

# ECRI

European Commission against Racism and Intolerance  
Commission européenne contre le racisme et l'intolérance

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## European Commission against Racism and Intolerance

**EXAMPLES OF “GOOD PRACTICES”  
TO FIGHT AGAINST RACISM AND  
INTOLERANCE IN THE EUROPEAN  
MEDIA**

Strasbourg, April 2000



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*Examples of “good practices”  
to fight against racism and intolerance  
in the European media*

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# FOREWORD

The European Commission against Racism and Intolerance (ECRI) was set up by the first Summit of Heads of State and Government of the member States of the Council of Europe, held in Vienna in October 1993. ECRI's task is to combat racism, xenophobia, antisemitism and intolerance at the level of greater Europe and in the perspective of the protection of human rights. ECRI's members are independent experts, designated on the basis of their moral authority and recognised expertise in dealing with matters related to the fight against racism and intolerance. ECRI's programme of activities comprises three aspects: country-by-country approach; work on general themes; and activities in relation to civil society.

One of ECRI's activities, falling under the second element of its programme of work on general themes, is to collect examples of current "good practices" in member States for combating racism and intolerance in different areas. ECRI publishes these examples in a series of collected "good practices", which are distributed among those circles interested in combating racism and intolerance, to serve as a source of inspiration.

The present publication contains examples of “good practices” in the media for combating racism and intolerance. The examples cited have been compiled by a consultant, Ms Isabel MELIS, a free-lance journalist. The publication has been produced independently by the consultant and it does not fall under the responsibility of ECRI, the Council of Europe or its member States. The examples which follow should in no respect be regarded as recommendations to the member States of the Council of Europe. Readers are requested to note that the status of the publication is that of a compilation of examples presented in the form of a catalogue, for information purposes, to provide inspiration to interested parties.



# Section 1 - Press

## Example 1 Cyprus, The Sunday Mail

Steve Myles, editor of *The Sunday Mail*, took advantage of a racist act to draw attention to the topic at a national level. The 7 March 1999 edition, under the headline “SHAME”, devoted the entire front page to reporter Anthony O. Miller’s story of the deportation by the airport immigration authorities of two Senegalese computer experts invited for a seminar, despite their reservations at the Hilton hotel, valid passports and visas, return air tickets and cash in their pockets. In addition, the reader was offered a further two pages of coverage of the story inside the newspaper, including long interviews with both victims.

Apart from the extensive coverage of a racist case that would - at best - usually be described in a few sentences, a vibrant editorial addressed “this island’s prejudices about race”, in a convincing attempt to denounce the perceived institutionalised racism which exists in the country on the one side, and to stress the fact that the problem of racism had not been tackled by the highest authorities at a political level.

Three days later, the cabinet officially apologised to the two computer professionals for their wrongful deportation and ordered an investigation, as reported on the front page of the 11 March 1999 edition.

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**For more information:**

The Sunday Mail  
24 Vassiliou  
Voulgaroctonou St.  
PO Box 21144  
CY - 1502 Nicosia  
Tel: +357.2.67.20.74  
Fax: +357.2.67.63.85  
E-mail: [Cyprus.Mail@cytanet.com.cy](mailto:Cyprus.Mail@cytanet.com.cy)

*Cyprus* **Mail**  
— internet edition

## Example 2 Spain, *Diari de Barcelona*

During the last municipal elections in June 1999, the electronic daily *Diari de Barcelona* chose to give voice to those citizens that could not vote: non European Union foreigners. Together with the classic coverage of interviews with candidates and their political campaign, the 15-day series “Other Barcelonas” (*Altres Barcelones*) presented the opinions, worries and hopes for their city of citizens from Guinea, China, Chile, Lebanon, Morocco and Pakistan.

Each interviewee was considered to be an opinion leader in his/her own community and therefore could best represent it. Most of them were in close contact with migrant organisations helping in the field of social integration. *El Diari* portrayed the foreigners’ background, their present situation, their opinion about living in Barcelona, what they miss about their own country, their personal experience with Catalans, in what way they value the Spanish political system, if they feel politically represented and whether they would vote if it was allowed. Finally, the interviewees had the opportunity to explain what they would request from the new mayor.

One common demand expressed in the interviews was that municipal representatives should put pressure on the national government concerning non-EU citizens’ right to vote in municipal elections, which would give immigrants a better position to influence political decisions in the field of immigration. It seems that their voice has been heard. In January 2000, the municipal assembly voted by unanimity a proposal to present this topic at the national parliament.

Editor Cristina Ribas wanted to show that some citizens are never heard and yet still contribute to the daily life of

Barcelona. This original approach to election coverage went beyond strictly political comment and included some racist issues.

And, indeed, immigrants' associations based in Barcelona, such as SOS Racismo, the union CITES CCOO or publisher Icaria, were very positive about the impact of *El Diari's* initiative, considered to be a valuable example of how new technologies can help promoting minority issues.

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**For more information:**

Diari de Barcelona  
Via Laietana 48  
E - 08003 Barcelona  
Tel: +34.93.26.88.900  
Fax: +34.93.26.88.905  
E-mail: [diari@diaridebarcelona.com](mailto:diari@diaridebarcelona.com)  
Website: [www.diaridebarcelona.com](http://www.diaridebarcelona.com)

**Diari de Barcelona**

**Example 3 Sweden, *Svenska Dagbladet, Dagens Nyheter, Aftonbladet and Expressen***

On 30 November 1999, date of the commemoration of Karl XII's death by skinheads and nazi youth, four main dailies (*Svenska Dagbladet, Dagens Nyheter, Aftonbladet, Expressen*) published a common letter together with 60 photographs of known nazis/racists - including dangerous criminals - from different networks in Sweden. This outstanding initiative caused enormous repercussions throughout the society. Identical texts or articles were published, whereby the papers used their common resources to investigate the threats against civil society by nazi groups, extreme-right gangs and other organised crime rings.

