MEDIA AND INTERCULTURAL DIALOGUE
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MIRA MEDIA
Mira Media is the Dutch centre of expertise on Media and Diversity. It's main goal is to achieve more diversity and 'ethnic' pluralism by supporting the participation of immigrants in the Dutch media. Mira Media has no broadcasting time but it co-operates closely with Dutch national and local (public and commercial) broadcasters. Mira Media is an independent co-operative body founded in 1986 by the major national immigrant organisations in the Netherlands.

Mira Media initiated and facilitates the European Online/More Colour in the Media network[1]. It is a network of NGO's, broadcasters, training institutes and researchers, set up to make the European media more diverse both in terms of access to media jobs and portrayal of ethnic minorities. The Online/More Colour in the Media network was established in 1997. Since then, it has initiated and co-ordinated projects and networks in the fields of employment and training, intercultural media education and career orientation, programme exchange, support of minority media, empowerment of minority audiences and research.

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[1] http://www.olmcm.org

CONTENTS

1. General introduction

2. Television: Entertainment and Fiction

3. Television: News and information

4. Radio

5. Ethnic community media

6. Internet

7. Media Prizes

8. Representation & Codes of Conduct

9. Media research

10. Human Resources & Training

11. Media, Politics and Civil Society

12. Intercultural media literacy

13. The role of NGO's

1.   General introduction

European societies are becoming increasingly culturally and linguistically diverse as a result of immigration. This change is not always accurately reflected in the media, both in terms of the composition of media professionals or in the fair and balanced portrayal and representation of immigrants and immigration in the media. The relatively low number of media professionals from immigrant backgrounds increases the chance of inaccurate reporting on immigrant issues and the omission of immigrants in mainstream programming. Also, immigrants are less inclined to pursue a career in the media when the portrayal of immigrants in the news media is stereotyped and negative.

Integration and full participation in society is both a matter of social cohesion and a prerequisite of economic efficiency. It should be understood as a two-way process based on mutual rights and corresponding obligations. This implies that each society ensures equal participation of immigrant and ethnic minority communities in economic, social, political, cultural and civil life. All communities in the society respect the fundamental norms and values of the country of residence and participate actively in the integration process, without having to relinquish their own identity. It is, therefore crucial to ensure successful integration of both existing and future immigrant and ethnic minority communities. Making cultural diversity a part of the mainstream media has profound effect on the perceptions and attitudes of the audiences. It can provide the immigrant and ethnic minority communities with positive role models, while it can offer to the wider public a more realistic and balanced portrayal of these groups and the multicultural society as a whole.

1.1 Balanced reporting
Intercultural misunderstandings arise when audiences of different communities see their opinions and prejudices reinforced by media, either from national or international sources. There is a need for informed, professional and balanced reporting on the part of all media. If not, there will be increased intercultural misunderstandings, the fuelling of racism and xenophobia and the continued exploitation of fear and uncertainty within communities by unscrupulous political forces. Therefore media need to report professionally on gender equality issues and the concerns of minority communities in order to raise awareness of intolerance in society. There is a need to have more dialogue between media professionals at all levels and civil society actors on these matters and for more efficient mechanisms of media monitoring on diversity issues.

European audience research shows that immigrants do not feel that they are equally and fairly represented in the national mainstream and that they are not seen as equal citizens of the country of settlement. For stories that include their own communities, they draw heavily on the Internet, local community media and transnational satellite television stations, such as Al Jazeera and Al Arabia for their information. They often find this information more reliable and trustworthy than Western news reports. Mainstream audiences instead saw their own opinions and prejudices reinforced by their national media as these were based on their own and trusted cultural and often religious values.

Actions to create and maintain a media that better reflects the cultural diversity of European societies will not only promote equality, but help to support integration and community cohesion. Media organisations and professionals, governments, politicians, the public, organised civil society and private companies all have a role to play in ensuring that the media depicts immigrants in an inclusive, fair and balanced way. Although progress can be made by the actions of each actor, greater progress can be made through cooperation and collaboration between actors.

1.2 The importance of Public Service Broadcasting
Immigrant communities increasingly engage via satellite and the internet and turn away from the media in their country of residence. In order to improve this condition and to help create an atmosphere of mutual understanding and intercultural communication, Public Service Broadcasting (PSB) has an increasingly important responsibility as a platform of intercultural dialogue and by offering unbiased information to all citizens. International governmental and non-governmental organisations like the UNESCO, Council of Europe, OSCE, International Federation of Journalists (IFJ), European Union Agency for Fundamental

Rights (FRA)[2] and the European Broadcasting Union (EBU) regularly underline the importance of public service broadcasting. They encourage national governments to supply the public with a diversity of media content, such as analyses, comments, cultural and educational programmes, investigative journalism, capable of promoting a critical debate and a wider democratic participation of persons belonging to all communities and generations[3].

Apart from employing more journalists with an immigrant background, there is growing consensus that PSB has to introduce both intercultural workshops for all new staff working in or related to the newsrooms and to offer their present staff the possibility to obtain the necessary intercultural skills and networks to be able to adapt to the changing environment. Engaging more with immigrant groups in particular will help PSBs to improve the quality of their reporting, to be fully aware of the sensitivities around intercultural relations, and to avoid negative stereotyping.

1.4 Empowerment

Organisations of immigrant will have to play an important mediating role between their communities and the media. However, most of these organisations do not know very much about how the media work and have no frequent relations with the press. In order to play a constructive role immigrant organisations should develop pro-active communication strategies and provide journalists with consistent and reliable information. Intercultural dialogue between immigrant communities and journalists / programme makers is essential to achieve this goal, which is in line with the outcomes of several international conferences (EBU, INTI, FRA) and new policies of PSBs in Europe. Several guidelines, methods and toolkits have been developed in recent years but there is a lack of implementation because of the absence of a national intercultural training infrastructure.

Summarising, it is important to empower people and communities who face exclusion and disadvantage, to combat racism and other forms of discrimination, and to promote a rich and diverse media culture that will meet the aspirations and needs of multicultural societies. This aim can only be achieved through increasing the supply of both multicultural programming and other quality media products for a general audience, as well as targeted programming for minority groups. The equal participation of minority media professionals in the audio-visual, print and digital media labour market and multicultural awareness among all media professionals is essential to realise this goal. Furthermore, the multicultural awareness of audiences needs to be raised whilst at the same time, ethnic minority communities are empowered through positive media portrayals.

This publication offers a wide range of information and best practices in the field of media and cultural diversity. Recommendations from former European conferences and expert meetings are displayed, as well as examples of European developments and good practices. This overview will be updated every year. If you have new or additional information, please mail your input to Mr. Ed Klute, e.klute@miramedia.nl.

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[2] On 1 March 2007 the European Union Agency for Fundamental Rights (FRA) was launched to succeed the European Monitoring Centre on Racism and Xenophobia (EUMC).
[3] https://wcd.coe.int/ViewDoc.jsp?Ref=Decl-27.09.2006&Sector=secCM&Language=lanEnglish&Ver=original&BackColorInternet=9999CC&BackColorIntranet=FFBB55&BackColorLogged=FFAC75

2.   Television: Entertainment and Fiction

Infotainment offers excellent opportunities to reach audiences that are not well informed, as it is able to deal with personal and cultural background of individual characters. It proves to be possible to reach otherwise inaccessible viewers as infotainment programmes generally have greater publicity value. Over the years soaps and drama series became more multicultural and overall the immigrant and ethnic minority characters became more balanced[4], while some Public Service Broadcasters (PSBs) also started to broadcast soaps which were produced in countries like Turkey and India. Soaps offer a good starting point for creating familiarity with immigrant and ethnic minority groups. Yet here, like the infotainment programmes, there is always the risk of stereotyping and polarised perceptions. The crime series also offer good opportunities to approach multicultural and religious issues in very subtle yet thrilling ways. Last but not least comedy does build bridges especially when it is developed and produced with the involvement of comedians from ethnic minority groups.[5] However, guidelines, education and training, as well as exchange of successful programmes and formats are still strongly needed to further improve these positive developments.

Recommendations from recent conferences and meetings

- PSB institutions should go out of their way to foster new creative talents and to forge links with those who can meet the needs of increasingly multicultural audiences. Soaps and drama, which are produced in Turkey or Egypt, offer a possible alternative, as well as Bollywood drama that seem to appeal to audiences of various origins.[6]

- Encourage immigrants to develop their own comedies and entertainment. The entertainment created in this way does not need to be labelled but it does introduce a whole new culture when combined with the comedy produced by the majority population. As a result, certain immigrant and multicultural programmes can in a long term become financial successes in the same way that Turkish hip hop has enjoyed success in Germany or Asian rap in the UK.[7]

- Pay attention to intercultural story lines and immigrant characters and involve immigrant actors and scriptwriters in the development. "When German writers, or Dutch or English for that matter, write scripts they try to imagine how a foreigner thinks and acts. When acting out this script the Turkish actor is suddenly confronted with the task of having to play a Turk, as a German would see a Turk. And that can prove to be difficult".[8]

- There should be master classes for talented young actors, producers and directors. It is important that mainstream programmes reflect everyday life. Actors with ethnic minority backgrounds should play all kinds of role, not just stereotypical ones.[9]

Some examples of European developments

- The most popular programmes immigrants watch include soaps and TV shows. Besides the entertainment functions, TV also fulfils a variety of cultural functions[10] as in immigrant families or groups it is also considered a socializing, communal activity, a kind of viewing that is especially promoted by satellite TV from their countries of origin[11]. Recent research confirms that watching soaps is teaching viewers how to communicate about problems with each other and shows that drama

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[4] G.Sterk, 'New'Citizens , New Policies?, 2006
[5] European Media Conference, Cultural Diversity Against Racism, 1999
[6] See 8
[7] See 8
[8] See 7 and 8
[9] A Diversity Toolkit for factual programmes in public service television, EBU 2007
[10] Bridging and bonding, Peeters/D'Haenens 2005; WDR Research "Between the cultures – television, attitudes and integration of young Turks in North Rhine-Westphalia", 2006
[11] Hargreaves/Mahdjoub 1997

in soaps encourages discussion between family members and neighbours about subjects, which were part of the soaps[12].

- European broadcasters which are producing soaps, comedy and drama series have become more and more aware that representation in these productions should be realistic, showing immigrants and ethnic minority groups in areas and situations that occurred in the real world. Nevertheless, there is still a perception within immigrant and ethnic minority communities that some television programmes, such as soap operas, include characters from their groups purely because they "should" and that the characters themselves were unimportant and rarely in the series for long[13]. Drama series like the BBC series *Spooks*[14] appear to have a disproportionate effect on viewers' perceptions of how the intelligence services operate. Such series also circulate and reproduce discourses on Islamic terrorism. Better scripted, but less stereotypical drama serials may help in explaining and communicating the dilemmas the present societies are facing. This can be more effective than a thousand earnest documentaries. More research is needed into how fictional narrative drama shapes perceptions of security and intelligence services but preliminary findings suggest this might be very illuminating[15].

- Immigrant and other ethnic minority groups are generally positive about *ethnic* comedy like *Goodness Gracious Me.*[16] This kind of show is thought to be well constructed and funny as it shows a community, the Indian one in this case, laughing at itself. There is general agreement that comedy based on parodying an ethnic identity could be taken much further by people from that background than is possible for people outside the community[17]. Some of these shows became very successful and mainstream in a short time. The show "*Raymann is Laat*" (NPS TV, The Netherlands) started in 2002 as a niche programme and became a mainstream success with topics like a "Course of Islam for idiots", humoristic comments on "worldwide news" and the adventures of an Antillean security guard[18]. Similar examples we can find in Germany, *"Was guckst du?"* (SAT1) and in the UK "*The Kumars At No 42"*. In Hungary the "*Gyozike Show"*, a reality show, (RTL Klub Hungary), shows that also Roma can make jokes about their own culture and people without causing offence to the minority group itself.

- From January 1st, 2009, for the first time in Dutch history, three multicultural programmes will be broadcast on prime time on national public television. These are the TV show *Raymann is Laat* presented by comedian Jörgen Raymann, *PREMtime*, a programme with information on Dutch multicultural society presented by Prem Radhakishun and *Dichtbij Nederland*, a human interest television programme targeted at a culturally diverse audience.

- Successful formats were copied to other countries. "*The Kumars At No 42"* format[19] went overseas and was adapted to: an Australian version (*Greeks On The Roof*), a German version (with a Turkish family), an Israeli version (Moroccan Jewish family), a Dutch version (Surinamese family), and an American version.

- Humor can build bridges but can also create gaps. When actors play the role of characters originating from other ethnic communities, it can lead to a reinforcement of stereotypes and can create offence towards these communities. Tintoria (Laundrette, RAI 3, Italy), a comedy show where Italian comedians play the role of immigrants, show this possibility of double interpretation. One hand it is a innovative experiment made by RAI (Italy) to represent new multicultural issues in their programming, on the other hand the approach used can lead to a wrong portrayal of the immigrants represented.

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[12] Martine Bouman, Dag van de Soap, 2006
[13] Muticultural Broadcasting, Concept and Reality, Hargrave 2002
[14] Crime Drama aired on BBC 1
[15] www.mediatingsecurity.org
[16] Asian sketch show aired on BBC 2 from 1998 to 2000.
[17] Multicultural broadcasting, UK, 2002
[18] http://www.omroep.nl/nps/mix/welcome.html?../raymann.
[19] http://www.bbc.co.uk/comedy/guide/articles/k/kumarsatno42the_66602080.shtml

Some examples of good practices

- "*Turkish for Beginners*" a soap opera of ARD – Germany is a highly entertaining bonanza of cultural stereotypes. In it, Doris Schneider, an anti-disciplinarian German therapist and mother of two, falls in love with the Turkish policeman Metin Öztürk, a father of two as well. To the absolute horror of the children from both sides of the cultural divide, Doris and Metin decide to move in with each other and conduct a risky, cross-cultural family merger.

- *"Plus Belle La Vie"* [20] a soap opera of France 3, broadcast since September 2004 (France 3). The scenario is the multicultural neighborhood of Mistral, in the downtown of Marseille. The "Mistraliens" are a community of people aged between 13 and 80 years, with different social and cultural backgrounds. Love and family affairs, social problems, crime stories are the topics of the soap opera. The official website of the programme is rich of information and there is forum where the viewers discuss/propose the development of the soap. The scenario is adapted day by day, nothing is fixed, making it a very flexible format.

- Every Sunday night in living rooms throughout the Middle East, tens of millions of viewers are tuning in to a fearless all-female talk show whose four hosts discuss controversial subjects, shatter stereotypes and provoke debate. Originally inspired by ABC's hit The View, *Kalam Nawaem* (Sweet Talk) is taped in studios over the Middle East and broadcast each week from Dubai. Five years after its premiere, the show is a top-rated program on MBC, one of the first privately owned Arab satellite television channels. The show is hosted by four women of different ages, nationalities and points of view who have become household names and role models across the Muslim world. Muna AbuSulayman, the very first Saudi woman to appear on Arab satellite television; Farah Bseiso, a Palestinian actress; Fawzia Salama, an Egyptian newspaper columnist; and Rania Barghout, a liberal Lebanese, meet in the production studio to discuss – and disagree on – a wide range of news, entertainment and social issues with invited guests.

- *Raymann is Laat* is a weekly TV show broadcast by the Dutch broadcasting organisation NPS, and presented by the Surinamese comedian Jörgen Raymann. It brings a number of humorous sketches based on the differences between cultures (with some alter ego's of Raymann itself). The show is very popular in the Netherlands among people with all kinds of backgrounds.

