



Helpdesk

Country: The Netherlands

Organisation: Mira Media www.miramedia.nl, www.media4me.eu

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Partners involved: European, national and local media, journalists, media training organisations and national migrant organisations

Target Group: Youth from immigrant communities in the Netherlands, mainstream media

Programme Description:

Since 1987 Mira Media has worked with young journalists from ethnic minorities and the mainstream media through establishing itself as an expert on promoting diversity and inclusion in the Dutch media.

Their project, The Helpdesk, offers a range of services. A telephone service is available to encourage and give advice to young journalists who want to enter the mainstream media. Events, such as network meetings, are organised to encourage dialogue between immigrant groups and professional journalists. As relationships are formed links between the media and the immigrant population grow. This leads to more diversity in national television and radio programming. Education and training are key elements. The Helpdesk encourages intercultural media education, in particular vocational training amongst children from ethnic minorities. This can include civic journalism, for example, making a short documentary or radio programme about their own lives or the lives of their peers.

Mira Media has the most extensive library of research on diversity in the Dutch media in the Netherlands. A report on the state of the media and recent policy developments is published annually. The number of ethnic minority staff working in broadcasting has also been recorded, as have initiatives dealing with diversity in the media.

Challenge: Some people criticise the programme for targeting ethnic minorities. They see it as patronising to group them together and believe all media professionals should be treated equally.

Solution: Unfortunately ethnic minorities are significantly less visible in media organisations than other population groups. Through programmes such as The Helpdesk young people from minority groups can access information on how to penetrate the media world that would otherwise not be available to them.

"My project seems clearer than before. Also my self-confidence has grown enormously. The project gave me the chance to discuss my ideas which always makes a good solid start." Trainee

"Mira Media Helpdesk promotes the participation of immigrants in Dutch audiovisual and print media and operates from the point of view of ethnic minority groups in the Netherlands." Mira Media

Impact and Success Stories:

- A database of information has been created that can be accessed by media professionals regarding ethnic minorities.
- Better communication between the mainstream media and ethnic minorities.