This extraordinary mobilisation was a reaction against the number of serious hate crimes and attacks against civil society in the previous year: a letter with a bomb was sent to the Minister of Justice; another bomb was put in the car of a journalist, who, together with his son, was seriously injured; two police officers were allegedly killed by three nazis after a bank robbery; a trade union activist was murdered, etc.

Following the publication of the nazis activists' pictures, a certain number of them decided to leave the networks, others were expelled from their trade unions, and some employers discussed openly whether their nazi employees should be fired.

The common letter by the editors as well as antiracist links, and more articles that followed those of 30 November - at least in *Dagens Nyheter* - can be found on the Internet at the following address:

<http://www.dn.se/DNet/dyn/GetArticle.dyn/d,128/a,100229?f,demokrati.html>

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For more information:



Strömbergs Distribution Dagens Nyheter  
S - 120 88 Stockholm  
Fax: +46.8.449.88.10  
E-mail: dn@strd.se

Other examples of interest:

- France, *Nouvel Observateur*, article about “Collectif Egalité”, a recently created association to promote minorities in the media
- Germany, *Der Spiegel*, series of articles about racism

## Section 2 - Radio

<b>Example 1 Belgium, France, Italy and Luxembourg, “Antiracisme Infos” Campaign</b>
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For two years, a network of 200 local radios in four European countries has produced and broadcast more than 2700 hours of programmes exclusively dedicated to the fight against racism and intolerance. The 1998-1999 European Campaign “*Antiracisme infos*” was a unique initiative of the French CNRL (*Confédération Nationale des Radios Libres*), the Italian Agency Amis, Radio Ara from Luxembourg and the Belgian radio Scorpio.

Their original approach was to imagine a “glocal” (global and local) concept for the production and exchange of radio programmes within their network. The radios would provide central programmes, that would be “personalised”, according to the local audience, by each radio. In addition, to decentralise the production and involve each partner, each country was assigned the production of a central programme in several minority languages.

This huge mobilisation of European local radios against racism was a tremendous success. The audience of many radios rose to more than 20% and proved to have had a positive impact at local level in terms of enhancing the visibility of many associations and non-

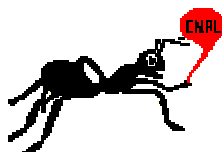
profit organisations working to defend minority issues. The stories, interviews, news and surveys produced within the programmes gave voice to minorities living in the four countries involved, and gave them the opportunity to expose their problems, worries and hopes for their future.

Not only did the network produce CDs with the programmes, conceived in different formats to interest different audiences, which were made available to other radios, they also published a special issue about racism in the monthly *Fréquences Libres*, with information about the results of their action in this field. Finally, the CNRL website provides online information about the campaign.

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**For more information:**

CNRL  
Tour Pleyel (37ème)  
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F - 93200 Saint-Denis  
Tel: +33.1.49.33.81.94  
Fax: +33.1.49.33.81.95  
E-mail: [cnrl@cnrl.org](mailto:cnrl@cnrl.org)  
Website: [www.cnrl.org](http://www.cnrl.org)





## Example 2 Luxembourg, Radio ARA

Radio ARA dedicates two programmes to unusual audiences, regularly ignored by the media: the homeless and prisoners. These shows feature people hardly ever heard on the radio which most probably explains why these programmes attract a much wider audience than those primarily targeted. In this way, one can consider that their popularity certainly contributes to combating intolerance and racism against people who are victims of social exclusion.

“The voice of the street” (*Stëmm vun der Strooss*), a monthly 90-minute dynamic programme involves the active participation of homeless people and addresses their problems, such as what does it mean to live in the street, how to get a flat, a job or how to avoid drugs. Producer Alexandra Oxacelay also invites experts to handle special issues.

*Association D’Stëmm vun der Strooss* launched this show in mid-1999, to complement a paper edited by people living on the streets. The aim is, on the one hand, to give the homeless an opportunity to express themselves and, on the other hand, to raise awareness among the general public about socially-excluded people and the problems with which they have to cope.

Created in 1993 to enhance communication between people in and outside prison, “Across the wall” (*Iwert d’Mauer enwech*), is one of the most successful programmes of Radio ARA. Its philosophy is to demonstrate that society cannot get rid of crime just by putting people in prison. The 150-minute weekly program, presented by Ander Thomé and Jeannot Schmitz from Info-Prison Association, receives calls from

prisoners and people having friends or relatives in prison, for personal messages, music requests and specific news concerning prisoners' life.

The multilingual presenters of the show can give voice to minorities in French, Portuguese and Serbo-Croat.

Radio ARA was launched in 1992 by associations and individuals in order to create a participative radio station in Luxembourg. Its objective is to give a large number of persons, communities and associations access to the radio, to provide widespread information and to present a large variety of music styles. The station's frequencies allow the coverage of almost the whole country and some of the border regions. Radio ARA counts today almost 50,000 regular listeners (out of a total population of 400,000) and average daily ratings of one percent.

