Church in Ireland. Ken is International Officer with the Social Enterprise, Sport against Racism Ireland, Hon. Sec. of Insaka AFC (Football club of the African Youth Diaspora in Ireland) and Director of Sport Aid from Africa.

#### CHIEF EDITORS



**WICKREMASINGHE Dil - Newstalk** - *Broadcaster* - Ireland. Dil Wickremasinghe has one vision - living in an inclusive and equal Ireland. Her work as a Broadcaster with Newstalk, Journalist, and Stand up Comedian & Social Entrepreneur are geared towards this vision. Dil was born in Italy and is a Sri Lankan national and moved to Ireland 12 years ago and is now an Irish citizen - [www.dwickremasinghe.ie](http://www.dwickremasinghe.ie). **Newstalk** is a national radio station. Global Village is a groundbreaking social affairs weekly live programme and airs every Saturday 7-9pm. Global Village is "Radio Activism" on *Newstalk 106-108 FM*. [www.newstalk.ie/globalvillage](http://www.newstalk.ie/globalvillage)



**McINTYRE Diarmuid - Grey Heron Media** - *Managing Partner* - Ireland. Diarmuid McIntyre is the managing partner of Grey Heron Media. Diarmuid has produced radio features for RTE, Live95FM, Newstalk, and Community Radio. Diarmuid delivers supports to community stations for Craol. Diarmuid developed Craols FETAC Accredited training initiative and the 2011 nationwide community radio audience research. From 2004-2007, Diarmuid was manager of West Limerick 102. He has worked for Ballyhoura LEADER, as European Research Manager of MAC, and research manager of TSSG communications research group. Diarmuid has lectured at Dublin Business School, University of Limerick, and conducts training courses in Radio production and mentors in all aspects of community radio operation. Grey Heron Media specialises in creating compelling radio features and in supporting the development of a vibrant Community Radio sector. **Grey Herons Radio** programmes unearth the passions and rich interactions that underpin community in Ireland. Grey Heron has produced programming for RTE, community stations, and national & local commercial stations. Grey Heron provides Craol the Irish Community Radio Network with extensive training and coordination services. Grey Heron manages the Craol FETAC Accredited Training Initiative, masters the Craol Website & Social Media, creates resources, manages events, and provides extensive mentoring and training of behalf of Craol to its member stations nationwide.

#### 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:



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## 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!)**