

MIM Migrants in the Media Project – Outline

Starting date: 15.10.2008

Duration: 18 months

Project leader: Mira Media (NL)

Partner organisations:

Public broadcasters - NPS (Netherlands), MTV (Hungary)

International NGOs - Cospe (Italy), Dimitra (Greece), Minderhedenforum (Belgium), Face Europe (Sweden), Adolf Grimme Institut (Germany)

Summary of the project

Problem addressed:

European audience research shows that, although most immigrants rely on national Public Service Broadcasting (PSB) television news bulletins as their main source of news, immigrants do not feel they are equally and fairly represented in the national mainstream. However, PSB has an increasingly important responsibility as a platform of intercultural dialogue, including all citizens, and by offering unbiased information to all citizens. The appearance of a variety of spokespersons, a representative participation of professionals of immigrant origin in the newsrooms and a pro-active, regular, critical feedback by immigrant audiences to the news and information programmes as well as regular professional audience research, are all essential. 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. On the other hand, organisations of immigrant will have to play an important mediating role.

Main aim of the project:

'Migrants in the Media' project aims to improve the interaction between third-country nationals (immigrants) and Member State citizens by promoting intercultural competences with programming - and journalistic staff of national Public Service Broadcasters (PSB) and media skills with immigrant organisations. The outcomes of the project will help on the long term to improve PSB as a platform for intercultural dialogue and to act as a binding factor between all citizens of the multicultural society, helping to create an atmosphere of mutual understanding and intercultural communication. Immigrant organisations will establish themselves as mediators between the immigrant communities and the media organisations by offering the media better access to immigrant communities, to provide better skilled immigrant spokes persons and information on the opinions and developments inside the immigrant communities. This will all contribute to a more balanced portrayal of immigrants and to an equal participation of immigrants in the public debates in the media.

Specific objectives:

- Implementing the recommendations of recent (inter)national conferences on 'media and diversity';
- Helping PSBs to integrate the 'Diversity toolkit' which was developed by a European working group of PSBs and NGOs in the PSB internal training schemes;
- Disseminating best practices of immigrant media training courses among partners inside the project and also to organisations from other European countries;
- Giving an extra stimulus to 'national media and diversity' policies, by building national networks of immigrant organisations, journalists and PSBs, including the national INTI coordinators.
- Monitoring the national developments and facilitating the transnational cooperation between partners, with support of an interactive website and a yearly publication on media and diversity developments in Europe.

Project's activities:

The project exists of two parallel, but related activity lines:

- PSB - intercultural training
- NGO - Immigrants media training

The PSBs line involves PSB diversity officers, trainers of the PSB training institutes and trainers of institutes which regularly deliver training to PSBs and consists of:

1. **Starting meeting of the Diversity Toolkit group** to assess the training methods and adaptation to national environments. The required general competence level for the PSB will be defined, since all training activities will be competence based,
2. **Two days training for trainers, at European level!** Trainers of the participating PSBs will be taking part, while trainers from other European PSBs are also welcome to participate. In this session the participants will learn how to raise their intercultural competence and how to use the Diversity Toolkit in a training situation with programme makers and journalists. Representatives of immigrant organisations will be invited along with experts to give input to the trainers.
3. **Pilot national training programmes for PSB programme makers and journalists.** Each PSB can choose its own participants group. This training will be based on the Toolkit, but can also involve visits to multicultural estates, immigrant organisations and religious communities.
4. **Evaluation of the training method and materials** both on the national and international level. This evaluation will be presented to and discussed with the management of the PSB, in order to promote implementation.

The NGOs line involves coordinators of NGOs and media trainers of immigrant organisations and consists of:

1. **Starting meeting with NGO coordinators** to develop training programme based on best practices and to discuss the intercultural dialogue with the PSBs in all countries. As all training activities will be competence based, the required competences will be defined and agreed for all countries.
2. **Two days training for trainers at European level!** National media trainers will take part in. Those can be trainers of training institutes or journalists who have experience in media training with immigrants. During the training they learn about all aspects of working with the media and methods on how to train the immigrant target groups.
3. **Pilot training programmes for immigrants.** In each country 3 media training courses will be organized. This can be an embedded organisation training, a training for immigrant spokes persons and/or a training for change agents, immigrants who want to be involved in lobby activities or take part in media councils.
4. **Evaluation of the training method and materials** both on the national and international level.

In order to give a positive impulse to the intercultural dialogue between NGOs and PSBs, the participants in the pilot trainings will meet each other during **a national round table meeting**. They will exchange experiences and discuss future cooperation.

The MIM project will start and finish in an annual European PSB Conference where the project will be presented and reported. The first European Conference is taking place in Hilversum (Netherlands) on November the 6th 2008 (

Expected results:

The project will result in

- Intercultural training methodologies for PSBs and immigrant organisations;
- 12 qualified PSB trainers;
- 15 qualified media trainers for immigrant organisations;
- 210 trained immigrant spokes persons and representatives;
- 70 intercultural competent PSB staff members.

On the long term the project will bring media and diversity issues higher on the political and media agenda's and will make immigrant organisations fully aware of their own responsibilities in the interculturalisation process of the media and on how to express themselves in the media debates.