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**For more information:**

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B.P 266  
L-2012 Luxembourg  
Tel: +352.22.22.89  
Fax: +352.22.22.66  
Website: [www.ara.lu](http://www.ara.lu)  
E-mail: [radioara@pt.lu](mailto:radioara@pt.lu)



### Example 3 Slovenia, Radio Student

One of the most well-known Slovenian positive examples of what media can do to improve tolerance and human relationships was a local radio programme produced by Radio Student, from 1991 to 1997, each Sunday at noon.

Aida Kurtovic, a young Bosnian, created the show “I am not from here” (*Nisam ja odavde*) to provide a provocative approach to the former Yugoslavia to a Slovenian audience. Through news, interviews, commentaries and music from all over ex-Yugoslavia she insisted on airing all opinions, however extreme, in her lively and controversial way. This programme was the first and last live show ever broadcast in Slovenia in a minority language.

From the very first day of the Croatian (and later Bosnian) war, Aida Kurtovic involved war refugees in the programme and found a way to get in touch with people in ex-Yugoslavia, at a time when there was news censorship. Part of the programme evolved into a solidarity network for refugees who wanted to return to their devastated regions of Croatia and Bosnia. Listeners in Slovenia would frequently tape this programme and send it to refugees from the former Yugoslavia all over the world. The dark side of this popular programme was the frequent threatening phone calls from extremists that Aida chose to ignore.

The UNHCR supported the show and recognised its exceptional value. Aida Kurtovic received several prizes for her unique programme. It was awarded The Golden Bird (1994), a traditional Slovene prize, for significantly contributing to Slovene culture and to the fight against

nationalism and xenophobia. In 1995, “I am not from here” was among the three nominees for the Viktor (the Slovene equivalent of the Oscar) in the category of “the best radio show” in Slovenia. It was also recognised as “the best idea among all existing radio shows” in 1996, in a competition between local Slovenian radio stations.

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#### Example 4 Greece, Greek State Radio ERT/ERA

In an effort to promote confidence among a minority community, since November 1997 Radio ERT/ERA offers a three-hour weekly programme in Turkish, aimed at the 50% Turkish speaking Muslim population of the Rodopi region. A reporter from the Muslim minority is in charge of the programme and reports on any news concerning this minority group for news bulletins.

In addition, Greek State Radio ERT/ERA devotes a two-hour weekly programme produced by a team of migrants aimed at the migrant community and half-hour programmes in twelve languages (Albanian, Arab, Bulgarian, English, French, German, Polish, Romanian, Russian, Serbo-Croatian, Spanish and Turkish), seven days a week, to address the needs of minorities.

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#### For more information:

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Radio ERT/ERA  
Aghia Paraskevi  
GR - 15342 Athens  
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Fax: +30.1.60.09.425



### Other examples of interest:

- **AMARC**, International network of community radios, which launched the “Voices without frontiers” project
- **Austria**, Orange 94.0 was chosen as local co-ordinator for Austria in the international exchange project “Voices without frontiers”, and organised, on 21st March 1999, the “Day against Racism”
- **Finland**, the popular community-oriented Radio Robin Hood is an information channel for associations defending freedom of speech which is also strongly committed to foreigners’ integration
- **France**, Radio Beurs, aims at a second generation North African audience
- **Germany**, Multikulti (SFB4) and Funkhaus Europa (WDR) are famous examples of all-day cosmopolitan radio programmes
- **Italy**, Italia Radio broadcasts “Different like us”, a weekly programme about foreign communities in Italy, and Radio Uno, “Residence Permit”, a weekly programme about emigration and multicultural society which lasted three years
- **Sweden**, Swedish Radio carried out 19 projects for “more colour in the media” which lead to a new policy for cultural diversity

# Section 3 - TV

## Example 1 Austria, "ORF Goes to School"

The multicultural department of the Austrian Broadcasting Corporation ORF has initiated an educational media project called "ORF goes to School" aimed at confronting children and young people with the complexity of relationships between migrants and locals in a vivid and powerful way.

For 10 weeks, students have produced short films on the issue "living together, minorities with the majority" under the direction of media professionals. Every production step - from screenplay to realisation and promotion - was conceived by the students themselves. Experts supported the production by educating the students about "xenophobia, tolerance and acceptance" and "dealing with the media". The films were presented to the public at a festive occasion organised by their school. A TV special on the development and the result of this 10-week work with the students was produced and shown within the framework of the ORF multicultural programme "*Heimat, fremde Heimat*" (Home - Foreigners' Home).

Project producer Roman A. Tolic, a young journalist from the ORF multicultural department, claims that "ORF goes to School" shows a new approach to the role of television. And it proves to be successful: 3Sat broadcast the "ORF goes to School" TV special in 1997 on the "Unicef - International Children's Day of Broadcasting". It was ranked among the ten best productions out of 2000 world-wide entries at the

"International Emmy Awards Gala 1997" for the "Unicef - Emmy Award" in New York.

The ORF Multicultural Production created, in co-operation with Austrian Association of Journalists, a platform "Journalists against racism" to give advice to media professionals on how to handle racism. In 1998, the many activities organised by the production team included a "Friendship versus xenophobia" symposium for the International Year for Human Rights, together with the Austrian Human Rights League and the Office for Peace and Development ; a "Minorities and Human Rights" congress organised together with the Austrian Human Rights League and the Ludwig Boltzmann Institute for Human Rights; and "Power and Responsibility of the Media", with the European Monitoring Centre on Racism and Xenophobia in Vienna.

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## **Example 2 Bulgaria, Trakia TV “Neighbourhood” programme**

“Neighbourhood” is the first TV programme and unique attempt in Bulgaria to address both multiethnic needs and the question of peace in the Balkans. It was broadcast by Plovdiv Public Television Trakia, during the period 1997-1999.