- *Shouf Shouf de serie* is a Dutch sitcom that revolves around four friends: three of Moroccan descent and one with a Dutch background. The program tries to overcome the 'immigrant' versus the 'indigenous' world by being radically politically incorrect and by focusing on a second generation that tries to incorporate the best of both worlds. The sitcom is the follow-up of the movie *Shouf Shouf Habibi!*, which was very successful in the Dutch cinemas.

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[20] www.plusbellelavie.fr

3. Television: News and information

The media audiences are changing; ethnic minority communities are an important and growing part of the society and the public. Public Service Broadcasting (PSB) has an essential task and responsibility by offering a platform for intercultural dialogue and unbiased information to all citizens. The speed and de-contextualisation of news has implications for national political debates concerning cultural diversity and integration, religion and asylum, with effects of the life of particular migrant communities. Journalists have to cope with fast changing national and international multicultural media environments and are in need of extra intercultural skills and competencies to be able to maintain their core journalistic principles of professional independence. Media literacy at all levels of schooling is needed to help the listeners and viewers understand how and why certain media content is produced. This raises the question: How can news and information programmes reach all parts of the public and what is the impact of news and information on the audience? How to fulfil the social responsibility of PSB in view of social cohesion and to make television for all?

Recommendations from recent conferences and meetings

- The appearance of a variety of spokespersons, a representative participation of ethnic media professionals in the newsrooms and a pro-active, regular, critical feedback by immigrant and ethnic minority audiences to the news and information programmes as well as regular professional audience research, are all essential. Dialogue and cooperation between media professionals of different cultures, from Europe and from Arabic countries, need to be further implemented. There is also a need for better understanding between civil society and media on issues relating to cultural and religious differences. Engaging with minority groups in particular will help the media to improve the quality of reporting, to be fully aware of the sensitivities around intercultural relations, and to avoid negative stereotyping. For their part civil society organisations and immigrant groups should develop pro-active communication strategies and provide journalists with consistent and reliable information[21].

- While all professional groups well understand the need to consider cultural and religious feelings at all times in the exercise of journalism, they are united in their condemnation of the violence, intimidation, deaths and death threats that have accompanied some protests over the publication and republication of the Danish cartoons. They reaffirm, without compromise, that freedom of expression and opinion is a fundamental and core value of democracy and human rights that should not be subject to any undue restraint. All media, on all sides, must act professionally in dealing with religious and cultural issues and rights of minorities, and should not do anything that would create unnecessary tension by promoting hatred or inciting violence. The ethical and professional duties of journalism are the sole responsibility of journalists and other media professionals in the free exercise of their work. New supranational codes of conduct or other guidelines or new laws are not needed. Existing voluntary codes, some of them in force for more than 50 years, serve journalism well. Efforts are welcomed to promote dialogue and to raise awareness among journalists and media on all sides about the need for ethical and responsible practice. Co-operation within and between professional groups as well as dialogue among journalists from different cultural traditions should be promoted. The aim of such co-operation should be to strengthen media quality and to raise awareness among journalists of the need for informed reporting in context when dealing with inter-cultural and religious matters[22].

- All journalists need extra intercultural skills and competencies to be able to maintain their core journalistic principles of professional independence. At the same time the journalistic work culture in the newsrooms has to become more open for other opinions, cultures and journalistic approaches. Therefore all PSBs should, apart from employing more journalists with an ethnic minority background, introduce mandatory intercultural workshops for all new staff working in or related to the newsrooms

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[21] http://eumc.europa.eu/eumc/index.php?fuseaction=content.dsp_cat_content&catid=3e6c61340870c&contentid=452a173c53b66

[22] *Statement of Media Professionals Meeting to discuss the Danish Cartoons Controversy hosted by IFJ in Brussels on 15 February 2006.* This statement was issued in the name of the Association of Commercial Television (ACT), the European Broadcasting Union (EBU), the European Federation of Magazine Publishers (FAEP), the International Federation of Journalists (IFJ) and the International Press Institute (IPI).

and offer their present staff the possibility to obtain the necessary intercultural skills and networks to be able to adapt to the changing environment[23].

- News and information programmes should not only emphasise negative stories; there are positive examples of integration. PSB is important for showing positive role models and creating heroes of diversity[24].

Some examples of European developments

- Although in Europe channels like Al Jazeera and Al Arabia are not watched by large numbers of the younger generations of immigrants, they clearly have a disproportionate influence on these audiences. The insertion of *Al Jazeera* and other Arabic language footage in mainstream PSB bulletins however, tends to reinforce the notion among the indigenous audiences that such channels adopt an Arab and Muslim perspective. Some believe that they provide a mouthpiece for terrorist voices and views. This in contrast with Arabic speaking Muslim viewers who regard *Al Jazeera* as a news channel founded on principles of balance and impartiality. Indigenous audiences feel comfortable with their national media, as they see their own opinions and prejudices reinforced because their news bulletins interpret events based on their own established and trusted cultural, and often religious, perspectives and values. For Muslim news consumers who use multiple and multilingual news sources, mainstream western news is seen to be marred by ethnocentrism, to operate from within a western ideological realm and to reproduce the discursive logic of the government because journalist's access to information is seen to be dictated to a large extent by government.[25]

- Research shows very clearly that the representation of immigrants in the news is still a problem[26]. Immigrants attach considerable importance to their representation in the majority media, but in most cases do not recognise themselves in these media, criticising the lack of actors with immigration background in the news (presenters, journalists, spokespersons) and the negative news reporting about their groups. They usually feel that reality is distorted when it comes to representation of immigrants and ethnic minority groups[27]. Nevertheless, although first generation immigrants still prefer TV news programmes and newspapers in their own languages and from their countries of origin, there is a strong demand for news covering the immigrant groups main concerns by the main channels. In this sense, the "use" of the national mainstream news is not only a factor, but also an indicator of integration. The higher socio-economic milieu and educational level of immigrants, the longer the period of living in the host country and better the language skills, the higher is the use of the national mainstream news.

- PSBs are becoming increasingly aware that journalists from ethnic minority groups can add an extra value to the news. Quite some PSBs started to employ newsreaders from ethnic minority communities for the national news programs, as well as reporters and desk researchers. Especially in times of ethnic tensions in society, the need for more reporters with a migrant background is felt most. There are also developments in which PSBs send journalists with an immigration background as reporters and correspondents to trouble zones in the Middle East or elsewhere, because they have better access to information in those regions because of their language skills and cultural backgrounds.

- In some countries PSBs started to cooperate with NGO's in order to enlarge the social networks of journalists and to get better access to information from within the immigrant communities. In Sweden, the Netherlands, Belgium and the UK diversity databases were set up, which contain data of persons from immigrant communities with special expertise in different fields. In other countries informal meetings and discussions are regularly being organised between spokespersons of ethnic minority

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[23] www.tuning2004.nl; Master classes IDG – Equal, Stockholm and London, 2006
[24] A Diversity Toolkit for factual programmes in public service television, EBU 2007
[25] 'Shifting Securities, new cultures before and after the Iraq war 2003' (2006), Open University, UK, http://www.mediatingsecurity.com
[26] Devroe,I, 2002; Ross, K, 2000; Poole, E, 2001
[27]Madianou, 2005

communities and journalists. Other NGOs are active in media monitoring. They discuss their findings with media organisations and individual journalists. Some PSBs facilitate media training activities for multicultural organisations, in order to support them in building their media capacity in order to make their voices better heard in the media. These initiatives provide journalists at the same time with consistent and reliable information and they contribute to the interculturalization of the news.

Some examples of good practices

- Perslink (Presslink)[28] is an initiative of Mira Media, NOS and the Dutch Union of Journalists that started in 2003. Perslink aims to close to gap between spokespersons/experts from ethnic minority communities and the Dutch media. Over the years Perslink has developed various instruments to improve the contacts between the ethnic minority communities and the media in order to provide more balanced information about multicultural society and migrants. A diversity database was created as part of Perslink. Spokespersons, which are in the database, receive media training to make themselves visible and heard. Network meetings bring spokes persons and journalists together. Islamic communities are inviting journalists to mosques.

- 'British Muslims[29] – Media Guide' by Ehsan Masood describes Britain's Muslim Communities, their history, present and future. The British Council, the Association of Muslim Social Scientists and other partners published it as a resource for journalists and others, to strengthen international understanding of the diverse nature of British society. The guide offers a good example on how to inform journalists on a quick and adequate way on the main issues.

- Portraying Politics – A Training Toolkit for Journalists, Broadcasters, Media Managers and Trainers[30] The toolkit "Portraying Politics" sets out to analyse production patterns and professional routines that result in these gender based differences. It is a good example on how to develop a Training Toolkit to improve intercultural competencies for media professionals. The toolkit challenges journalists and programme-makers to reflect on the way they currently do things, and to think creatively about new possibilities. The toolkit contends that fair gender portrayal is a professional criterion like any other – balance, diversity, clarity and so on. It also aims to demonstrate that when attention is paid to gender during the production process, the pay-off is richer and more innovative output that will appeal to a wider audience. The project builds on the experience of the Screening Gender training toolkit, which was produced in May 2000[31] and which has since been translated into some 10 European languages. The project is lead by the European Federation of Journalists and includes the broadcasters BBC, NRK of Norway, the Dutch RNTC and RBB and ZDF in Germany as well as the European Journalism Centre, the University of Malta and the European Journalism Training Association.

- The Diversity Toolkit for factual programmes in public service television[32] was published by FRA in January 2008 ahead of the European Year of Intercultural Dialogue[33]. The Toolkit was developed by media professionals under the auspices of the European Broadcasting Union[34] (EBU). The Diversity Toolkit brings together the collective knowledge of these TV professionals. The Toolkit may be used for non-commercial purposes either by journalists and programme makers in their daily work, or as a tool for training sessions and workshops. The Toolkit contains a wealth of information on how to promote the principles of cultural diversity in broadcast organisations and TV programmes. It brings together practical elements (checklists, references) and good practice advice that can be used, applied and learned from. The Toolkit comes in the form of a handy ring binder and is available free-of-charge from FRA. The toolkit includes a DVD with examples from news and current affairs programmes from a dozen European countries illustrating some of the difficulties facing journalists when they report on minorities and its associated documentation.

[28] Perslink: http://www.perslink.nl; http://www.miramedia.nl/sitebuilder/index.asp?nodeid=301
[29] 'British Muslims: Media Guide', http://fairuk.org/docs/British_Muslims_Media_Guide.pdf.
[30] http://portrayingpolitics.org/
[31] http://www.yle.fi/gender/
[32] http://www.fra.europa.eu/eumc/index.php?fuseaction=content.dsp_cat_content&catid=3eddba5601ad4
[33] http://www.interculturaldialogue2008.eu/
[34] http://www.ebu.ch/en/union/under_banners/CulturalDiversity_2008.php

4.   Radio

Radio is not always getting the necessary attention when media and diversity are being discussed in conferences and in literature[35]. Because the role of radio is hardly discussed in debates and literature, not much attention is given to the language used in the programmes and their possible impact (positive and negative) on the social cohesion in the multicultural and multi-religious European societies. Other than commercial music radio stations, Public Service Broadcasting (PSB) radio's remit is to contribute to social cohesion by offering a pluralistic communication platform accessible to all citizens in order to facilitate 'bridge building' between minority communities and the indigenous society and to encourage integration processes of excluded groups. To realize this, PSB radio programmes and services, especially talk and news radio, have to reflect the cultural diversity in society, in mainstream programmes as well as in specific programmes and / or channels. Like television, PSB radio has to find new ways to (re) establish itself as a trusted platform for intercultural and inter-religious dialogue[36], by reaching out to the new audiences, by meeting their needs and by avoiding biased reporting on minority groups. Research[37] shows however, that it is more difficult to discuss the issue of 'representation' on radio than on television, partly because of the visual aspect (listeners do not see the radio presenter) and partly because quite some media policymakers still consider radio stations that cater to distinct communities to be an adequate provision for these communities.

Recommendations from recent conferences and meetings

- Radio is of capital importance as an element of social connection, as a promoter of democratic values and as a pillar of aspects related to social cohesion, cultural diversity and the construction of a common living space open to all. The concern in radio must be less with technology and more with content, especially when that content constitutes a strong basis of social cohesion and perspective cultural diversity[38].

- BBC English Regions is the division of the BBC responsible for local television, radio, web and teletext services in England. The BBC, with its 40 local radio stations and audience of eight million listeners each week, illustrates the integration potential of a public service network, providing that the communities were involved. It is necessary to hear what listeners are saying, meet them halfway and act rather than talk. Programmes should depict society and reflect the lives of all those who are part of it. By forming partnerships with other organisations and local communities, local radio stations can create programming that reflects a diversity of cultural activity.[39]

Some examples of European developments

- UK research[40] shows that radio is listened to for music, news, and phone-ins and also for local information, such as traffic news, especially in the mornings and evenings commuting and sometimes at work. Younger listeners, listen to mainstream national or local music stations. Older listeners from immigrant and ethnic minority groups listen more to stations that broadcast in languages other than English or local community stations. Younger people, in particular, seem to 'dip in' to these radio stations, to hear a bit of Asian music or news, while older people listen more regularly, perhaps 'dipping in' to mainstream stations. Similar findings are found in German and Dutch research.

- Over the years radio played an important role in reaching out to immigrant communities. The first PSB radio programmes for listeners with an immigration background started in the 60's - 70's in the native languages of these groups. In several countries these programmes disappeared in the 90's and were replaced by multicultural programmes in the language of the country of residence. In countries like

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[35] Speech by Sylvain Lafrance on Cultural Diversity EBU Conference, Valencia, Spain, May 2003
[36] Report Diversity in TV, Radio and multimedia programming, EBU, 8 March 2006
[37] Multicultural Broadcasting, Concept and Reality, Hargrave 2002
[38] Speech by Miguel Ángel Ortiz (director of the Instituto Oficial de Radio y Televisión) on 2007 RNE Rencontre 'Public Radio Reflecting Diversity', Seville, Spain, 3-4 May 2007
[39] Speech by Elonka Soros (BBC) on 2007 RNE Rencontre 'Public Radio Reflecting Diversity', Seville, Spain, 3-4 May 2007
[40] Multicultural Broadcasting, Concept and Reality, Hargrave 2002

Germany, the language programmes in Funkhaus Europa[41] and Radio multikulti[42] continued. For a long time, they remained the only stations in Germany that mainly focus on listeners from different immigrant backgrounds. Unfortunately, Funkhaus Europa (WDR) will replace Radio Multikulti (RBB) by the end of December 2008. Some other multi-language programmes in Berlin revived as they got a new life on the internet where listeners can download their favourite programmes whenever they like[43]. PSB's in countries like the UK[44] and the Netherlands started new 24 hour FM and digital channels: FunX[45], 1Xtra[46], BBC Asian Network[47], to address the needs of specific target groups in their multicultural societies and in order to offer them their own platforms and cultural programmes.

