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Diversity in Media

Promotion of positive images of migrants

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# Different policy issues

- Immigration and integration – different policy areas but the media problems are the same
- Probably also the solutions



# A happy notion of multicultural ...



Or is this  
the truth?



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# The importance of media

- Media in its broadest sense is vital for democracy- a mirror of our society  
but
  - If media doesn't reflect all parts of this society...?
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# The symptoms:

- Programmes does not cover issues that could be relevant for minorities
  - Minorities are not visible in main stream interviews
  - Persons with immigrant background are not portrayed in a balanced way
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## Causes:

- Narrow recruitment - white middle class
  - Voices from minorities are not heard in programme planning
  - Media is driven by competition, conflict and drama, no place for fair portrayal
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# Examples from newsroom, TVC (Es)

- ” An “invasion” of fishing boats at Canary Islands is still very attractive to use as a headline when there is nothing else going on, specially in summer.”
  - “When the Spanish media refers to immigration there are always the concepts of “problem” and invasion in the background.”
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## The remedy:

- Better recruitment schemes
  - Mentor and trainee programmes
  - Celebrate new approaches to minority audiences
  - Follow up and reporting
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# The objectives / policies

- A more diverse media landscape
  - Fair and balanced portrayal
  - Empowerment of the audience
  - Accessibility for all citizens
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- *See the opportunity and responsibility*
  - *Step up the Dialogue*
  - *Be Comprehensive*
  - *Take Aim... and Measure*

- European Commission    **Media4Diversity Taking the Pulse of Diversity in the Media**
  - Luxembourg: Office for Official Publications of the European Communities
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# Think wholesale..

- Human resources
- Programme makers
- Marketing

# Six Cylinders of Diversity



# Driving forces:

- Regulations
- Governments
- EU:
- European Social Fund
- European Integration Fund 2007-2013
- - transnational information and awareness-raising campaigns;
- The media industry
- FRA - EU Agency for Fundamental Rights
- Research groups - Migra nord etc
- NGOs like MDI or Mira Media

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# Beware of ” window dresssing”

- .... got EU funding for diversity projects afterwards sacked the involved staff
- .... organised high level conferences but neglected best practise

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