This 20-minute regional programme was soon so popular that other cable television companies decided to broadcast it as well, thus reaching the most remote villages in the country. People living far away from Plovdiv considered “Neighbourhood” as a national movement for ethnic tolerance. The programme encouraged the people from city outskirts to speak out and to show their way of life, customs, strong beliefs and history, to overcome the differences between minorities for a better understanding among communities.

Behind this project was the team of the journalists’ association “Media with Human Face”, directed by Petko Shojlekov. Evgenij Todorov and Mariana Velikova conceived this original programme, which was produced by a multiethnic team of cameramen and journalists representing the Balkans’ minorities. At present, they are waiting for new sponsors to continue their inspiring work.

This program was made possible thanks to the support of the Open Society Foundation (Sofia), King Baudoin Foundation (Belgium) and numerous local NGO engaged in inter-ethnic

relations in the region: “Hayr” Foundation; “Shalom” Local Jews Organisation, Armenian Charity Organisation “Vachan”, Roma Foundation, “Videlina” Association, “Journalists for Tolerance” Foundation, “Help the Indigent” Foundation, “Union” Cultural & Educational Organisation.

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**For more information:**

TRAKIA TV  
45, Radetzki Str.  
BG - 4000 Plovdiv  
Tel: +359 32/ 640 419, 44 71 16 ext. 21  
Fax: +359 32/ 640 394  
E-mail: [intersat@plovdiv.techno-link.com](mailto:intersat@plovdiv.techno-link.com)

### Example 3 Italy, RAI Telegiornale 2 (TG2) “*Nonsoloner*” programme

Created in November 1988, the “*Nonsoloner*” programme was the first one in Italy to be entirely devoted to immigration, multiculturalism and racism, and the first one to be presented by a black female journalist: Maria De Lourdes Jesus. At that time, Italy was experiencing its first racist incidents against immigrants, which led to the first immigration laws.

From 1988 until 1994, the 18-minute weekly programme was broadcast first on Saturday and then on Sunday at 13:00 hours after the news. It provided in-depth immigration reports and quality interviews with representatives from minority groups in a constant effort to fight stereotypes and make public opinion more sensitive to multicultural issues.

It was for years the most popular programme with an average share of the audience of 35%. “*Nonsoloner*” was particularly watched by immigrants who welcomed the opportunity to see their interests reflected in the media. The series is now filed in the immigration archives and available to the general public and to schools.

Invited as one of the guest speakers, at the “European Media Conference: Cultural Diversity - Against Racism” (May 1999) organised by the European Monitoring Centre on Racism and Xenophobia (Vienna), Maria De Lourdes Jesus evaluated the impact of this kind of programme in the following terms: “There are a number of examples in Italian television as well as radio and the press of how immigration has been handled in a dignified manner, yet these are isolated cases which are not representative of the overall picture and do not reflect

the way this sensitive issue is covered. ... I believe that in the societies now developing in Italy and elsewhere in Europe. Television, which is received in every household and reaches the entire population (especially since the introduction of satellite dishes and the internet) plays a crucial role in our continuously changing world because it conveys images and as such presents life models.”

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**For more information:**

TG2  
ITALY  
Tel: +39.06.331.73.005  
Fax: +39.06.331.71.159



#### Example 4 Poland, Polish TV programme “At Home”

Since the end of the 1980s, producers Waldemar Janda and Krzysztof Krzyzanowski from the Polish Television in Krakow, have sought a forum for representation of minority cultures, breaking down negative stereotypes, avoiding ancient animosities and building a sense of independent identities comprising the multicultural character of contemporary Polish society.

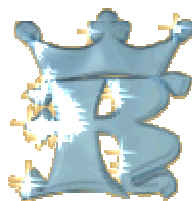
This was the beginning of the “At home” (*U siebie*) series regularly broadcast by Polish Television for the past seven years. The name of the series points to the fact that minority groups in Poland or in any nation state *are* at home, at their own place, and this should not be disputed or questioned.

K. Krzyzanowski and W. Janda further initiated the First International Ethnic TV Festival *U siebie - At home*. In October 1999, the festival took place for the third time in Krakow. The event itself was preceded by a selection of more than 90 documentary films, *reportages* and programmes, sent from 27 countries world-wide. The fourth festival will take place in Krakow between 25 and 30 September 2000.

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#### For more information:

Telewizja Polska S.A.  
Oddzial w Krakowie  
Krzemionki 30  
PL - 30-955 Krakow  
Tel: +48.12.423.67.36  
Fax: +48.12.423.65.12  
E-mail: [ieffestival@kra.tvp.com.pl](mailto:ieffestival@kra.tvp.com.pl)  
and [wjanda@kra.tvp.com.pl](mailto:wjanda@kra.tvp.com.pl)



### Other examples of interest:

- **Belgium**, VRT broadcast a famous US documentary “*De rollen omgekeerd*” showing the psychological process to understand discrimination through the arbitrary “blue eyes” concept
- **Denmark**, the Danish Broadcasting Corporation has established a new strategy for the DR News service concerning minorities for a better portrayal of Danish multicultural society
- **Denmark**, Koncern, “The Ghetto Princess”, a thought-provoking documentary on how Danish and Turkish children experience cultural differences, was broadcast for both children and adult audiences.
- **Finland**, Yle TV1, Multicultural programme Bazaar
- **France**, FR3, The weekly programme *Saga-cités* explores city and suburban life with a special focus on minorities
- **France**, FR2, a news report “*le racisme à l’entrée des boîtes de nuits*”, explained the daily work of the association SOS Racisme
- **Germany**, ZDF, Multicultural approach aimed at children
- **Italy**, Rai Educational, “Lessons of racism”, a series of 10 programmes broadcast three times about different forms of daily racism and “A world in colour”, a daily programme during two terms about immigration and multicultural society