- PSB radio in most European countries has a problem to reach out to young multicultural audiences with news, information and entertainment programs[48]. In the Netherlands the successful example of FunX showed that it is of the utmost importance to develop new radio formats in close cooperation with the youngsters themselves. Swedish Radio makes the same efforts with initiatives like GUTS[49]. They know the needs, likes and dislikes of the young audiences and they know which "language" has to be used to attract them. The development of FunX proved that it is very difficult to establish such a station within the framework of the traditional PSB-structures. In France, radio proved to be a good medium to reach out to the youngsters in the suburbs during the riots. The urban youngsters trusted their 'own' radio stations, like Beur FM[50], and listened to their advices and comments. Radio reporters were better able than their television colleagues to go into the neighbourhoods to make reports from the inside of the "banlieux". For Radio France Bleu Ile de France[51] the experiences with riots in the "banlieux" meant that they started to review their way of reporting.

- Many news programmes are focussing on the problems of the integration of immigrant groups.[52] Reports on unemployment, school problems, tensions in urban areas, criminality and terrorism often relate to those groups that very often complain that not much attention is given to positive developments in the multicultural societies. Stations like FunX and other multicultural stations prefer not to cover these news-items in the same way. They deal with the local problems with which their audiences have to cope. Big global issues are mostly only covered if the audiences start the discussion themselves on the website or by calling during programmes. [53] NOS Headlines[54] (the Netherlands) is a special news desk for young people, which is established in cooperation with the PSB NOS - News. This radio / Internet news desk searches for daily (intercultural) news which appeals to youngsters and translates it in "language" understood by urban young people.

- Radio proves to be a productive breeding ground for new radio and television talents[55]. In many countries young immigrants participate and are being trained in community radio stations. These community stations often act as a springboard to the mainstream media. Swedish Radio executed several extensive in-house training programmes for immigrant journalists, offering them work experience assignments in their different local and national departments[56].

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[41] http://www.wdr5.de/funkhauseuropa/
[42] http://www.multikulti.de/
[43] Ilona Marenbach, RadioMultiKulti, Radio de Kulturen, Radio der Zukunft, 2004
[44] Audience research into BBC Digital Radio Services,
[45] http://www.funx.nl
[46] http://www.bbc.co.uk/1xtra/
[47] http://www.bbc.co.uk/asiannetwork/
[48] Conference Tuning in to Diversity 2004, Noordwijkerhout, the Netherlands
[49] http://www.sr.se/cgi-bin/p3/programsidor/artikel.asp?ProgramID=2352&Artikel=715935
[50] http://www.beurfm.net/
[51] http://www.radiofrance.fr/chaines/france-bleu/?tag=iledefrance
[52] Professor Dr. Hans-Jurgen Weiss, Radio de Kulturen, Radio der Zukunft 2004
[53] Feiten & Cijfers, Urban is hot!, Mira Media 2006
[54] http://www.nosheadlines.nl/
[55] Afro-Caribbean Millennium Centre, http://www.acmccentre.com
[56] http://www.sr.se/cgi-bin/p3/programsidor/artikel.asp?ProgramID=2352&Artikel=715935

Some examples of good practices

- *Funkhaus Europa (WDR) – Germany* [57]
  Funkhaus Europa (FHE) has been on air full time since May 1999. It offers a creative mix of information, service and (world) music in German and 17 other languages. Writers, reporters and presenters from several countries produce programmes. Target groups are immigrants, visitors from the whole world, open-minded/ multilingual German listeners. One of the current FHE projects is "ROOTS – The story of your family". This is a competition for pupils from secondary schools (with and without immigration background) who report about their families and different origins. FHE is broadcasted via fm.

- *FunX – The Netherlands* [58]
  FunX is an urban radio made by young people for young people. Its philosophy is summarized by the slogan "FUN X – Welcome to yourself". The public local broadcasters of Amsterdam, Rotterdam, Den Haag and Utrecht founded FunX. It broadcasts in these cities on FM and is also broadcast nationally via cable, satellite and internet. FunX offers global and world music: Latin, Turkpop, r&b, mixpop, reggae, African, 2step, Arab en Hip Hop. It also offers a platform for information and chatting on the town, cultural events, sport, courses, love affairs and relations, shopping, sex and faith. Target group: all young people in urban areas. Language: Dutch.

- *Din Gata 100,6 & SR Metropol – SR - Sweden* [59]
  Din Gata 100,6 is a Swedish radio station owned by Sveriges Radio (SR) and produced in Malmö. Malmö is Sweden's third largest city and 20% of the population is of immigrant background. Most presenters are of foreign origin. The SR wanted to give the young population of Malmö a channel of their own, characterized by their own voices, questions that are important to them and their own music taste. A talent hunt for young people, artists and musicians in the suburbs started almost a year before the channel was launched, followed by a radio course in an apartment rented for that purpose. The target group of 15-25 year olds was asked about their ideas on everything from interesting topics and music to what the channel should be called[60]. Din Gata (Your Street) started on March 6, 2006 on FM in Malmö but is also available on the internet. Most presenters are of foreign origin. Due to its success, a similar station was started in Stockholm in April 2007, called SR Metropol.

- *BBC Radio 1 Xtra - UK*
  BBC's national digital channel Radio 1Xtra, available over the air and on the Internet, is devoted mainly to new black music. 1Xtra also has a strong emphasis on live music and supporting new British artists. The purpose of 1Xtra is to serve an important new audience which the BBC was failing to do (young black audiences under 24). To find staff, the BBC visited youth and community centres, colleges and universities and advertised in the black music press. 1Xtra's expertise in black music and youth culture has become a vital resource to the rest of the BBC. Many 1Xtra journalists now work or provide content for BBC News 24, Radio 4 and BBC 5 Live[61].

- *Dichtbij Nederland – The Netherlands* [62]
  Dichtbij Nederland is an all media human interest magazine targeted at a culturally diverse audience. The concept contains a radio and television program that brings stories situated in the home countries of a great part of the Dutch population (Suriname, Turkey, Morocco, the Netherlands Antilles and Africa). The program replaces the target programs for ethnic minorities on public radio, broadcast in their own language. With Dichtbij Nederland, the public broadcasting organization wants to reach a multicultural audience with a foreign as well as a Dutch background. The radio program started in September 2008, the television program is due to start in January 2009.

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[57] http://www.wdr5.de/funkhauseuropa/
[58] http://www.funx.fm
[59] http://www.sr.se/cgi-bin/p3/programsidor/artikel.asp?ProgramID=2352&Artikel=715935
[60] Speech by Eva Blomquist (SR) on 2007 RNE Rencontre 'Public Radio Reflecting Diversity', Seville, Spain, 3-4 May 2007
[61] Speech by Ade Adeluwoye and Ruby Mulraine (BBC 1Xtra) on 2007 RNE Rencontre 'Public Radio Reflecting Diversity', Seville, Spain, 3-4 May 2007
[62] http://www.dichtbijnederland.nl

5.   Ethnic community media

In the Member States of the European Union there are thousands of minority community media initiatives, involving tens of thousands of people. These media groups use mainly magazines, newspapers, Internet/web-based media, radio and television stations as well as programmes produced by, for and about immigrants and ethnic minorities. Minority community media are often local, sometimes regional or national initiatives, if appropriate using the language of their audiences and providing them with information about participation and education in their country of residence. They provide a platform for discussion and exchange within the immigrant and other ethnic minority communities as well as between the minority and the indigenous/majority communities. Migrants who don't sufficiently understand the language of the country they live in, make often use of ethnic media in their mother tongue. They are of great value for these groups, because they offer:

- Cultural familiarity - whereby ethnic minority people could see their culture reflected on screen and in the press
- Access to news and entertainment in mother tongue languages for non-native speakers
- Coverage of news from 'home'
- An 'ethnic' perspective on the general news
- Discussion and coverage of issues relevant to particular ethnic minority communities

Community media are genuinely a place for democratic expression and debate. Because of their special character of participative gestation and production, they offer examples of good practice tot their public and they engender in their teams of producers a sense of accountability, of common ownership and empowerment for an active attitude in the media. Thus they are a very effective place both for achieving media participation and for encouraging democratic responsibility.

Recommendations from recent conferences and meetings[63]

- Freedom of speech, the right to receive information and the right to communicate for all, including the right for minorities to receive media in their own language, should be recognized as basic human rights for all citizens as part of the concept of the civic citizenship. They should be enshrined in all media policies, legislation and social inclusion policies of the European Union and national member states.

- Minority community media should be recognized as a basic public community service and that, as such, they will be contained in all European and national media legislation and will obtain a 'must carry' status on all relevant broadcast platforms.

- Minority community media should be recognized as important participants to implement the social inclusion policies.

- The European Commission should earmark funds available within the Media Program in order to encourage training programs for immigrant and ethnic minority media professionals, trans-national co-operation of minority media and exchange of programs and productions.

- Special attention should be given to media education for immigrants and ethnic minorities in the national and European educational and vocational programs.

- National governments should create a Media Fund, to provide start-up and continuing funding on structural basis for minority media.

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[63] Recommendations of the Tuning in to Diversity Conference, September 2004, Noordwijkerhout, The Netherlands

Some examples of European developments and research

- The European Parliament adopted on September 25th, 2008, the report on Community Media in Europe the Austrian MEP Karin Resetarits had prepared. The Resetarits Report points out the potential and importance of Community Media (or alternative media) for a pluralistic media environment and for cultural diversity. It looks for measures to support Community/alternative Media and defines them as a 'distinct group' in the media sector.[64]

- Besides a lot of media which are addressing only one minority group, there are a few radioprogrammes in Germany that are explicitly multicultural and multilingual (like Funkhaus Europa and Radio Multikulti[65]). These programmes are building bridges between the various (minority) groups in Germany and are very useful for asylumseekers who just entered the country. Multilingual programmes give asylumseekers, who still don't understand the German language, the right handles to find their way in their new home country[66].

- The transformation of the media scene by way of the development of ethnic media contributes to the current challenges of multicultural and multi-religious European nation-states. The concerns raised by ethnic media question equally the ideas of sovereignty (relation to territory), of citizenship (the place and status of minorities), of discrimination (access to speech) and of social relationships (generational, gender related). The myriad of ethnic media reveal, especially since the popularization of the new technologies of information and communication (NTIC), new practices and solidarities with immediate socio-political consequences. On the one hand, (trans)national landscape is transformed by the exchanges of minorities/marginalized between several territorial spaces. On the other, as the representation of minorities has become one of the key questions of the socio-political and democratic debate in Europe, European countries of immigration are made to confront ever more demanding collective cultural and/or religious mobilizations. In this context, ethnic media remain important vehicles between minority/marginalized groups, institutional representatives and society at a whole.[67]

- MINORITYMEDIA is a Marie Curie Excellence Team financed by the European Union and hosted by the Migrinter research centre at the University of Poitiers. Its research focuses on the study of ethnic media in a comparative and multidisciplinary perspective. The research targets written, radio and audiovisual media created by and for immigrants and/or minority or marginalized groups, which are diffused through diverse mediums, one such being Internet. The intention is the analysis of the role of ethnic media and the impact of minorities both in the structuring of social environments, and in their positioning in terms of the societies in which these media exist. MINORITYMEDIA focuses on 9 European countries which are at once countries with a long and recent history of immigration, and countries harbouring large populations of national minorities: France, Germany, Great Britain, Hungary, Italy, Netherlands, Portugal, Spain and Turkey.[68]

- Mediam'Rad is a three-year project (2005-2008) created thanks to the cooperation between Mira Media in the Netherlands, COSPE in Italy and the Institute Panos in France. These organisations aim through Mediam'Rad to reach media professionals from different cultural backgrounds to come together in dialogue, to achieve more diversity and pluralism in the media. Partners of Mediam'Rad work in the creation of a European database of ethnic media and professionals. The project also promotes investigation in the three participant countries. Content published in ethnical context media and mainstream media concerning minorities and cultural diversity has been monitored. The results of these investigations can be found on the Mediam'Rad website[69]. Through different initiatives, Mediam'Rad aims to increase the pluralism of opinions, that will allow European public opinion to access renewed information and different perspectives, which reflects the diversity of the Europe we

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[64] Report on Community Media in Europe, Committee on Culture and Education, Karin Resetarits, 24 June 2008
[65] Funkhaus Europa (WDR) will replace Radio Multikulti (RBB) by the end of December 2008
[66] Beauftragte der Bundesregierung für Migration, Flüchtlinge, und IntegrationArbeitsgruppe „Medien - Vielfalt nutzen", Nationaler Integrationsplan Arbeitsgruppe „Medien - Vielfalt nutzen" Nationaler Integrationsplan, March 2007.
[67] MINORITYMEDIA, http://www.mshs.univ-poitiers.fr/migrinter/minoritymedia/index_eng.html
[68] See 60
[69] http://www.mediamrad.org/

live in. This only can be achieve reinforcing the diversity of points of view by promoting lasting collaborations and partnerships between ethnic media and mainstream media.

- The minority community media reach out to a potential audience of millions of citizens in the EU Member States, an outlook underlined by the success of radio stations in France and the UK. Although working under different national, regional and local conditions, minority community media groups throughout Europe, however, encounter similar obstacles in executing their activities. Therefore, a range of minority community media groups decided to work together and to join their efforts on the European level. In 2004, initiated by On Line/More Colour in the Media, a European Manifesto[70] was drafted to ask for attention and support to improve their situation. A draft of the Manifesto was discussed nationally, regionally and locally across Europe. Based on these discussions the "European Manifesto for Minority Community Media" was amended and approved by all involved groups. The Manifesto call for recognition of the role minority community media play in Europe and has been presented to the President of the European Parliament during the 2004 European election campaign.

- The Roma Media Network[71] represents Roma Media outlets and Roma Media programmes in Central, Eastern and South Eastern Europe, based on and committed to their Roma communities. The Roma Media Network supports and encourages the establishing of professional Roma Media, journalism and productions and wants to establish and strengthen independent and professional Roma Media.

Some examples of good practices

- *Indvandrer TV - Denmark*
  Indvandrer TV (ITV) is a non-commercial tv-station, based at the Mediehuset / Media House in Aarhus City, and broadcasting in Aarhus County, Denmark. Indvandrer TV (Migrant TV) was founded by several ethnic organisations in January 1997. The idea was to produce television that was committed to the ethnic minorities cause, and was fighting against discrimination and racism in the Danish society. ITV was the first multicultural tv-station in Denmark. ITV has been broadcasting since 1997 and has since then been a serious alternative to the established press, with a different way of showing news and multicultural tv-programmes. The idea is to build bridges between the ethnic minority groups and the Danish society and show which positive contribute ethnic minorities can give to the Danish society. ITV has a potential audience of approx. 650.000 viewers.

- *Beure FM - France*
  Beure FM streams music, news and chat for young people of Maghreb origin. Beur FM set up in 1992 and established as a professional, commercial station with no state subsidy. It defined itself in its broadcasting licence application as a 'true integration medium', proposing to advance the integration process by upholding republican values of tolerance and mutual understanding, treating all cultures equally[72].

- *MTNL – The Netherlands*
  Multicultural Television The Netherlands (MTNL) produces multicultural television programs for the population in the urban areas of the Netherlands. The diversity of the urban population is reflected in the programs of MTNL. MTNL focuses on youth culture, information, politics/society, culture and human interest. Its goal is to include and reach all groups in society by broadcasting only in the Dutch language. The local en regional broadcasting stations in the four biggest cities in the Netherlands (Amsterdam, Rotterdam, Den Haag and Utrecht) broadcast the programs of MTNL.

