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*Keywords: Europe, english, french, italian, dutch, flemish, Journalism, ethnic media, media diversity, immigration, human rights, discrimination.*

This organization focuses on the rise and support of ethnic media, as a balance to the current mass media which provides too little, too poor information yet plays a great role in the formation of public opinion. Mediam'Rad prizes the "fresh" perspective of travellers, immigrants, for their cultural and spatial "multi-belongings". Ethnic and Diaspora media can introduce new information and analyses on the interdependencies of today's world and feed the "agenda" of the mainstream media on these issues.