- **Netherlands**, Kleurnet, new TV channel by and for minorities
- **United Kingdom**, BBC, Equal Opportunity Department which aims to promote and defend minority interest within the BBC
- **United Kingdom**, BBC2, documentary “Racism in Scotland”, including interviews with foreigners and second-generation minorities
- **Spain**, RTV Valencia, “Solidaris”, a weekly magazine about multicultural topics and aid to third world countries





## Section 4 - Training

### Example 1 Hungary, Center for Independent Journalism

The Center for Independent Journalism (CIJ) was established in 1995 by the Independent Journalism Foundation (IJF), based at The New York Times. IJF operates similar centres in Prague, Bucharest and Bratislava. The Budapest Center, a non-profit and non-political organisation, provides training to Hungarian media professionals and students to support the independent media and to promote ethical, unbiased reporting. The main focus of CIJ activities has been concentrated on the community broadcast media which play an essential role in strengthening democracy at local level.

When programming activities, CIJ puts special emphasis on diversity issues. Together with the Roma Press Center, the CIJ is running since 1998 intensive one-year internship programmes for young Roma journalists. It is sponsored by the Open Society Institute, the ProMedia Program, the European Cultural Foundation, the Phare Program of the European Union and the German Marshall Fund of the United States. The host media institutions in Hungary during the past two years included TV-3, RTL-Klub, Duna Television, Hungarian Television, Pécs-TV, Magyar Hírlap, Blikk, Magyar Narancs, Mancs, Vasárnapi Blikk, Nemzeti Sport, Népszava, and the Roma Press Center.

The programme expanded in terms of breadth and intensity throughout the two years to become one of the most comprehensive journalism training schemes in Eastern Europe. The internship programme is now being used as a model for minority training modules in journalism and other

professions throughout the region. In addition to their work in the newsroom under the guidance of a professional journalist mentor, interns attended classes for journalism skill training including radio and television production, professional voice broadcasting, grammar and stylistics, political and legal workshops, in English and Romany. Two of the 1998 graduates won first prize in a national contest for investigative reporting and third place in another for their article about police abuse in a small town in Hungary.

The course not only reinforced the Roma identity of many of the participants but spurred a sense of responsibility to give something back to their community. Many of the interns continue to learn English and Romany so that they may teach similar courses to Roma journalists in other countries in the region. In 1999 a similar program was run by the Center for Independent Journalism in Bratislava and the Syndicate of Slovak Journalists with the assistance of a number of Roma organizations including the Nevipe Foundation.

The Center for Independent Journalism also participated in the regional Reporting Diversity project. This programme aimed at improving the standards of press coverage of ethnic and other minorities in Central and Eastern Europe. The project included the compilation of a manual as well as the organisation of seminars for journalists covering minority issues.

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#### For more information

Center for Independent Journalism  
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Website: [www.ijf-cij.org/budapest.html](http://www.ijf-cij.org/budapest.html)

# Budapest

## Example 2 Switzerland, *Medien-Ausbildungs-Zentrum*

In 1983, the Swiss Radio and Television Broadcasting Company (SRG), the Swiss Press Union (VSP) and the Swiss Journalists' Union (SVJ) founded the Centre for Media Studies (*Medienausbildungszentrum MAZ*) to ensure a high quality of education for media professionals.

In 1996, the MAZ found it particularly relevant to devote a seminar to racism in the media, at a time when Switzerland was issuing a new law against racism. This seminar has been developed in cooperation with the Federal Commission against racism. Its content covers the analysis and mechanism of linguistic discrimination in the press.

In the same spirit, the MAZ extended the content of a graduate course on sexism in language to racism. Three times a year about 45 journalists are trained to prevent expressions of sexism and racism.

In addition, journalists who are interested in foreign affairs can attend a special one week seminar about the third world and globalisation, which deals with ethnocentrism, pictures and coverage about the third world in the Swiss media, and economic dependence of the third world.

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### For more information:

Medienausbildungszentrum MAZ  
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Tel: +41.41.340.36.36  
Fax: +41.41.340.36.59  
E-mail: [office@maz.ch](mailto:office@maz.ch)  
Website: [www.maz.ch/](http://www.maz.ch/)

Medienausbildungszentrum

### **Example 3 United Kingdom, Multicultural Media Centre for the Millennium**

In November 1998, the Millennium Commission gave a three-year grant for the creation of a Multicultural Media Centre. Its task is to distribute 32 Millennium Awards per year for media training to ethnic minorities. The sponsors of this unique Centre are the BBC and the ITN, and it constitutes the first community-based project which benefits from both private and public partnership funding.

The aim of the Centre is to provide individuals and groups in the ethnic minority communities throughout the UK with skills in knowledge of media applications. It seeks to develop these skills not just for fulfilment of personal aspirations but also for the development of community-based projects and activities. Therefore, at the end of a training at the BBC, the Award winners are given a start-up fund to return to their communities to implement the project which formed part of the selection process. Full support is provided for the 6-month project phase. Selected projects include, for example, the creation of a centre for under-fives encouraging intercultural activities for the breaking down of stereotypes or a video entitled “Another world, My planet, Home, The other side” portraying experiences of mixed-race people.