- *Marokko.nl – The Netherlands*
  Marokko.nl is the biggest virtual community for Dutch-Moroccan youth in the Netherlands, with nearly 149.000 members. Dutch youngsters of Moroccan descent are discussing actual topics on the online

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[70] See http://www.olmcm.org/dbData/Resources/Manifesto_ProjectSummary.pdf for details
[71] http://www.rrommedia.net/english/index.php
[72] Bridget Knapper, Beur FM, agent of integration or ghettoisation?, University of Westminster, UK, 2003

forums. These forums create a new space for communication between Dutch-Moroccan youth, and the internet can give these groups a voice that can stimulate reflection about their social identity[73]. Marokko.nl contains a special online lifestyle magazine for women, Yasmina. Also, Marokko.nl offers news, blogs, videos and business information.

- *All FM – UK[74]*
  Ardwick, Longsight & Levenshulme FM is a local community radio station serving the multicultural south and east of Manchester and based in the suburb of Levenshulme. The station is mostly run by staff and volunteers from across Manchester. All FM brings a wide variety of programming including an Asian Hour (with old en new Bollywood music), Caribbean Connexion Show, Persian Seda (with Iranian music), Riddim' n Raag (Indian traditional music combined with reggae) and Polska Audycja (Polish Show). Multilingual programmes in French, Polish, Portuguese and Urdu are also broadcast.

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[73] L. Brouwer, The Meaning of Moroccan websites: A new social space. In Morocco and the Netherlands, P. Bos & W. Fritschy (eds.),VU University Press Amsterdam 2006.
[74] http://www.allfm.org, see also http://www.radioregen.org/stations/allfm.html

6. Internet

In the past twenty years citizens in Europe have been able to receive more and more radio and television stations. The rise of Internet and digitisation of ether, cable and satellite in particular has been responsible for expanding the media on offer, which furthermore is increasingly geared to the individual preferences of users. The social functions of the media have remained reasonably constant in the course of this development: they are suppliers of information and opinion (democratic function), platforms for expression and identity forming of groups and individuals (cultural function) and the engine of economic industry – directly and indirectly through advertising (economic function).

Especially the Internet, being an interactive medium, has a great potential for attracting users and readers from ethnic minorities. Ethnic minorities can easily get in touch with family and friends all over the world, by using email, MSN, skype or other digital communication technologies. As a very personal way of giving voice to opinions and ideas, new media platforms and user-generated-content also facilitate greater freedom of expression.

Recommendations from recent conferences and meetings

- Free access to PSBs must be ensured to everybody through every technical platform; PSBs should offer free online content to audiences, not limit it. Young migrants increasingly make use of online programmes.[75]

Some examples of European developments and projects

- Immigration was identified as a key issue in one of the 6 priorities set by the Riga Ministerial Declaration on digital inclusion, to "Promote cultural diversity in relation to inclusion". The Riga Declaration suggested that it is important to support greater participation by immigrants and ethnic minorities in the European information society, in order to improve their opportunities for economic and social participation and integration, creativity and entrepreneurship. The Declaration also set targets for increased employability and productivity of minorities, underpinned by tailored ICT training and support actions. Subsequent initiatives, like the European Commission's European i2010 initiative on eInclusion, which was adopted in November 2007, have re-iterated this position, asserting that immigrant users are as confronted by barriers in accessing services as other disadvantaged groups, due to lack of technical and language skills or due to digital technologies which are difficult to use[76].

- However, the knowledge base on immigrant and ethnic minority use of ICTs is poorly developed, and also portrays different pictures. What is clear is that e-Inclusion policies tend to 'homogenise' immigrant and ethnic minorities as one single 'excluded' target group. In fact, there are significant differences in profiles, behaviour and needs both between and within immigrant communities and ethnic minorities. For example, newly-arrived migrants coming to the EU from 'external' countries have very different e-Inclusion needs – typically based around things like support on legal, administration and employment issues – than second or third generation members of established ethnic minority communities. In turn, factors like age, economic position and cultural background will further differentiate immigrant and ethnic minority experiences of e-Inclusion[77].

- Jim Knight, UK's Minister of State for Schools and Learners, announced in September 2008 that children from unemployed and low income families will receive a free computer and free broadband access under major plans to close the digital divide amongst young people. The £300 million (approx. €382 million) investment aims to help make England one of the first countries in the world to ensure that every single young person can use a computer and the Internet at home for their education. The Minister's announcement follows an independent report published on 23 September 2008 by the leading industry and educational experts who make up the 'Home Access Taskforce'. The taskforce

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[75] Migration and Integration, Europe's big challenge. What role do the media play? Essen, November 2006.
[76] http://www.epractice.eu/workshop/einclusionresults
[77] See 74

recommended boosting educational equality by ensuring that every 5-19 year-old could log on to the Internet at home by 2011. The programme will begin in November 2008 with targeted funding available for all local authorities to provide home access for groups such as looked after children and others for whom the authority has special responsibility. The wider programme will be piloted in early 2009 in two local authority areas, with expansion to the rest of England starting in autumn 2009. Families in receipt of income support or unemployment benefits will be able to apply for a 'Home Access' Grant which they can use to purchase a package from accredited suppliers. The programme aims to work towards universal home access by 2011[78].

Some examples of good practices

- *TRIO project – Italy*
  TRIO Project for Foreigners is a training project aimed to provide foreigners citizens (particularly immigrants) living in Tuscany with tools that can improve their integration in the community in which they live. The project offers several free e-learning courses in the TRIO's training centers or at local associations, partners of the project. The main users are immigrants with a low knowledge of the Italian language. The 26 online courses were especially conceived for immigrants wishing to improve the language, to better know the safety rules and the regional opportunities and regulations. The project ended in February 2006, but foreigners and immigrants are still using the courses by their own or through the TRIO e-learning training centers, which are equipped classrooms spread out all over Tuscany with a tutor available for assistance.

- *XenoCLIPse   -   Spain*
  XenoCLIPse is an action-research, a project about race, media and empowerment. After the successful experience of the consortium's first collaboration, eCLIPse, this second project, coordinated by the University of Barcelona, envisaged empowerment through creating access to new technologies for immigrants and minorities. The main tool is digital video and its distribution on the net. The idea is to allow people who have difficulties accessing new media and technologies to make and distribute their own information in an easy way and to pass on this knowledge and skills to their peers. To achieve this the project opted for a double approach: 1) Face-to-face and on-line training for target group, and 2) Development of a directory/address book.

- *Wereldjournalisten.nl – The Netherlands*
  Wereldjournalisten.nl is a daily updated website that provides a different view on the news and focuses on news from ethnic minorities in the Netherlands. The site works with a network of correspondents, mostly journalists with a foreign background. They write articles, analyses and features for the website. The news on the site focuses on the Netherlands. The website is the primary information source for journalists that are working on topics concerning ethnic minorities. The site provides access to several databases (a specialists database and a publications database) and contains factsheets with background information on current affairs. It gives summaries of media coverage on specific topics in non-western countries and it takes a close look at media coverage in the Netherlands. Wereldjournalisten.nl is an initiative by Mira Media.

- *Maroc.nl – The Netherlands*
  At the end of 1998 a group of Dutch-Moroccan students launched *www.maroc.nl* out of mere dissatisfaction with the coverage in the Dutch media (i.e. lack of recognition) and because it gave them the opportunity of chatting with each other in Dutch. Their intention was to set up and to develop *Maroc.nl* as an uncensored digital platform in order to further the information, communication and integration of migrants in Dutch society. The discussion forum has always been the most vital part of the website. 'Maroc.nl' is currently one of the biggest web communities of Dutch-Moroccans in The Netherlands[79].

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[78] http://www.dcsf.gov.uk/pns/DisplayPN.cgi?pn_id=2008_0208
[79] 'Digital Citizenship': Moroccan Youngsters in The Netherlands -- d'Haenens & Van Summeren, 2005

- *Colourtelly.tv- United Kingdom*
  Colourtelly.tv, an internet TV station aimed at the black population in the UK, was launched in July 2007. The station makes its own drama, talkshows, kids' and history programmes, all aimed at a black British audience. The channel is subscription-only and costs £ 10 on a monthly basis.

- *The Dutch Press Fund*
  In July 2002 the Dutch Press Fund introduced an experimental stimulation measure for the benefit of *internet information products* with innovative business plans. Each project may receive no more support than to the height of 40% of the project costs, with a maximum of € 180.000 for each project and € 2,26 million for all projects together each year. This experimental direct support measure became rather popular and among the supported projects are some very interesting and promising new efforts for innovation.

Some examples of research

- *Media Literacy Audit 2008*
  Research from Ofcom reveals that ethnic minority groups are at the forefront of digital communications in the UK, with high levels of mobile phone, internet and multichannel television take-up. But, despite this, many people from ethnic minority groups lack confidence finding content online and are concerned about content delivered on digital communications. Ofcom's media literacy audit 2008[80] of UK adults from ethnic minority groups draws on quantitative research from the four largest ethnic minority groups in the UK : Indians, Pakistanis, Black Caribbeans and Black Africans. The research found that under-45s tend to be more engaged with digital media. Ethnic minorities in the under-45 age group are more likely to own a mobile phone and access digital TV and the internet (ranging from 64-73 per cent across the groups) than the average person under 45 in the UK (67 per cent). But, despite almost all adults from ethnic minority groups showing interest in internet functions, they are less confident about general use of the internet. For example, they are less likely to say they are confident finding information online (69 – 83 per cent compared to 91 per cent of the UK population as a whole) and creating content (59 – 62 per cent compared with 66 per cent of the UK population as a whole). All four ethnic minority groups are also less likely than the UK population as a whole to shop or bank online (19-29 per cent compared to 41 per cent).

- *The Promotion of Cultural Diversity via New Media Technologies*
  In June 2008, The European Audiovisual Observatory released a brand new report[81] which examines the concept of cultural identity, explains why it should be promoted and looks closely at the role of new media technologies in achieving this. The report offers an in-depth analysis of the European legal framework concerning the promotion of cultural diversity via new media technologies. The author, Tarlach McGonagle, is a Researcher at the University of Amsterdam's Institute for Information Law (IViR). Starting with the Council of Europe and its various instruments, McGonagle notes specific reference to the promotion of cultural diversity via the new media in legal instruments concerning areas as diverse as cultural heritage (Article 14 of the Framework Convention on the Value of Cultural Heritage), minority languages (article 12 of the European Charter for Regional or Minority Languages) or public service values (The Committee of Ministers' Recommendation on measures to promote the public service value of the Internet). McGonagle praises the concrete terms of these texts in that they "represent a significant step forward from numerous generalised affirmations of the potential of new media technologies for promoting cultural diversity". McGonagle concludes his report by affirming that "engagement with the specific features of new technologies is essential, as is the unravelling of the concept, "cultural diversity", and its contextualisation in the broader perspective of culture and cultural rights."

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[80] http://www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/ml_emg08/ml_emg.pdf
[81] http://www.obs.coe.int/oea_publ/iris/iris_plus/iplus6_2008.pdf.en

7.   Mediaprizes

Good practice can be encouraged by media organisations, government and civil society by awarding prizes for excellence. Awarding prizes stimulate personal motivation and give professional recognition; financial rewards can be attached to them. The Pulitzer Prize is one of the most prestigious but all kinds of other awards have been created, tagged for special domains (environment, health, etc.), for the print, audiovisual and on-line media. The publication of their yearly list of winners, highlighting the performance of a publication or of a programme, is an interesting alternative to the celebrations around the big prizes. These rewards function as a "Media Accountability System" (MAS) in their positive form of encouraging quality. They provide a counterpoint to the negative criticism of the profession.

Some examples of European developments

- The EBU contributes to intercultural dialogue and to the concept of cultural diversity, through its international TV co-productions and via a group of approximately 20 broadcasters who make up the **Intercultural Diversity Group** that has been active for the last ten years. The EBU has created a number of tools to promote exchanges and sharing of experience. The Radio Day of European Cultures organized jointly with Prix Europe and held under the patronage of the European Parliament and the Council of Europe takes place every two years on the third Sunday of October. The action of the EBU in this field however goes beyond programs as it is also involved in coordinating, raising awareness and promoting the exchange of experience and training.

Some examples of good practices

- **Prix Europa Iris**
  The Prix Europa Iris is the European media award for multicultural TV programs, awarded to programs that "tackle the multicultural character of European societies and contribute towards understanding and tolerance between people of different origins, cultures and religions". The website lists past winners, registration procedure, and background info.

- **Journalism for Tolerance award** is given by the High Commissioner for Immigration and Intercultural Dialogue, Portugal. The prize aims to promote tolerance and integration, to combat all forms of racism and discrimination and to contribute towards a greater comprehension of differences.

- **The Euro-Med Journalist Prize for Cultural Dialogue**: organised by the Anna Lindh Euro-Mediterranean Foundation for the Dialogue between Cultures and the International Federation of Journalists (IFJ) to promote journalism that effectively contributes to the ongoing dialogue between cultures and people by spreading awareness of diversity and tolerance.

- **European CIVIS Television Prize** and the German CIVIS Television Prize (Category Information), and the German CIVIS Radio Prizes (Short programme and long programme): CIVIS Media Foundations prizes promote the peaceful coexistence in the European immigration society. **The civiseurope** is awarded for television features in the categories information and entertainment against racism and for cultural diversity which are produced by members of the European Union and by the EU candidate countries Poland, Hungary and the Czech Republic. Organized by ARD First German Television, represented by Westdeutscher Rundfunk, as well as the Commissioner of the Federal Government for Foreigners Affairs, and the Freudenberg Foundation. The Prize is coupled with a European Civis Youth Video Award, organized by RAA Berlin in cooperation with schools, youth centers, and media institutions. 14-19-year-olds can vie for a prize of 1000 Euro that is awarded at the civiseurope ceremony with short films of their own on the theme "Living in cultural diversity".

- **The 'For Diversity. Against Discrimination' Journalist Award** is granted by the European Union to honour journalists whose work contributes to a better public understanding of the benefits of diversity and the fight against discrimination in society.

- **Refugee Week Scottish Media Awards**, organised by the Asylum Positive Images Network, which includes Oxfam, National Union of Journalists, Amnesty International, British Red Cross and Scottish Refugee Council, are given to journalists who have contributed to exceptional and fair reporting of asylum in Scotland.

- The **IFJ Journalism for Tolerance Prize**: Excellence in Journalism Combating Racism and Discrimination
  Categories for print/on-line, radio and television in Latin America, Central and Western Africa, Eastern and Southern Africa, South Asia, and South East Asia.

- **Race in the Media Awards (RIMA)**:Newspapers, radio and tv shows and websites are among those honoured each year in the twenty categories of the Race in the Media Awards, established by the British Commission for Racial Equality.

- **The EBU Prix Jalla** is a competition of short programmes / videos by young filmmakers that are personal statements on multicultural Europe. It was created for the tenth anniversary of the EBU Intercultural Programmes Group.

- **The EMMAs (Ethnic Multicultural Media Awards)** were originally set-up with the funding and support of National Westminster Bank in 1997, to celebrate the contribution made by the minority ethnic communities within the media industry. EMMA Awards have never been about profit or a distinct market group, which either celebrates or promotes a particular creative brand, highlighting all the distinct differences that presently exist, within class groups, races, ages and isolated cultural groupings. EMMA is a multicultural awards ceremony of the 21st century, based upon our growing 'Metropolitan' and 'Cosmopolitan' lifestyles, within an urban environment that now drives the younger generation to become ultimate consumers and competitors, which can lead to violence and a plethora of social problems around the world.