Award winners are trained in multimedia radio journalism and production skills, digital video camera skills or professional journalism skills. Then they learn how to pass on their newly acquired skills to others in a 3-day “training the

trainer” course, and are given an attachment within the BBC to observe professional practice.

Chief Executive Joe Harte believes that “with an emphasis on training individuals from the black and ethnic minority communities in media activities, the scheme is unique in its vision of adding to the flair and variety of this society. It will develop and release latent talent from these communities through the implementation of diverse projects. Personal development for the benefit of minority communities and society in general are all part of the vision.”

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**For more information:**

Multicultural Media Centre for the Millennium  
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Tel: +44.171.713.86.86  
Fax: +44.171.713.12.39

## Other examples of interest:

- Greece, Training Centre Dimitra Institute
- “The Former Yugoslav Republic of Macedonia”, International Federation of Journalists (IFJ) & Institute of War and Peace Reporting (IWPR), “How we survived”, reporting training project undertaken by a multiethnic team of Macedonian reporters
- Netherlands, European Journalism Centre, training on how to report diversity
- International Federation of Journalists, published the *Reporting diversity resource manual*
- Poland, national TV channels organise the yearly Media Conference with multicultural journalism workshops to improve skills of young TV journalists of minority origin or specialised in minority issues

## Section 5 - Trade Unions and Associations

### Example 1 Belgium, *Extrême-droite non merci! Pour que vive Bruxelles*

Aware of the role of the media in determining their image for the public, extreme-right parties try to manipulate the media which is often unprepared to handle extremist discourse. To help journalists cover efficiently this topic, The “Extreme Right, no thanks!” association has published in 1999 a brochure with recommendations on how to deal with extreme-right parties in the news.

Aimed at media professionals, this brochure presents in four parts the most effective ways to present and comment on extreme-right positions. It explains first why extreme-right parties should be considered in a different way to other parties. Then the authors of the brochure give recommendations for both quantitative and qualitative covering of extreme-right issues. The last part stresses the relevance of giving a voice to the potential victims of extreme-right political choices, namely the immigrants.

The brochure was part of a huge campaign against the Belgian extreme-right party “*Vlaams Blok*” undertaken at different levels. First, at political level through the “Commitment Act” (Engagement) against extreme-right parties signed by 320 associations. Second, through a working

tool handbook to provide organisations with efficient material to counter extreme-right ideas. Third, a newspaper was distributed to individuals before the elections with the provocative test “You and the *Vlaams Blok*”, that would convince the reader in 10 questions not to vote for that political party. And finally, the association produced several brochures for the media, communication organisations and schools.

Thanks to the campaign, the *Vlaams Blok* did not obtain the majority of votes. The association plans to carry out a similar multi-target action for the next municipal elections.

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**For more information:**

Extrême droite, non  
merci! Pour que vive  
Bruxelles  
Denis Grégoire  
C/o 82 rue du Vivier  
B - 1050 Brussels  
Tel : +32.2.640.52.62  
Fax : +32.2.640.42.12





## Example 2 Liechtenstein, *Aktion Miteinander*

In 1997, a group of nationals and foreigners created the association *Aktion Miteinander* to promote rights for foreigners in access to naturalisation and multiple nationality. The association lobbied for a easier naturalisation after 15 years of residence in the country - against the 30 years according to the 1997 law proposal - for long-settled foreigners and after 5 years for stateless persons. The association also promoted multiple nationality for foreigners as well as for foreign spouses of Liechtenstein citizens in cases of naturalisation. Until now, only nationals have the right to hold multiple nationality and foreigners are asked to abandon their own nationality to obtain naturalisation. It is worth mentioning that foreigners in Liechtenstein represent 30% of the population, mainly coming from neighbouring countries.

To reach their goals, *Aktion Miteinander* worked with the two dailies of the country, *Liechtensteiner Volksblatt* and *Liechtensteiner Vaterland*, by regularly publishing stories portraying foreigners living in the country. For the year 1999 for example, more than 50 clippings were published in the press, an average of one article per week. This strategy gave much more visibility to local migrants and promoted the issue of living in a multicultural society. *Aktion Miteinander* also edited a brochure “23 x identity” in 1997, wherein various personalities reflect on (national) identity.

In August 1999, on the occasion of the 300<sup>th</sup> anniversary of lower Liechtenstein, *Aktion Miteinander* contributed to the programme of festivities and produced “The Little Prince”, featuring Swiss actress Yvonne Sury, the professional musicians “*Compagnia degli Scalzi*” from southern Italy and a

picture exhibition on the topic “Friendship, neighbourhood” produced by Liechtenstein pupils.

*Aktion Miteinander* was sponsored by Prince Hans Adam II of Liechtenstein, for the period 1997-1999 and closed its office as planned in December 1999.

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### Example 3 “The Former Yugoslav Republic of Macedonia”, *Mak Tin* magazine

The Union of Secondary Schools of Macedonia (USM) created in 1998 the first and only monthly magazine for young people in the country. The primary goals of this magazine are to enable better communication among young people, to promote the spirit of tolerance and to strengthen relationships between different nationalities, more specifically between Macedonians and Albanians, through common activities.

This successful magazine reaches 150,000 readers who welcome its unusual design and high-quality content. *Mak Tin* deals with teenage issues, including tolerance, xenophobia, racism and relations between different nationalities. The editors regularly receive letters from Albanians and Macedonians.

Founded in 1991, the USM represents all high schools in the country and works for the promotion of school democracy, tolerance and multicultural understanding. There are 93,000 secondary school students who actively participate in USM projects such as *Mak Tin*, “School democracy”, “Stop AIDS” or “Drugs, no thanks”. As a non-political organisation, its action is based on the principles of equality and co-operation, for progress in human rights and tolerance in the Balkans.

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#### For more information:

USM  
Str. Jablanica n.24 B  
91000 Skopje  
The former Yugoslav Republic of  
Macedonia  
E-mail: [maktin@maktin.com.mk](mailto:maktin@maktin.com.mk)



#### Example 4 Netherlands, Migrants & the Media and STOA

There are two main organisations to defend and promote minorities in the Dutch media: “Migrants and the Media” (*Migranten & Media Groep*) and the “Foundation for minorities in the audio-visual media” (STOA).

The working group “Migrants and the Media” (M&M) was set up in 1984, as a division of the National Union of Journalists (NVJ) to encourage a better coverage of minorities and pressure for a high quality intake of ethnic minorities in the media. For this purpose, M&M negotiates long-term projects with media organisations to give full training to minority journalists and organises information campaigns for secondary school pupils from an ethnic minority background, to give a better insight into the options available through journalistic education.

Among a wide range of activities are the popular “Journalists’ café meetings” where journalists discuss hot social and political events concerning multicultural societies. Some fields deserve special attention, such as the “Journalists’ discussions about Islam” to enhance understanding about Muslims.

Alongside its research activities, the M&M also publishes many brochures, including the “Handbook for Journalists’ Unions in Europe to counter racism in the media”, “Balance or blunder” with recommendations to help improve journalists’ attitudes towards racism and an “Experts’ Guide” listing more than 200 experts with an ethnic minority background in the Netherlands, specialised in many other topics than simply minority issues.

STOA (*Stichting Omroep Allochtonen*), founded in 1986 by the major national immigrant organisations, aims at encouraging the participation of ethnic minorities in the mainstream audio-visual media. This pressure group developed innovative projects for multicultural pluralism in the media which led to the drafting of general policies recommending equal opportunities for minorities.

STOA works in close co-operation with Dutch public and commercial broadcasters and organises a joint venture with the National Media Training Centre. It organises courses for programme makers, consisting of intercultural personnel management workshops dealing with the portrayal of minorities. It also publishes a quarterly magazine for all Dutch broadcasters. STOA co-ordinates the “More Colour in the Media” network, involving several European organisations working to promote minorities in the media, to develop projects and exchange expertise in this field.

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**For more information:**

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Fax: +31.20.662.49.01  
E-mail: [menm@nvj.nl](mailto:menm@nvj.nl)



STOA  
Postbus 1234  
NL - 3500 BE Utrecht  
Tel: +31.30.230.22.40  
Fax: +31.30.230.29.75  
E-mail: [stoa@stoa.nl](mailto:stoa@stoa.nl)  
Website: [www.stoa.nl](http://www.stoa.nl)



### Other examples of interest:

- **Belgium**, AGJPB, Recommendations for information relating to minorities and a directory of sources of information listing experts from minority communities
- **France**, SNJ-CGT, Events: “Suburbs and immigration” and “The media, the police and minorities”
- **Ireland**, Irish NUJ section, Refugees and Asylum Seekers Network to assist immigrant journalists to establish new professional lives in Ireland
- **United Kingdom**, NUJ, NUJ guidelines on race reporting, the Black Members Council and the pamphlet “Link up” describing European examples of media working groups against racism and xenophobia

# Section 6 - Prizes

## Example 1 Germany, ARD-WDR radio and TV Cavis Prize against racism and ostracism

The Cavis Media Prize promotes the media's contribution to understanding between cultural minorities and the rest of the population in Germany. This yearly prize for radio and television was set up in 1987 by the Commissioner of the Federal Government for Foreigners' Affairs, the ARD - First German Television Channel, represented by *Westdeutscher Rundfunk* Cologne, and the Freudenberg Foundation, Weinheim.

The Cavis Prize is awarded to radio and television contributions which deal with conflicts, as well as opportunities and positive trends in the coexistence of different cultures, and which depict these in a differentiated and exemplary manner. Contributions are sought which are both informative, as well as amusing and humorous, which depict opinions impartially, allow migrants to speak for themselves, and do not reduce them to exotic beings on German television. The winning entries are presented at a special *Westdeutscher Rundfunk* prize-giving ceremony.

A considerable part of the Cavis Media Prize is devoted to youth work. Since 1995, Cavis has been organising a video competition for committed young people, where they learn

to write scripts and to shoot video films. The short films are judged by a special jury made up of media experts and young people. For the first time, in the year 2000 young people from other European countries will be taking part in the Civis video project competition.

With the newly-created Civis Europe, the Civis Prize concept is now reaching the whole continent. In November 2000, the organisers want to honour programmes which fight against racism and ostracism on the basis of common European values, and which depict, in an exemplary manner, the *Europe of cultural diversity*. Awarded annually for different themes, the international television prize Civis Europe works for a democratic European civil society.

The Civis Media Prize Office in Cologne offers information, documentation and secondary contacts on the theme of cultural diversity in the media. Among the activities carried out by Civis, it is worth mentioning the organisation in May 1999 of the “European Media Conference: Cultural Diversity - Against Racism” that took place in Cologne, in association with *Westdeutscher Rundfunk* Cologne, and the European Monitoring Centre on Racism and Xenophobia in Vienna. And for the year 1997, the Civis office took over the organisation and running of the European Media Prize, “Prix Iris” (see example 2).