- **SEEMO Award for Better Understanding**
  The South East Europe Media Organisation, a non-profit network of editors, media executives and journalists, presents the 'SEEMO Award for Better Understanding' to a "journalist, editor or media executive in the region who has worked toward ending minority problems, ethnic divisions, racism, xenophobia etc."

- **BFM Film and Television Awards 2004**
  The bfm (Black Filmmaker Magazine) International Film Festival is the largest dedicated black film event in the UK. Over 50 films are screened annually and it regularly attracts over 2,000 people each year. In addition to the screenings there are seminars and workshops featuring professionals and organisations drawn from across the film and broadcasting industry. They premiered the bfm Film and Television Awards in 2002, at its International Film festival in London. Sponsors like Channel 4, the National Film and Television School and New Nation facilitate awards like those for emerging talents, best director and best documentary.

- **Silver Zebra Prize**
  The National Bureau against Racial Discrimination presents (Dutch-language) information on the winners of the "Silver Zebra" prize 2004. The prize is awarded annually to the press, audiovisual or new media production that most innovatively highlights aspects of the multicultural society.

- **E-inclusion Awards – Cultural Diversity Award**
  The European Commission has established the e-Inclusion Awards to raise awareness, encourage participation and recognise excellence and good practice in using ICT and digital technology to tackle social and digital exclusion across Europe. The Cultural Diversity Award is part of the e-Inclusion Awards and encourages greater social and digital inclusion for minority ethnic groups, other culturally disadvantaged or excluded groups in majority populations, and for recent migrant populations.

8.   Representation & Codes of Conduct

The negative portrayal and under-representation of immigrants in the media is frequently highlighted as a problem by a wide range of actors. There are, however, also positive portrayals and fair representation of immigrants in the media. Media coverage varies greatly between Member States in terms of tone and balance. Differences may reflect whether the Member State considers itself to be a country of immigration. Different immigrant groups (as indicated by their migration category, country or origin, religion, age and sex) also receive different treatment in the media. In addition, immigrants are portrayed and represented differently in different kinds of media, for example, they are more likely to receive positive coverage by a public broadcaster than in the national tabloid press. These differences raise the questions: in what circumstances does integration receive favourable treatment in the media; what are the reasons for the positive coverage; and what are critical success factors for achieving fair and balanced media coverage?

Recommendations from recent conferences and meetings

- Media organisations can improve the accuracy of news coverage by establishing dialogue platforms with immigrant groups and media professionals from ethnic backgrounds. Editors and journalists can develop their networks to ensure they have a better understanding of the immigrant community, and the issues that affect them, so that they can better cater to their needs and so they can speak either to people who are directly involved in the incident / issue, or to a person who can speak accurately and legitimately on behalf of those people. [82]

- Editors can provide guidance to journalists on reporting on immigrant communities and immigration issues. To ensure relevancy and accuracy, guidelines can be developed in conjunction with civil society organisations and community leaders. In addition to ensuring journalists understand the relevant codes of practice, guidance can include information on: the correct and appropriate terminology for reporting immigrant issues; the ethnic composition of the country, region or community they represent and the cultural and religious practices of these immigrant communities and contacts in the immigrant community and ethnic media. [83]

- Journalists can be encouraged by the editors to look for positive news items which help foster intercultural understanding; report negative news items in a balanced way, that is devoid of inflammatory language and stereotypes, based on factual information rather than opinion and conjecture, and which provides relevant contextual information; and include the views and experiences of immigrants in non-immigration news items; and cater to their diverse audience by reporting on ethnic interests, such as sport, culture, music, cinema, food and fashion. [84]

- The effectiveness of media self-regulation can be monitored by the government and the findings reported to the self-regulatory body. [85]

Some examples of European developments

- Regulation of the media may be imposed by government (as is often the case with broadcasting), or may be self-regulated on a voluntary basis by the media industry (as is often the case with the print media). The media is also regulated indirectly by laws preventing hate discourse. The EU Framework decision on Racism and Xenophobia Framework prohibits intentional conduct publicly inciting to violence or hatred direc1ted against a group of persons on the basis of their race, colour, religion, descent or national or ethnic origin. The new Audiovisual Media Services Directive will (just as its predecessor the Television Without Frontiers Directive did) require broadcasters to fight against any incitement to hatred on grounds of race, sex, religion or nationality. It will not, however, prevent

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[82] Technical seminar, Mass Media and Integration, Vienna, 6th and 7th November 2007,Issues paper prepared by the Migration Policy Group (MPG)
[83] See 78
[84] See 78
[85] See 78

incitement to violence or hatred directed towards groups on the basis of their immigrant status. In addition to this Directive, a number of Member States have specific speech regulations and self-regulated bodies, such as Press Councils, often have their own codes of conduct prohibiting hate discourse. Self-regulation of the media, particularly of the press media, is frequently criticised for being ineffectual in curbing inaccurate and sensationalist reporting and protecting immigrants from discrimination.

This is largely due to the fact that:
- Complaints on the grounds of race, ethnicity, nationality and religion and belief can often only be made by the person/s named in a story, not by others who take offence. Furthermore, there may be no prohibition on discriminatory references to groups of people, for example immigrants and asylum seekers.
- Complaints on the grounds of inaccuracy must demonstrate that the inaccuracy is significant. This is likely to be judged in relation to the significance in the context of the story as a whole, rather than the significance for the complainant or for social cohesion.
- The penalties for failing to abide by the code of practice may not be harsh, for example, the editor may merely be obliged to publish the criticisms of the regulatory body, which often takes place many months later, too late to have an impact or to reduce the damage done.

Self-regulation does not in itself prevent unfair and discriminatory discourse about immigrants and immigrant groups. One of the most difficult questions to answer is how to encourage the media to report in a more comprehensive and balanced way on issues which impact on race, ethnicity and religion and belief while respecting freedom of expression and editorial independence. The sixth Common Basic Principle for Integration highlights the importance of access for immigrants to public services on a basis equal to national citizens and in a non-discriminatory way. As public funded entities, public broadcasters have a duty to cater to the needs of their diverse audiences, including immigrants and ethnic minorities, and to promote social cohesion. This duty is generally reflected in their Charters. Effective regulation, whether statutory and voluntary, requires a code of conduct or a code of ethics that prevents the distorted and / or inaccurate portrayal of immigrants in the media. It also requires an effective and efficient complaints procedure which is free and transparent. All statutory and voluntary bodies should be encouraged to consider the effectiveness of their regulatory framework in this regard.

Some examples of good practices

- The Leicester Mercury, a UK local newspaper, is a partner of Leicester's Multicultural Advisory Group which promotes integration and cohesion. The paper's editor engages in regular dialogue to achieve a greater understanding between the media and community groups to contribute to more effective, sensitive and informed reporting.

- The Guardian newspaper ran a series of articles on Muslims in Britain to demonstrate how the reality differs radically from the cruder stereotypes. An evaluation of the series found that 92% of readers felt that their perceptions of Muslims had improved and 80% felt that the series presented Islam as not being a threat to the West.

- Society of Editors and the Media Trust (UK) has developed the guide "Reporting Diversity" to assist journalists in reporting fairly on immigrant issues. It provides a snapshot of changing communities, highlights particular issues facing journalists in reporting on community issues, and draws on examples of good practice from various media contexts.

- The Portuguese High Commission for Immigration and Intercultural Dialogue (ACIDI) monitors the portrayal of immigrants and immigration in the media. It discusses its findings with the media to educate them about the gap between reporting and reality and issues public statements with official data to counter negative and stereotyped news reports.

9.   Media research

Commitments and recommendations on diversity issues like human resources, portrayal, multicultural programme output and the impact on the various audiences, can only be put in practice if commitments are related to measurable results and regular and systematic reporting. Media and diversity research on ownership, media accountability, content, portrayal and impact are, for various reasons, often initiated by universities, NGO's or (international) governmental bodies. Public Service Broadcasters (PSBs) concentrate their efforts on audience research in the context of ratings, media use and research as part of program development. All these reports contain important data, conclusions and methodologies. Unfortunately the relevant parties have often no knowledge of the outcomes of these valuable surveys. Apart from that, because of the use of different methodologies results are not always comparable. Therefore more coordination and cooperation between PSBs and the other institutions is needed to achieve regular and systematic reporting on media and diversity and to use the findings to improve the content of the programmes and the diversity of the workforce.

Recommendations from recent conferences, meetings and publications

- The Eurovision Intercultural and Diversity Group (IDG) formulated during a master class in Stockholm, June 2006: What gets measured gets done. Hard facts and figures are needed. Regular and thorough analysis of programme content across all programmes, leads to 're-balancing' of the output in favour of under-represented groups. This research must be qualitative as well as quantitative. Some groups do well on head-counts but are portrayed in ways that reinforce stereotypes. Audience research is needed alongside and before re-balancing. PSBs must know how audiences (esp. diversity groups) respond to (numbers) and feel about (qualitative) programme output. Their needs have to be advanced up the ladder of management/budget priorities. Focus groups are one tool, but research needs to be wider. Diversity recruitment is not a goal in itself, but an essential tool for ensuring diversity perspectives in all programmes. Management needs to set targets and policies and targets need to be monitored.[86]

- The "Tuning in to Diversity 2004" conference[87] identified a lack of longitudinal research on qualitative and quantitative representations of ethnic minorities and related topics linked to the multicultural society. The conference also identified a lack of (qualitative and quantitative) research regarding media professionals with a minority background and of research on the impact of media output on ethnic minority audiences, while there is also little research on media use and consumption as a tool to (re) shape cultural identity. The "others" are not sufficiently heard on their views regarding the media output they get access to. Most research projects were found incidental, while there was little accumulation of knowledge and experience.

- International governmental bodies and organisations have produced quite a few European research reports on media and diversity involving numerous national institutes and researchers. Examples are: Media Report: Racism and Cultural Diversity in the Mass Media, EUMC, 2002[88]; After September 11, BFI, Open University, UK, 2002[89]; Diasporic Minorities and their Media in the EU, LSE, 2002[90]; Minority-Language Related Broadcasting and Legislation in the OSCE (2003)[91]; Television across Europe, Open Society Institute (2005)[92], The image of asylum-seekers, migrants and refugees in the media, CoE, 2006[93], EMEDIATE: Media and Ethics of a European Public Sphere from the Treaty of Rome to the "War on Terror", European University Institute, 2007[94]. The main recommendation after the publication of each report was to repeat and update these surveys regularly and to set up an international research network of expertise concerning media and diversity.

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[86] Recommendations: EBU/Equal master classes for diversity in media - mainstreaming platform, Stockholm, London 2006
[87] http://www.tuning2004.nl; Noordwijkerhout, September 23-25, 2004
[88] http://eumc.europa.eu/eumc/index.php?fuseaction=content.dsp_cat_content&catid=3fb38ad3e22bb&contentid=3fb3f9cfb3592
[89] http://www.afterseptember11.tv/
[90] http://www.lse.ac.uk/collections/EMTEL/Minorities/minorities.html
[91] http://www.osce.org/hcnm/item_11_13547.html
[92] http://www.eumap.org/topics/media/television_europe
[93] http://assembly.coe.int/documents/workingdocs/doc06/edoc11011.htm
[94] http://www.iue.it/RSCAS/Research/EMEDIATE/

Some examples of European developments and good practices

- In October 2000, Britain's leading broadcasters joined forces to launch the Cultural Diversity Network (CDN) [95]. The aim was to change the face of television, ensuring fair representation of Britain's ethnic population on screen and behind the camera. CDN's founder members were C4, BBC, ITN, ITV, Carlton, Granada, GMTV, BskyB and Five. CDN members support cross-industry initiatives and share expertise, resources and models of good practice including: Setting targets for ethnic minority employment; modernising the casting and portrayal of migrants in mainstream programming; sharing non-commercially sensitive research on cultural diversity; obtaining a comprehensive picture of employment of migrants in UK broadcasting; establishing industry standards for the collection of ethnic monitoring data; sensitising broadcasters to support greater diversity in content and employment; and raising the profile of multicultural issues through major events and workshops. The Chief Executives of member organisations meet formally at least once a year to report on their individual progress and to consider progress and direction of the CDN.

- *Research on the impact of media on the multicultural audiences*
  The UK research 'Shifting Securities' is an 18-month study of shifting discourses and perceptions of security among publics, news producers and policymakers in Britain in the wake of the 2003 Iraq war. The study has three parts. First, an audience ethnography was conducted in which researchers carried out regular interviews and focus groups with families and individuals around Britain to map how perceptions of security events and political responses shifted during this period of conflict and catastrophe. The ethnography addressed questions of multiculturalism, national and transnational news consumption, and relations between citizenship and security. The second strand of research was an analysis of news media coverage of major security events: the outbreak and aftermath of the 2003 Iraq war, Hurricane Katrina, and the 7/7 London bombings of 2005. Focused primarily on television, the analysis assessed the multi-sensorial mix of visual, aural and verbal properties of television news that audiences responded to and which triggered changing feelings of threat and anxiety. Finally, in a third strand, researchers are carrying out elite interviews with policymakers in government and the military, with news journalists, editors and producers, and with "experts" that appear in news media whenever a security catastrophe or controversy occurs. These individuals are faced with responsibilities for conducting state and media responses to critical security problems, whilst achieving consent and legitimacy from a British citizenry often hotly divided about the nature of security problems and the desirability of solutions. Through these three strands, the project traces how security is represented and understood by different audiences and publics in a period of serial catastrophe and low-level insecurity.[96]

- *Monitoring, policy research and media content analysis*
  Media for Citizens of the Mirovni institute in Ljubljana[97] combines monitoring, policy research and media content analysis with public awareness, policy influence and empowerment activities. It is built on four angles. The first angle called 'monitoring media ownership pluralism' includes conduction of monitoring and policy research activities on the media ownership regulation and situation in Slovenia. The second angle 'TV News Monitoring' includes monitoring and content analysis of two main TV news editions produced by main private national TV channel POP TV (owned by American cooperation Central European Media Enterprises) and public service TV Slovenia 1st channel. The third angle 'Monitoring Media Representation of Minorities' includes monitoring and content analysis of the selected media with regard to their reports on minorities (emphasize on Roma, Muslims, and homosexuals). The fourth angle 'Media for Citizens' brings all previous work to the point, and includes production of publications; a public debate and training events. The web site Media for Citizens provides monitoring results in transparent way with possibility for regular up-date and debate on the issues; including also public awareness section to encourage citizens for media activism.

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[95] http://www.cdnetwork.org.uk/
[96] http://www.mediatingsecurity.com/details.htm
[97] http://mediawatch.mirovni-institut.si/media4citizens/studies.html

- *Diversity monitor as a Performance Indicator[98]*
  The Diversity monitor charts the PSB television output by means of a quantitative analysis of the (re) presentation of different groups, with particular focus on gender, age and ethnicity. It monitors the PSB remit, which is to address all groups in society and to (re) present them in the most balanced fashion possible. The Dutch PSB NOS uses the Monitor as an instrument of policy-making. The study has been carried out in 2002 and again three years later (*Monitor Diversiteit* 2005) and will be repeated again. Research questions are: Does Dutch television provide a representative image of social diversity? Is there any difference between the public and the commercial channels with regard to the share of men/women, young/old and native population/migrants? These questions are designed to tell more about the concept 'open diversity' since they describe the diversity of individuals appearing on screen (diversity on given channels and in given programme formats, but also diversity when channels and programme formats are compared). In 2005 it was felt necessary to look into 'reflective diversity'; to this end the results of the Monitor 2005 were linked to the ratings of the various channels and programmes by means of a fourth research question: What links are there between the viewing habits of different groups and the individuals and characters appearing in given television programmes?