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### For more information:

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E-mail: [civis@result.de](mailto:civis@result.de)  
Website: [www.radiobremen.de/rbtext/rb2/feature/avis\\_2htm](http://www.radiobremen.de/rbtext/rb2/feature/avis_2htm)





## Example 2 The European Media Award for Intercultural Television Europa Iris Prize

As part of the prestigious “Prix Europa”, the Iris Prize is a European professional prize for media productions which provide a well-balanced picture of the multicultural aspects of society, in an innovative way, in the categories ‘Fiction’ and ‘Non-Fiction’. It seeks to improve inter-ethnic relation, by/through television and to stimulate diversity of TV-production in Europe.

In ancient Greece, the goddess Iris, represented as a rainbow, was the messenger of gods. Today, the iris is the colored membrane in our eyes that allows us to see colors. The Iris Prize combines all these meanings: the iris as a symbol for a broad vision, clarity, colorfulness and orientation into the future, which should represent the typical features of independent, modern media.

The prize gives recognition to TV productions which are successful, innovative and accessible to a large audience. It is based on the belief that these programmes can help to create a consensus for a society in which intolerance and inequality will be rejected and opposed. It serves as a stimulus for programme makers and journalists who display greater awareness of the colorfulness of their society, for a greater intercultural understanding. In 1999, the third occasion of awarding the prize it received a large number of entries from 21 European countries.

The Europa Iris Prize is an initiative of the organisers of four similar prizes at national level: the Dutch ASN-ADO *Mediaprijs*, the British Race in the Media Award (CRE), the German *Civis Hörfunk und Fernsehpreis* (ARD; WDR) and the

Belgian *Mediaprijs voor een Harmonieuze samenleving*. It is supported by the European

Commission, the Council of Europe, the European Cultural Foundation and the Dutch Ministry of Welfare (VWS).

The Netherlands and Germany share the organisation of the event. The Dutch National Agency against Racial Discrimination (LBR) is responsible for the conference and the Dutch Broadcasting Organisation NPS accepts the entries of the competitors. The Prix Europa office in Berlin is in charge of the award event.

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**For more information:**

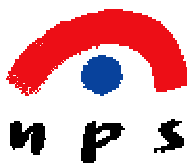
National Agency against Racial  
Discrimination (LBR)

Tel: +31.10 201.02.01

Fax: +31.10 20102.22

E-mail: [info@lbr.nl](mailto:info@lbr.nl)

Website: [www.lbr.nl](http://www.lbr.nl)



NPS

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Website: [www.omroep.nl/nps/nps/](http://www.omroep.nl/nps/nps/)

Prix Europa office

Tel: +49.30.30.31.16.10

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E-mail: [prix-europa@t-online.de](mailto:prix-europa@t-online.de)

Website: [www.prix-europa.de](http://www.prix-europa.de)



### **Example 3 IFJ Prize for Tolerance in Journalism in Press, radio and TV**

The initiative to launch the IFJ Prize originated in 1996 as part of the programme of the International Media Working Group Against Racism and Xenophobia (IMRAX), bringing together media organisations, policy makers and unions of journalists to discuss ways of heightening professional awareness and tolerance in media.

The International Federation of Journalists presents three European Media Awards in 2000, one for the written press and two for the audio-visual sector. These awards celebrate quality journalism which contributes to better understanding within European multicultural society. They recognise journalism which gives a fair and balanced picture of the world and raises awareness of the role media play in maintaining the social and democratic fabric of multicultural society. The IFJ Prize is open to all journalists and programme makers working in any journalistic medium. To coincide with the award-giving ceremony, the European Media Forum is held to debate a topical theme concerning the role of the media in promoting tolerance.

The IFJ Prize is supported by the European Commission, the Council of Europe, the European Broadcasting Union and the European Newspaper Publishers Association.

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Website: <http://www.ifj.org/working/issues/racism/prizeeng.html>



## Other examples of interest:

- **EU** - The Lorenzo Natali Prize for Journalism. A unique competition organised by the EU countries to promote reporting which recognises human rights and democracy as vital elements in the quest for equitable development.  
url: <http://www.ifj.org/hrights/natali.html>

- **Netherlands** - European Media Award for Equality and Tolerance, a 'multicultural media' ASN-ADO prizes awarded each year by the Dutch Anti-Discrimination Council and the city of Amsterdam.  
url: <http://www.ado.nl/adomedia.htm>



- **UK** - George Viner Memorial Fund Trust established by the NUJ for the sponsorship of black journalism students. Tel: +44.171.278.7916,  
url: [www.gn.apc.org/media/award/georgevi.html](http://www.gn.apc.org/media/award/georgevi.html)



- **UK** - Felix Dearden Memorial Prize, Felix Dearden, a promising Reuters journalist, lost her life in the King Cross fire in London's underground in 1987. Her parents wanted the prize fund set in memory of their daughter to help journalist students from a black and ethnic minority background Administered by the NUJ's George Viner Memorial Fund Trust. Tel: +44.171.278.7916, e-mail: PamelaM@nuj.org.uk

- **UK** - Commission for Racial Equality, Race in the Media Awards, a media award scheme to encourage more accurate and informed coverage of race relations issues,

url: <http://www.cre.gov.uk/media/rima.html>



- **UK** - The Ethnic Minority Media Awards [EMMAs] are awarded to media

professionals or organisations who have made a special contribution to 'the betterment of the ethnic minority community'.

url: <http://www.emma.uk.com/emma12.htm>

**EMMA**