- *Migrants and the Media 2007*
  The national survey 'Migrants and the Media 2007' conducted jointly by ARD and ZDF, which studied media behaviour among the migrants in Germany, established several important facts in this respect. Firstly, the survey shows that migrants watch 'parallel society' in terms of media usage, thus opening the way for a successful medial integration of immigrants in Germany. As the study shows, the migrants, especially the Turks, also use media from their countries of origin, which represent a bridge to their cultures and languages of origin, but to a lesser degree than they use German language programmes. It has again been confirmed that good German language knowledge is a precondition for the integrative function of the German media. Migrants use television on a similar scale to the German audience, mostly as a medium of entertainment. The public service media have less reach into the migrant audience than into the German native audience, but they are appreciated for their competence and reliability[99].

- *Action research 'The perception of Islam'[100].*
  The study is the basis for a book (The Perception of Islam in the West), a journalist guide (The Journalist's Guide to Islam and Muslims), a video, a website and lecture tour in 2005 and 2006. For the Perception of Islam in the West study, public opinion polls were executed in the US and Europe, leading experts were interviewed, secondary studies and books were distilled and third party polls were summarized. A second study included a public opinion poll of approximately 2000 adults of Arab descent in the US, Egypt, Kuwait, UAE, Lebanon, and Jordan. This second study unveils Arab perceptions and factors that shape perception of the West. The study aims to uncover the role of the media in shaping the mutual perceptions in order to identify means of improving perception and intercultural understanding between Muslims and the Western public.

- *Media content analysis on the representation of migrants and minorities in the written press*
  The main objective of this FRA project is to study and compare different models of representing ethnic, national, religious and language minority members and groups in the daily press of six EU Member States. In addition, the project looks at how issues of racism, discrimination, diversity, integration and migration are discussed in newspapers. Participating countries are Germany, Spain, France, Hungary, Poland, and the UK. The study, thus, covers different geographical and historical areas, a mix of four old and two new Member States, a mix of countries with a long history of immigration and countries with a rather short history of immigration and a mix of different media landscapes. All participating country teams use the same methodology of sampling and analysis. In each country four daily newspapers are analyzed, two broadsheet-like papers and two tabloids-like

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[98] Koeman, Peeters & d'Haenens, 2006
[99] A Diversity Toolkit for factual programs in public service television, EBU 2007.
[100] http://www.islamperceptions.org

papers. The project will be finalized by the end of 2008. Outcomes will be published in the first half of 2009.

- *Pan-European study on Media and Diversity[101]*
  In order to help deal with the challenge of diversity in our societies and counter discrimination in the media, the European Commission has commissioned a study on media and diversity. Internews Europe, the IFJ and the Media Diversity Institute are working in partnership to identify the best practices by and about media, as related to non-discrimination and the promotion of diversity, throughout thirty European countries. The initiatives will be classified, their outcome and impact assessed, and any gaps identified. Finally, based on this research, recommendations will be submitted to the European Commission for further action to be taken to help promote diversity and combat discrimination in the media. A seminar will be held in Prague in January 2009 to debate and finalise the recommendations prior to publication and submission to the European Commission.

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[101] http://www.media4diversity.eu/

10. Human Resources & Training

Public Service Broadcasters (PSB) have to adapt both to the new digital and to the multicultural environments. In order to be able to fulfil their remit in promoting social cohesion and integrating all minority communities, growing attention will have to be paid to the programme content created by and for such groups, as well as to their access to, presence in and portrayal in the programmes. However, this is only possible in an environment where all staff is encouraged to become cultural navigators, comfortable within different cultural contexts. Recent studies show that minority groups are still relatively invisible and seriously under-represented in the workforce and decision-making. Diversity in recruitment however, is not a goal in itself, but an essential tool for ensuring diversity of perspectives in all programmes. More migrants and cultural or religious minorities making success in the media industry and more staff members acquiring intercultural competencies will ensure that PSBs reasonably reflect the diversity in society.

Recommendations from recent conferences and meetings

- To make cultural diversity part of broadcast reality requires change. This change is needed in both the production and distribution of radio and television programmes and personnel policies. Personnel will have to be re-trained. Diversity policies have to be further implemented and monitored. Media training centres need to review their curricula and most important of all, more young people from immigrant and of ethnic minority origins have to be encouraged to choose a career in the media. This will lead to greater pluralism and diversity both within the industry and in what is distributed through the audio-visual industry.[102]

- Diversity issues must be regarded as ongoing issues, integral to forward planning. Diversity policies should be seen as part of a 'business case', taking into account that the PSBs have to provide programmes for all audience groups in the society. Programme output and interaction with the audiences should be the heart of the diversity policies. Senior management must be actively involved with diversity issues, while the CEO should speak out on diversity on every possible occasion. Diversity should be integrated in all general and specific policies of the company. Diversity desks, with separate budgets, should be introduced with the responsibility to undertake diversity audits and to develop diversity action programmes for the management.[103]

- Public Broadcasters should introduce mandatory intercultural workshops for <u>all</u> new staff working in or related to the newsrooms and offer their present staff the possibility to obtain the necessary intercultural skills and networks to be able to adapt to the changing environment[104].

- PSBs should take more risks when choosing presenters for mainstream, conventional programming. Training and re-training should be focused on all staff regarding the awareness of discriminatory language. HR departments need to work closely with programme-makers to ensure that recruitment matches more closely the needs of programmes and contributes to the overall branding of company. Last but not least it is important that targets are set both in program and Human Resource Management policies, which are regularly monitored and annually reported on. In order to realise all this, more structural co-operation between public service broadcasters, NGO's, immigrant groups, educational institutes and researchers is necessary. PSB can make use of provisions in anti-

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[102] Equal and EBU Dialogue Conference, Dublin 2004 (http://www.paraplyprojektet.se/reports-and-publications/equal-and-ebu-dialogue-conference-dublin-5-may-2004/); Roundtable Diversity Officers, London 2004; Tuning into Diversity, Noordwijkerhout, 2004 (www.tuning2004.nl); EBU-Master class: Diversity in TV, Radio and multimedia programming, Geneva 2006 (http://www.ebu.ch/en/training/business/next_courses/2006courses/03_psb.php); Master classes IDG – Equal, Stockholm and London, 2006; Racism, Xenophobia and the Media: Towards respect and understanding of all religions and cultures Conference, Vienna 2006 (http://eumc.europa.eu/eumc/index.php?fuseaction=content.dsp_cat_content&catid=3e6c61340870c&contentid=452a173c53b66); Launch of the NMP 'Television across Europe' follow-up project (Budapest conference, 7-9 June 2006) - http://www.eumap.org/advocacy/advoc_eumap/TV_followup; Pre-conference meeting, Cologne, 2006.
[103] Equal and EBU Dialogue Conference, Dublin 2004; Roundtable Diversity Officers, London 2004; Tuning into Diversity, Noordwijkerhout, 2004
[104] Master classes IDG – Equal, Stockholm and London, 2006

discrimination legislation, where existing, and can enhance the number of minority journalists through equal opportunity policies coupled with positive action (e.g. targeted recruitment, bursaries, training).[105]

- In order to create an atmosphere of respect for fundamental rights including women's rights, mutual understanding and intercultural communication, national media have an increasingly important role to serve as platforms for inclusive intercultural dialogue and as news and information providers trusted by all sections of multicultural society. To fulfil this role there needs to be more women and diversity among programming staff and the establishment of recruitment policies that are more representative of the diversity of the society media serve. Gender equality and diversity issues should also figure in training programmes and provide benchmarks for the judgement of newsroom and programming performance[106].

- Journalists from organisations within the European Union must have the possibility to exchange positions with fellow journalists from other countries for a period of a few months. The second phase of this training in diversity: hosting and training future journalists through the implementation of further vocational training for students from schools of journalism. This vocational training would be carried out in a different country from the student's country of origin and on a rotational basis[107].

Some examples of European developments

- The picture concerning the implementation of diversity policies in the PSBs is diverse. The BBC is leading in this field and diversity policies are well integrated in its structure. They have a number of initiatives in place aimed at finding and developing new creative talent, from BBC Talent through to The Writers' Room, that are prioritising diversity. The BBC has set targets for ensuring that diversity is reflected on and off air, supported by a number of initiatives aimed at promoting diversity in the workforce and in output and content. The current targets are[108]:
  - 12.5% for black and minority ethnic staff overall (status: 11.5% at 30 June 2008)
  - 7% for ethnic minority staff at senior management (SM1 and SM2) grades (5.8% at 30 June 2008)

  The workforce targets are currently being reviewed by the BBC Diversity Board, which is chaired by the Director-General. In addition to the obligation made by the management, the influence of the Diversity team is essential to implement successfully the Diversity policy.[109] Scandinavia is following up. Swedish Radio has compensatory diversity goals on gender and ethnicity.[110] Swedish Television (SVT) has a multicultural centre, which is working as a resource provider for departments and programmes[111], while YLE (Finland) started with the MUNDO – project.[112] In the Netherlands diversity policies are formally in place but not fully implemented yet[113]. NPS (Netherlands) acts as a platform for innovative multicultural programme development and as a breeding ground for immigrant media talents.[114] France Television executes in cooperation with Radio France International the project Pluriel Media[115], which includes research on diversity inside France Télévisions, training for managers to handle diversity, training for journalists on intercultural skills, training of young media professionals of ethnic minority groups inside the French TV. HRT[116] (Croatian Radio Television) has a Department for National Minorities that is getting more and more credibility after many years and the management

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[105] ; Racism, Xenophobia and the Media: Towards respect and understanding of all religions and cultures Conference, Vienna 2006
[106] A Manifesto for Media and Democracy in Europe- Media and Democracy Coalition in Europe,2007
[107] Migration and Integration: Europe's Big Challenge. What role do the media play, Paris, 22-23 November 2007
[108] Equal opportunities and diversity at the BBC, see http://www.bbc.co.uk/info/policies/diversity.shtml
[109] Report EBU Master class: Diversity in TV, Radio and multimedia programming, Geneva, 8 March 2006
[110] See 79.
[111] See 79; http://ec.europa.eu/regional_policy/conferences/od2006/doc/presentations/e/etzler_12e30.doc.
[112] http://www.omatsivut.fi/basaari/index.php?&article_id=558&_subm_=1
[113] 'Kijk naar jezelf en ga aan de gang, zo simpel is het'; http://sites.omroep.nl/spreekbuis/artikel.jsp?artikel=20820
[114] http://www.omroep.nl/nps/
[115] https://equal.cec.eu.int/equal/jsp/dpComplete.jsp?cip=FR&national=NAT-2004-41787#national_partner_41787405201
[116] Master classes IDG – Equal, Stockholm and London, 2006

of MTV, Hungary[117] and the government signed a contract in order to support and implement a project to facilitate the integration of ROMA journalists in MTV-departments.

- In recent years several PSBs executed special projects to involve more professionals with a migration background in their organisations and to make their programmes more diverse. Among others, ERT (Greece), RAI (Italy), SR (Sweden), NPS (Netherlands), YLE (Finland), France 3 (France) were/are involved in European Social Fund (ESF) projects to help to reach their diversity goals. These activities lead to a more intensive cooperation between and awareness of the European public service media[118].

- A Diversity Toolkit for factual programmes in public service television[119] has been developed by a partnership led by Sweden, supported by Finland and Ireland, together with representatives of the European Broadcasting Union's Eurovision Intercultural and Diversity Group. The Toolkit, which is designed for editors and journalists involved in news and information programmes, contains guidance on avoiding stereotypes, ensuring reporting is based on research not assumptions, portraying minorities in a variety of roles and situations; using minority experts and role models, ensuring inclusiveness in programming and human resource policies, and the acceptance of on-screen diversity. On September 2nd, 2008, the first 'train the trainers master course' on the diversity toolkit took place in Geneva, Switzerland, targeted at journalists, programme makers and professionals in charge with the diversity issue within the Training and/or Human Resources department. These master course had the following objectives:
  - to train Trainers on the effective use of the Diversity Toolkit in their own organizations;
  - to identify methods that they could give to their fellow professionals for breaking stereotypes and preconceptions on diversity themes;
  - to identify skills for developing compelling stories on cultural diversity and changing societies;
  - to understand audience expectations and responses to stories on diversity themes.

- In November 2007, The Netherlands Broadcasting Organisation (NPO) has signed a performance agreement 2008-2010 with the Department of Education, Culture and Science concerning the content of its programmes. Special attention is given to ethnic diversity. The NPO exerts itself to fulfil the objectives described in the performance agreement. On programme level, agreements are made with the individual broadcasting organisations about the degree in which their programmes contribute to the purpose of the diversity policy of the NPO. The NPO reports annually to the Dutch Media Authority (*Commissariaat voor de Media*) on the state of affairs.

Some examples of good practices

- *VRT, Belgium[120]*
  VRT has a structured approach towards diversity and has identified three steps of action:

  - *Train people in general (the staff) on what is diversity, making them acquainted with the concept, talking about diversity in general terms.*
    VRT organizes interactive workshops "How to deal with diversity" targeted at all its staff (producers, researchers, journalists, hr staff, etc). The workshop teaches professionals intercultural communication and stresses the values of both similarities and difference between people.
  - *Train and advice programme-makers in specialized workshops.*
    Three levels have been identified to implement diversity in programming: 1. The profile of the programme in general: every channel organises a Profile Day. The diversity unit delivers a specific tailor made workshop on diversity; 2. The production: participation in brainstorm sessions for a new programme, participation in screenings and support to researchers; 3. The evaluation of the

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[117] See 79.
[118] http://www.olmcm.org; http://ec.europa.eu/employment_social/equal/data/document/etg1-exa2-mimedia.pdf
[119] http://www.fra.europa.eu/eumc/index.php?fuseaction=content.dsp_cat_content&catid=3eddba5601ad4
[120] http://www.vrt.be/vrt_master/over/vrt_overvrt_diversiteit_engagement_charter/index.shtml

programmes: every three months, channels are evaluated. "Key performance indicators" (KPI) are used and recently the diversity criteria were incorporated in this measurement method.

▪ *Create networks in their own field.*
People from inside the VRT and people from outside (spokespersons from NGO's, migrant communities, etc.) are brought together to start networking.

- *Mundo Project, YLE – Finland[121]*
The Mundo project is a media education and work-training project aimed at immigrants and refugee groups in Finland. The aim is to increase the understanding of multicultural issues in the media and through the media among the mainstream audience. It also aims to improve employment possibilities for immigrants and media professionals in the Finnish media. 26 students from 20 different countries participate over a period of two years. The project offers comprehensive media training, including work placements in media organisations such as YLE-TV, radio, print newspapers, magazines and Internet publications. Students are being trained in technical media skills, including photography, sound and lighting, editing, production planning and project management. The project also aims to develop specific media training and industry "mentoring" resources and practice models in support of individual immigrant and ethnic minority media students with a migration background. The YLE-TV1 produced "Basaari" television series provides TV work placements and technical and professional training in television production. The Mundo Project is a joint national partnership, lead by YLE, the Finnish national broadcasting company. Helsinki Polytechnic Stadia provides class based learning and training in media theory and practice.

- *Grenzenlos, WDR– Germany[122]*
In 2005, WDR started a training programme for young journalists with a migration background. The project is called 'Grenzenlos – No borders'. In 2006 approx. 70 young journalists with 32 different nationalities applied for the programme. WDR-radio and television staff members selected ten candidates, from Turkey, Spain, Tajikistan, Croatia, Jordan, Poland, Italy and Greece. This group took part in a six week training: two weeks in a media training centre and four weeks work experience stages in different editorial desks. In many cases the participants work after the training programme as free-lancers for WDR. Some of them have the possibility to start the journalistic educational programme ("Volontariat") in WDR.

- *Exiled Journalists' Network - UK[123]*
The Exiled Journalists' Network, supported by the National Union of Journalists and the MediaWise Trust, assists journalists who have fled to the UK to escape persecution because of their media work. It builds upon the Refugees, Asylum-Seekers and Media (RAM) project which supported exiled journalists by providing work placements, training information on the UK media environment, setting up their own media career entry points and training providers. Access to specialist training is also provided by the National Union of Journalists. In addition, the RAM project created a Directory of Exiled Journalists to encourage editors in both the print and broadcast media to offer employment or commissions to exiled journalists.

- *Summerschools and Master Cross-Medial Journalism – The Netherlands*
Several public broadcasting organisations in the Netherlands are organizing Summer schools. During a Summer school, students are trained by media professionals to develop a product such as a talkshow or a new television format. In 2007, the Master Cross-Medial Journalism kicked off at the Media Academy. Participating public broadcasting organizations offer graduates with a cultural diverse background an on-the-job education. The second group of 12 master students will begin their education in January 2009.

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[121] http://www.omatsivut.fi/basaari/index.php?&article_id=558&_subm_=1
[122] http://www.wdr.de/unternehmen/jobs/ausbildung/jour_ausbildung/wdr_grenzenlos.jhtml
[123] http://www.exiledjournalists.net

- *Mediashakers – The Netherlands[124]*
  Mediashakers is a Dutch recruitment and consultancy company for cultural diversity. Mediashakers distinguishes itself by the unique expertise and network on diversity management in media organizations, also by media information- and support services designed for and catering to both ethnic media professionals as well as the industry.

- *Move on Up – UK*[125]
  BECTU, an independent union of broadcasting and entertainment workers, organizes events that allow talented professionals who want to make contacts and seek new opportunities to meet senior executives from a range of organizations. The Move On Up events are aimed at black and minority ethnic professionals looking for new opportunities in the media.

- *DiversiPro – Canada*
  DiversiPro[126], the Canadian diversity specialist, offers advice on implementing diversity within organisations. DiversiPro has developed an approach and strong models to deliver high impact and lasting results. An effective diversity and inclusion strategy must consider all the important factors that interact in an organization to make diversity work. DiversiPro's Diversity on Six Cylinders™ focuses on the six key areas of any organization and shows the important relationship between the consumer through systematic Systems and Measures.

- *Lectorate Intercultural Journalism, Fontys Academy of Journalism – The Netherlands*
  The purpose of this lectorate is to study the role of journalism in an intercultural context. The lector, Huub Evers, and its 'knowledge network' focus on the debate of the responsibilities of the media in the multicultural society. As a result, an educational tool on news reporting in a multicultural society was developed by Mira Media in cooperation with the Lectorate Intercultural Journalism. The tool contains a dvd, a cd-rom and a book, and is only available for educational purposes.

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[124] http://www.mediashakers.nl
[125] http://www.bectu.org.uk/
[126] http://www.diversipro.com

11. Media, Politics and Civil Society

Currently, one can follow a debate all across Europe, with national discussions on the relevance of Public Service Broadcasting (PSB) in the information society. Discussions, by which public service broadcasting's rationale is put at stake, thus undermining its legal, financial, social and political significance for European societies. International developments however, underline the specific role of PSB, which is to promote the values of democratic societies, in particular respect for human rights, cultures and political pluralism. These recommendations came into being because of long-term efforts and through close collaboration among (certain) governments, EBU, NGO's and experts, within the frameworks of the international governmental organisations and are based on the outcomes of a number of conferences and discussions. Although a lot of lobby work has been done on the international platforms, it does not mean that national governments and national public service broadcasters automatically adopt these conventions and resolutions.

Recommendations from recent conference and meetings

- *UNESCO-Convention on cultural diversity, 20 October 2005[127]*
  The General Conference of UNESCO adopted the Convention on 20 October 2005. This Convention aims to fill a legal vacuum in world governance by establishing a series of rights and obligations, at both national and international levels, with the view to the protection and promotion of cultural diversity. This instrument should play a similar role for cultural diversity – at the same normative level – as World International Property Organisation conventions, World Trade Organisation agreements, etc. In *Article 6 – Rights of parties at the national level* is stated: "Within the framework of its cultural policies and measures as defined in Article 4.6[128] and taking into account its own particular circumstances and needs, each Party may adopt measures aimed at protecting and promoting the diversity of cultural expressions within its territory. Such measures may include measures aimed at enhancing diversity of the media, including through public service broadcasting."

- *CoE Declaration on the Public Service Remit in the Information Society, 27 September 2006[129]*
  Member states should retain the competence to define and assign the public service remit to specific media organisations, maintaining the key elements underpinning the traditional public service remit, while adjusting it to new circumstances. These elements have been referred to several CoE documents, a.o the 7th European Ministerial Conference on Mass Media Policy, Kyiv (Ukraine) 10-11 March 2005[130], and have defined public service broadcasting as, amongst other things:
  - A reference point for all members of the public, offering universal access;
  - A factor for social cohesion and integration of all individuals, groups and communities;
  - A forum for pluralistic public discussion and a means of promoting broader democratic participation of individuals.
  - Concerning the factor for social cohesion public service media should satisfy the needs of migrant groups and underprivileged and disadvantaged social categories. This role of filling a gap in the market, which is an important part of the traditional pubic media remit, should be maintained in the new media environment.

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[127] http://portal.unesco.org/culture/en/ev.php-URL_ID=11281&URL_DO=DO_TOPIC&URL_SECTION=201.html
[128] *Article 4.6.* "Cultural policies and measures" refers to those policies and measures relating to culture, whether at the local, national, regional or international level that are either focused on culture as such or are designed to have a direct effect on cultural expressions of individuals, groups or societies, including on the creation, production, dissemination, distribution of and access to cultural activities, goods and services.
[129] https://wcd.coe.int/ViewDoc.jsp?Ref=Decl-27.09.2006&Sector=secCM&Language=lanEnglish&Ver=original&BackColorInternet=9999CC&BackColorIntranet=FFBB55&BackColorLogged=FFAC75
[130] http://www.coe.int/T/E/Com/Files/Ministerial-Conferences/2005-kiev/

- *Tuning in to Diversity, Noordwijkerhout, 23-25 September 2004[131]*
  The conference recommended the setting up of a centre of expertise to support diversity officers in various national stations. Through this centre they would be able to share strategies that can apply in various countries, among others, on how to get those at a managerial level to commit themselves to a Diversity Charter, not only in words but also in deeds. The workshop participants committed themselves to further work this out and resolve how the EBU will play a role in this. The following proposals were formulated: A small working committee will prepare a follow up meeting in which the EBU will be asked to facilitate the network of diversity managers, perhaps as part of the IPG structure (the EBU's Intercultural Programme Group); The working groups will make a proposal to revive the EBU-Charter on Equal Opportunities as part of an integrated approach to put diversity high on the public broadcasting agenda. The first step to set up a European Centre of Expertise to support diversity officers in all the EU states will be an Internet platform, which will work as "help desk".

- *Racism, Xenophobia and the Media Towards respect and understanding of all religions and cultures. An EU seminar in the framework of the Euro-Mediterranean Partnership, Vienna, 22-23 May 2006[132]*
  Political institutions are responsible for creating a political and legal framework that promotes diversity in the media and works to curb racism. The basic legal framework is in place, and includes, inter alia, the European Convention on Human Rights (art. 10 in particular), the International Convention on the Elimination of all Forms of Racial Discrimination, and in the EU, its anti-discrimination legislation. This needs to be complemented with transparent and effective media regulatory mechanisms. It is recommended to create links between thematic years of the EU and UN, which focus on issues relevant to tackling racism and improving intercultural understanding, for example during the proposed European Year of Intercultural Dialogue in 2008. Public Service Broadcasters should adopt a "Diversity Charter", a declaration with specific commitments by media (with political backing), and should annually report on progress (on a designated "Diversity Day"). As part of these commitments they could use and expand international twinning programmes between media professionals, with a focus on young journalists to ensure that tomorrow's media practitioners are exposed to different cultures and engage more in international co-productions that can enhance intercultural understanding.

- *Eurobarometer survey*
  In the Eurobarometer survey[133] on attitudes of Europeans towards discrimination that the European Commission carried out during summer 2006 in the 25 Member States and the two adhesion countries 10, and that was published in January 2007, a third of Europeans (34%) think that the media have an important role to play in combating discrimination. In Berlin, at the first Equality Summit[134] that opened the 2007 European Year of Equal Opportunities for All by bringing together 450 participants across Europe (EU ministers, equality bodies, trade unions, employers and non-governmental organizations), among the conclusions of the workshop entitled "Respect, eliminating stereotypes and prejudices", one could find that in order to stimulate change in the media and fight stereotypes, journalists should be trained, guidelines should be developed, the EU institutions should screen projects in the MEDIA programs for the possible existence of stereotypes. While these perceptions and statements give a prominent and proactive role to the media in the fight against discrimination, every week, across the 27 Member States, media reporting can include biased or prejudiced approaches and language concerning for example Roma or other ethnic minorities, LGBT[135] groups or religious communities.

Some examples of European developments

- The European Commission has supported the adoption of the UNESCO – Convention on cultural diversity in its Communication to the Council and the European Parliament "Towards an international

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[131] http://www.tuning2004.nl
[132] http://eumc.europa.eu/eumc/index.php?fuseaction=content.dsp_cat_content&catid=3e6c61340870c&contentid=452a173c53b66
[133] http://ec.europa.eu/employment_social/eyeq//index.cfm?page_id=342
[134] http://ec.europa.eu/employment_social/eyeq//index.cfm?cat_id=LY
[135] LGBT stands for Lesbian, Gay, Bi- and Trans-gender

instrument on cultural diversity"[136] (2005) and the EBU[137] strongly supports the UNESCO Convention, not least because the protection and promotion of cultural diversity and media pluralism are an important factor in the European audiovisual model, and of public service broadcasting in particular.

- In several countries the diversity remit of PSB is enshrined in the legislation or in broadcasting acts, although sometimes it is based on anti-discrimination articles, equal opportunity regulations[138]. The BBC [139] is committed to reflecting the diversity of the UK and to making its services accessible to all. This applies both to the output - TV, radio and online - and the workforce. Swedish Radio[140] considers diversity as a business case for the public service radio. The policy is defined at a central level with the commitment of the top Management. Swedish Television (SVT) has built it policy on the Swedish law. The management of YLE (Finland) drafted in 2005 a policy on services for migrants and special groups, concerning programme operations and special groups[141]. The management of MTV (Hungary) and the government signed a contract in order to support and implement a project to facilitate the integration of ROMA journalists in MTV-departments. ZDF (Germany) has a Charter of programme ideas; at WDR (Germany) there are integration, gender and disability commissioners or heads of cultural diversity. VRT (Belgium) diversity policy is top-down and is promoted by the management, but its implementation is not mandatory. France Television started in 2005 the Positive Integration Plan. NOS, Dutch Public Broadcasting, has and achievement contract' with the government. Diversity goals are part of this contract. One of the Dutch public broadcasters NPS has the legislative task to dedicate 20% of its television broadcasting time and 25 % of its radio broadcasting time to multicultural programming.

Some examples of good practices

- *IDG – Eurovision Intercultural and Diversity group (EBU) - International[142]*
  Public service broadcasters have committed themselves to make every effort to reflect the multicultural and diverse character of our societies. Multicultural, multiracial and multi-faith issues should be seen, heard and mirrored not only in current affairs programmes for and about minorities but also in every single programme. Any EBU member can be an active participant and may appoint a delegate to the meetings. Participants exchange magazine items with a duration between five and nine minutes and are free to adapt them to their own broadcasting needs. The theme of the exchange changes every year, as decided by the EBU Intercultural Programme Group at its plenary meeting in October. The number of participants also varies each year. The exchange itself takes place every year in April and is based on the principle "give one, take all".

- *City Folk – International*
  City Folk is a unique co production series of the EBU IDG that runs now for ten years. In 2006 fifteen European public broadcasters are participating in the series, most of them originating in Eastern Europe. City Folk portrays the lives of ordinary people in big European cities. The series profiles their lifestyles, dreams, dilemmas, passions and their sometimes-dramatic life stories. Each episode contains three portraits of people from different ethnic and social backgrounds. Their stories are diverse and reflect modern life in the multicultural melting pots of the big European cities. The programs have good ratings on primetime in most countries.[143]

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[136] http://www.europa-eu-un.org/articles/en/article_4773_en.htm
[137] http://www.ebu.ch/CMSimages/en/leg_pp_unesco_%20culturaldiversity_180505_tcm6-37819.pdf
[138] Report Diversity in TV, Radio and multimedia programming EBU, 8 March 2006
[139] http://www.bbc.co.uk/info/policies/diversity.shtml
[140] http://www.sr.se/cgi-bin/mall/artikel.asp?ProgramID=2438&artikel=733477
[141] http://yle.fi/fbc/palvelustrategiaEng.pdf
[142] http://www.ebu.ch/en/eurovisiontv/documentary/intercultural_programme_exchange.php

[143] http://www.ebu.ch/en/eurovisiontv/documentary/city_folk.php

12. Intercultural media literacy

Making cultural diversity part of the reality of television and radio requires change: change in personnel and programming policies of radio, television and new media companies. Therefore more ethnic minority media professionals need to be employed. The number of ethnic minority students enrolled in and out the training institutes is very low. In many ethnic minority communities a professional career in the media is still not an obvious choice.

Media literacy at all levels of schooling and education in the formal and non-formal sectors is needed to help media users understand how and why certain media content is produced. Awareness of the techniques, languages and conventions used by media is crucial to understanding media messages and the information, values and assumptions they convey. This encourages women and men to develop their own ways of making their voice heard in a diverse information society and it is a guarantee of independence in relation to the media. The understanding of media is also a key element of an inclusive information society that respects the dignity of women, minorities and vulnerable people, and the promotion of human rights. [144]

Recommendations from recent conferences and meetings

- Encourage media training among youth and minority groups, so that they learn to understand media messages, to make their voices heard, and to think about careers in the media.

- In carrying out media analysis and media production activities, there will be students who show a particular interest or demonstrate particular media-related skills. It's important to provide these students with detailed information about vocational training and a possible career in the media, signposting them to the right training institutes or to extra-curricular activities through which they can further develop their interests and skills.

- Career orientation is not possible without the involvement of the media industry itself, including the relevant trade unions. Media companies are the future employers and it is important to be giving students a realistic inside view on how it is to work in the industry. Commitment of the industry is important to show students that the industry is seriously interested and that they want to invest in talented young people regardless of their ethnic background. It will be obvious that vocational training institutes and secondary schools will have to be structurally involved, as most of the activities will take place as part of their curriculum or in close co-operation with them. Organisations of ethnic minorities will be involved in the project as advisors and as mediators to the communities. Not only youngsters but also parents should be aware of the career possibilities for their children in the media. Finally, political policymakers will have to create more favourable circumstances if necessary to realise the CREAM objectives in the long term.

- Media education projects run all over Europe show that vocational guidance and careers advice should not be directed exclusively at minority ethnic groups. Students want to secure a job based on their own merits alone. Therefore, vocational training should not be aimed at specific ethnic groups, but the activities have to appeal to those young people in terms of content and communication, use of language, choice of images and the role models presented. Students from minority ethnic groups have to feel that they are being taken seriously and that they will be given exactly the same professional access to the media industry as students from other backgrounds.

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[144] http://eumc.europa.eu/eumc/index.php?fuseaction=content.dsp_cat_content&catid=3e6c61340870c&contentid=452a173c53b66 ; EUMAP-conference, Budapest 2006 Launch of the NMP 'Television across Europe' follow-up project (Budapest conference, 7-9 June 2006) - http://www.eumap.org/advocacy/advoc_eumap/TV_followup ; CoE-Conference Yerevan, 2006 Pan-European Forum on "Human Rights in the Information Society: Empowering children and young people", Council of Europe, Yerevan (Armenia), 5 and 6 October 2006 - http://www.coe.int/t/e/human_rights/media/Links/Events/Forum2006YEREVAN_en.asp#TopOfPage

- Media organisations can organise media career days at secondary schools, offer special work experience schemes and provide college bursaries. Trade unions, employer's organisations, and community organisations also play an important role in encouraging young immigrants to pursue a career in the media. For example, community organisations can involve young immigrants in ethnic community media projects.

- The acquisition of intercultural competence should be incorporated into the curriculum of schools of journalism. As many journalists enter the profession without formal qualifications in journalism, intercultural training can also be incorporated into professional development courses and on the job training offered by media organisations, professional bodies and unions. Ongoing training in intercultural competences is vital as both the composition of society and the immigration debates within society are changeable. Training initiatives should be targeted towards editors, journalists, professors of journalism and self-regulatory bodies.[145]

Some examples of European developments

- Media4[ME] is a European network, which links media education with social cohesion, intercultural dialogue and human rights issues by exchanging intercultural good practice and methodologies between members, by promoting and sharing research and by designing joint activities for youngsters, adults and minorities in Europe. Media4[ME] defines intercultural media education as all media education activities for all age groups, in and outside formal education, which contribute to intercultural media awareness and media empowerment resulting in more intercultural critical media behaviour with media audiences and consumers and a better use of media by minority groups to make their voices heard and to participate in the public media debates. Vocational orientation on the media market is linked to all activities, as professional participation of ethnic minorities in the media is essential in order to make the general media output more diverse. Media4[ME] partners foster partnerships and cooperation with local, regional and national mainstream media, as these media are of great importance in the present multicultural societies.

Some examples of good practices

- How do images and the media work? What is a stereotype? WATCHING THE MEDIA proposes both information and group activities to improve understanding of how the media work and to develop critical analysis, and so to contribute to the fight against any forms of discrimination. The kit, created with the support of the European Social Network, includes a booklet and CD-ROM, and can be ordered in French, German or English.[146]

- Media Mind[147] is a media education project of Dutch Public Broadcasting. Media Mind is a yearly event in which 700 schools participate. These schools participate in a media contest in which students write a critical review on a preselected television program. From about 5.000 reviews 200-300 are selected. These students, and their teacher, are invited to the yearly Media Mind event on the Media Park in Hilversum. During this day some 30 different workshops in music, news, drama, shows, writing are being offered. Students and teachers have to make a media product in one day, making news, doing interviews, editing, filming and photographing. The participants are being coached by PSB program makers.

- VRT encourages young teens to think about careers in television and radio by organizing 'reaching out' days for pupils in their last years of secondary school to explain how the media work, and by offering an attractive brochure called 'Jobs in the Media', with interviews of young professionals who explain what they do and how they got the job.[148] This brochure is available on their website.

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[145] at the 6th EquaMedia Transnational Meeting held in Rome in 2004
[146] http://www.apte.asso.fr/
[147] http://www.rvu.nl/mediamind/
[148] http://www.vrt.be/vrt_master/over/overdevrt_diversiteit_schermen/index.shtml

- DigiTales[149], an initiative created by a partnership, including Mira Media (NL), Hi8us (UK), Association for Culture Education and Communication (SK), Dimitra (GR), BGZ (DE), YLE (FI) and De Balie (NL), encourages immigrants to consides a career in the media by involving them in a digital storytelling project in which they make a short film about their life. Through the process, they can learn how to write a script, record a voiceover and edit photos, videos and drawings into a film.

- The National Mediacoach Training Institute (NOMC)[150] is a professional education programme for teachers in primary and secondary schools, PABO students and librarians to train them to become a media coach. Media coaches will be training children inside and outside schools to handle media in an active and critical way. The MediaCoach traject was developed in the Netherlands by Stichting Reklame Rakkers, Stichting De Kinderconsument and Mira Media.

- Your Game[151] is a partnership between the BBC and the Football Foundation which offers young people, aged 16 to 25, from under-served communities the chance to get involved in football, music and the media. Your Game is aimed at those groups not currently engaged in regular, competitive structured football. To do this Your Game works with national social inclusion organisations, sports bodies and community groups at every level to ensure that the opportunity is given to those who need it the most. Ten Your Game festivals of football and music have taken place across England between March and May 2008 with over 350 teams battling it out. Over 3,000 young men and women from under-served communities took part in a national street-football tournament with the winners competing in a national final held at Birmingham City's stadium. At each festival, participants got the chance to take part in creative workshops in street-dance, MCing and DJing, sports photography and much more. Aspiring musicians received advice from industry experts in the 'music-makers surgery'.

- The Audience Council (RTE, Ireland)[152], established in January 2004, is an 'unpaid public body of citizens and nominated members which provides a mechanism for the audience to respond to RTE (Radio Telefis Eireann, the Irish public service broadcaster) and interact with its programming agenda'. In this way, non-politically appointed citizens become part of a self-regulatory 'which ties broadcasters and authorities to its audiences and public'[153]. Half of the members are publicly recruited and the other half sent from arts, sports, industry, language and children organizations and its legal basis is laid down in the RTE Charter.

- ROOTS & ROUTES[154] scouts, inspires and coaches young talented musicians, dancers and media makers with diverse cultural roots and offers these urban talents new routes to realize their professional career. ROOTS & ROUTES supports art schools and other educational institutes in diversifying their curriculum. ROOTS & ROUTES operates in an international network of partners from cultural, educational, welfare and youth organisations. The project R&R INTERNATIONAL takes place in Hungary, Spain, Germany, Greece, The Netherlands, Portugal, Italy and France. In the project R&R LEONARDO, five countries are participating: Finland, France, Germany, The Netherlands and The United Kingdom.

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[149] http://www.digi-tales.org/

[150] http://www.nomc.nl/

[151] http://news.bbc.co.uk/sport2/hi/football/your_game/default.stm

[152] RTE Audience Council: http://www.rte.ie/about/audiencecouncil.html

[153] Baldi, Paolo and Hasebrink, Uwe (2007) *Broadcasters and Citizens in Europe. Trends in Media Accountability and Viewer Participation,* Intellect Books: Bristol and Chicago.

[154] http://www.rootsnroutes.org

13.   The Role of NGO's

Non-Governmental Organizations (NGO's) are independent organizations and work on specific issues, like those aiming at the protection of journalists or of human rights (Journalists Without Borders, Amnesty International, Human Rights Watch, etc.). These civic rights associations monitor the rights and duties of media in all countries, collecting precise data and proceeding to international comparisons and on the spot investigations. They extrapolate the consequences from these analyses and, if they consider that some rights have been superseded, they denounce the violation so as to correct the problem, or failing that, to raise public awareness. They launch campaigns to bring the issue to the attention of the media and the communicators themselves. They use a whole repertoire of media strategies, with regular publications, reports, on-line petitions, etc. They can work in coordination with Inter-Governmental Organizations like UNICEF and UNESCO, on issues related to youth, culture, education, communication and information.

Over the years NGOs, vocational and research institutes in countries all over Europe have been making efforts to make the media more intercultural and diverse in order to challenge biased reporting and to encourage the inclusive participation of migrant and refugee communities in our societies. Codes of conduct and guidelines have been developed and handbooks for journalists have been drafted on how to counteract negative and biased portrayal of minorities and on how to promote diversity. From the outset the main concern was "how to get more diversity into newsrooms?" Since then, discussions have moved on from anti-racism issues, to issues such as social exclusion, equal citizenship, negative portrayal, integration, Islam, illegal migration and asylum. More recently the responsibility of the media in setting the political agenda and its role in instigating "media hypes" has become a hot topic of debate and also more and more attention is given to the need of digital and media literacy education in schools. Yet, despite conferences, a lot of research, projects and more discussions, there still remain only a handful of journalists from a minority background working in the media industry; and most journalists and broadcasters are still struggling to portray a fair picture of the multicultural society. While most of the recommendations and guidelines are still valid, the big question remains 'how to put them into practice?'

Recommendations from recent conferences and meetings

- For their part civil society organizations and immigrant groups should develop pro-active communication strategies and provide journalists with consistent and reliable information[155]. Journalists have to cope with fast changing national and international multicultural media environments and are in need of extra intercultural skills and competencies to be able to maintain their core journalistic principles of professional independence.

- Governments, European institutions and foundations can facilitate dialogue between media professionals and civil society groups in a meaningful way by supporting training initiatives such as reporting diversity, ethics in practice and ethical journalism initiatives; and hosting seminars, conferences and workshops that improve the exchange of knowledge.

Some examples of European developments

- A lot of work undertaken by NGOs aimed to put media and diversity on the political and media agendas. In many countries NGOs are involved in media monitoring and dialogue with journalists on how to make the media output more diverse and reflecting the societies. Databases with minority spokespersons have been developed and minority organisations received media training in order to take a more active part in the public media debates. Ethnic media professionals have been encouraged to play a more active role in the media industry, while efforts are made to make the media industry more aware of their responsibilities in the multicultural society, as well as of the commercial potentials of the growing minority media audiences. More recently NGOs started to be more aware of the new opportunities of new media environment. It became easier to create own community media, like websites and even digital radio and television stations. The internet provides also more opportunities to enter in the public debates by starting web logs and by entering into internet debates.

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[155] http://eumc.europa.eu/eumc/index.php?fuseaction=content.dsp_cat_content&catid=3e6c61340870c&contentid=452a173c53b66

The internet is also more frequently used to host discussion platforms on issues and on specific interests of minority communities and to host platforms giving room to alternative information which normally cannot be found in the mainstream media. Finally, in several countries NGO's are involved in setting up multimedia projects, like press agencies with young people, in order to make them in a practical way aware of how media are being made and in which way you can make your voice heard.

- Recently the major European Media NGO's, IFJ (International Federation of Journalists), EFJ (European Federation of Journalists), OSI-EUMAP (Open Society Institute EU Monitoring and Advocacy Program), AMARC (World Association of Community Radios), OLMCM (Online/More Colour in the Media network), SIGNIS (World Catholic Association for Communication), Article 19 (Global Campaign for Free Expression), and others, joined their 'forces' (encouraged by the EBU) in the creation of a European NGO lobby platform on media and diversity.

- NGO's highlighted the important role of PSB for social cohesion and integration of all individuals, groups and communities during several European Conferences[156]. Special attention was given to the adoption of a "Diversity Charter" by the EBU, a declaration with specific commitments by media (with political backing), and on national annual reports on progress (on a designated "Diversity Day").

- There are a lot of 'bottom up' examples from NGOs to make the media in Europe more diverse. The expertise, projects and initiatives from NGO's is growing but projects are often ad hoc. Unfortunately most of these projects and initiatives are not part of national governmental policies. This means that the co-operation is temporary and that there are hardly possibilities for wider dissemination and continuation of their work. Because of this, many initiatives are short-lived and many are being reinvented over and over in the same and other countries, resulting in little progress and lots of frustration. The biggest challenges at the moment are on implementation and mainstreaming. More coherence and continuity is needed at the European level.

Some examples of good practices

- Mira Media is the Dutch national centre of expertise on media and diversity, and offers advice, information and training for journalists, media professionals and representatives of minority groups, both on the national level and in the context of transnational projects and partnerships. Mira Media's main goal is to achieve more diversity and 'ethnic' pluralism by supporting the participation of immigrants in radio, television, press and the interactive media. Mira Media has no broadcasting time but closely co-operates with Dutch national and local (public and commercial) broadcasters.

- The Media Diversity Institute[157] (MDI) is a charity, non-partisan organization that mobilises the power of media to lessen inter-group conflict, advance human rights – especially minority rights – and support deeper public understanding of all types of social diversity. It is based in London. MDI focuses on regions where news media have played a destructive role in exacerbating ethnic and religious conflicts and violations of human and minority rights. MDI works with media organisations, journalists, journalism educators, NGOs and governments to prevent and reconcile conflict, promote tolerance of vulnerable groups, and stimulate balanced and non-partisan journalism. MDI promotes the highest standards of professional journalism as they relate to coverage of diversity. It develops and employs tools, training methods and practical reporting initiatives to that end.

- Quick Response[158] is a small Swedish NGO with an editorial staff that investigates how Swedish news media reports on immigration, integration and xenophobia. On their website they publish their own articles about the media's coverage on these issues. The working method is journalism and the editorial staff reviews the media using the Swedish ethical rules for press, in other words the same journalistic methods as the news media the editorial investigates. Quick Response's target groups are

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[156] see 95, 97 en 98; http://www.eumap.org/advocacy/advoc_eumap/media/mmpcouncil7;
http://ec.europa.eu/employment_social/fundamental_rights/pdf/events/wz/wz06ek.pps ; http://www.osce.org/item/19059.html
[157] http://www.media-diversity.org
[158] Htto://www.quickresponse.nu

mainly journalists and journalism students. Quick Response regularly hold lectures and seminars. The aim is to boost discussion about how to report on immigration, integration and xenophobia.

- TrefMedia[159] is the Belgian (Flemish) platform for media and diversity. Trefmedia is an initiative of the Migrant forum. It encourages equal participation and accurate portrayal of ethnic-cultural minorities in the mainstream media.

- Perslink[160] (Presslink), an initiative of Mira Media, NOS and the Dutch Union of Journalists, has developed various instruments, including a diversity database, to improve the contacts between the ethnic minority communities and the media in order to provide more balanced information about multicultural society and migrants. Spokespersons receive media training and network meetings bring spokespersons and journalists together.

- The MIGRACE[161] project conducted by People in Need (Clovek v tisni), an NGO affiliated with Czech Television, countered stereotyping by publicising migration issues in the mass media (TV, radio, newspapers, journals, magazines, and cultural and educational programmes) and by informing the Czech public about the challenges and opportunities offered by migration.

- The Forum on Migration and Communications[162] (FOMACS), led by the Dublin Institute of Technology, brings together immigrant and non-immigrant media producers, NGO service providers/community activists and social and policy researchers to amplify immigrant voices and perspectives previously absent, sensationalised or marginalised in dominant media representations through a series of media-led projects that highlight personal and collective stories about family reunification and undocumented migration.

- British Muslims – Media Guide[163], which describes Britain's Muslim Communities, their history, present and future, was put together by the British Council, the Association of Muslim Social Scientists and other partners as a resource for journalists and others.

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[159] http://www.minderhedenforum.be/2media/overTrefmedia.htm
[160] http://www.perslink.nl
[161] http://www.migraceonline.cz
[162] http://www.fomacs.org/
[163] http://www.britishcouncil.org/scotland-enews-june-2006-article1-muslim-media-event-glasgow.htm