CONFERENCE REPORT

PROMOTING MIGRANT INTEGRATION THROUGH MEDIA AND INTERCULTURAL DIALOGUE

held in Budapest, 16-18 May 2011

















The programme was co-financed by the **European Integration Fund** of the European Union.

This report comprises the discussions, ideas and presentations made during the two days of conference as brought up by the participants. The findings, interpretations and conclusions expressed herein do not necessarily reflect the views of IOM or its Member States, the Ministry of Interior of the Republic of Hungary, the European Commission or any donors of the programme, or partners. The designations employed and the presentation of material throughout the report do not imply the expression of any opinion whatsoever on the part of IOM, the Hungarian Ministry of Interior, the conference donors and partners concerning the legal status of any country, territory, city or area, or of its authorities, or concerning its frontiers or boundaries.

IOM is committed to the principle that humane and orderly migration benefits migrants and society. As an intergovernmental body, IOM acts with its partners in the international community to: assist in meeting the operational challenges of migration; advance understanding of migration issues; encourage social and economic development through migration; and uphold the human dignity and well-being of migrants.

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INTRODUCTION

This report aims to present the findings of an international conference titled "Promoting Migrant Integration through Media and Intercultural Dialogue" held in Budapest, Hungary, 16 – 18 May 2011.

The conference was organized under the auspices of the Hungarian EU Presidency, jointly by the Ministry of Interior of Hungary and the International Organization for Migration (IOM).

Acknowledging the importance of building inclusive societies in the European Union, the need for a balanced media-portrayal of migrants and migration issues, and aiming to promote the possible active participation of migrants in many aspects of life the Hungarian Ministry of Interior has chosen this topic to be covered at an EU Presidency Conference. At the same time, IOM and partner organizations from the Czech Republic, Hungary, Latvia, Lithuania, Romania, and Slovakia with funding by the European Union implemented a multi-country project titled Migrants in the Spotlight - Training and Capacity Building for Media Representatives and Students, which aimed to contribute to improved understanding, awareness and reporting on migration issues (for details see http://www.mits-eu.org). The common aims of the Ministry of Interior and IOM lead to this jointly organized conference.

The conference was focused on the media response to migration and interculturalism issues in Europe and best practices in reporting on migration issues. It addressed the role of media in creating conditions for intercultural coexistence in Europe, ethical considerations in media coverage and cultural sensitivity. It highlighted so-called good and bad practices in media work, ranging from migrant community newspapers, media monitoring projects, to diversity policies in media organizations. The interplay between youth, the expansion of social media and migration was discussed. Not least, it was highlighted why intercultural dialogue is important and the participants debated how to find the way forward. As it is often difficult to find answers to the questions existing in these relations, one of the main aims of the conference was to raise awareness and highlight selected practices.

The conference brought together over one hundred participants from across Europe, including representatives of the media, international organizations, NGOs, research centers, representatives of different institutions of the European Union, governmental authorities, migrants, youth and many others. The participants were able to choose amongst four different workshops in three sessions (see next section). Each workshop hosted four expert speakers who presented and lead discussions with different participants in each of the three sessions. A summary of the talks for each workshop was presented by rapporteurs during the plenary session on the last day of the conference and can also be found in this Conference report. Therefore, the report is a compressed form of all discussions, presentations, and ideas debated. This can be viewed as a contribution to existing debates at national, European and international levels. Further synergies with similar projects (for example MEDIVA project - http://mediva.eui.eu) are and will be sought.

The conference also showcased the six winners of an EU-wide migration and media competition for university students on articles and documentaries on migration and integration-related issues. During the award ceremony on the first day of the conference the six students were given an opportunity to present their winning submissions and address the conference audience.

The report is structured as follows: agenda of the conference, then the workshop reports, short bios of speakers and moderators including a link to their presentation/talking points where available, the list of participants, selected photos from the conference, and a thank you note follows.

This conference was funded by the Community Actions of the European Integration Fund of the European Union within the framework of two projects (HOME/2009/EIFX/CA/1813; HOME/2010/EIFX/CA/1001) and co-funded by the Ministry of Interior of the Republic of Hungary; Soros Foundation, Romania; the ERSTE Foundation, Austria; Milan Simecka Foundation, Slovakia; and the Center for Independent Journalism, Hungary.

AGENDA

Budapest, 16-18 May 2011

Radisson Blu Béke Hotel **CONFERENCE LANGUAGE** English 16.05.2011 Monday - 19:00 Participants' arrival Radisson Blu Béke Hotel - Teréz körút 43., H-1067 Budapest 19:00 - 21:00 Welcome reception followed by a movie (3 Weddings) - Kupola, 1st Floor 17.05.2011 Tuesday 08:30 - 09:30 Registration **09:30 – 10:15** Opening of the conference – Orfeum B Room László Felkai, Dr., State Secretary, Ministry of Interior Jeffrey Labovitz, Regional Representative, IOM Hungary Diane Schmitt, Head of Unit Immigration and Integration, European Commission Kinga Göncz, Vice Chair of the LIBE Committee, European Parliament 10:15 - 10:45Coffee break 10:45 – 12:15 4 Parallel Workshops, Session I 1) How to work with the media on migration-related issues – Venice Room 2) Good practices in reporting on migration – Romeo & Juliet Room 3) Youth, new and community media and migration issues – Orfeum C Room 4) Intercultural dialogue – Orfeum A Room 12:15 – 14:00 Lunch – Shakespeare Room 14:00 – 15:30 4 Parallel Workshops, Session II 15:30 - 16:00 Coffee break 16:00 – 17:30 Plenary session: Youth Media Award ceremony – Orfeum B Room 18:30 – 19:00 Meet in the Hotel Lobby for Transfer to Dinner 19:00 – 23:00 Transfer and Dinner 18.05.2011 Wednesday 09:00 - 10:30 4 Parallel Workshops, Session III 10:30 - 11:00 Coffee break 11:00 – 12:30 Closing plenary session – Orfeum B Room Reports from the workshop sessions Closing remarks – IOM and Mol 12:30 -Lunch

DESCRIPTION OF THE WORKSHOP SESSIONS

I. How to work with the media on migration related issues

This workshop will address how non-governmental organizations, migrant community organizations, international organizations, governments, etc. that work with the media can best communicate their message (including drafting press releases, organizing a press conference, presenting cases and stories).

MODERATOR Aidan White, Former General Secretary of International Federation of Journalists, UK

RAPPORTEAUR Ilona Móricz, Director, Center for Independent Journalism, Hungary

ROOM Venice, First Floor

17.05.2011 Tuesday	Mike Jempson, President, MediaWise Trust, UK
10:45 – 12:15	Gualtiero Zambonini, Dr., Commissioner for Integration at WDR, Germany
17.05.2011 Tuesday	Gualtiero Zambonini, Dr., Commissioner for Integration at WDR, Germany
14:00 - 15:30	Mircea Toma, President, Active Watch - Press Monitoring Agency, Romania
18.05.2011Wednesday	José Carlos Sendín Gutierrez, Professor, King Juan Carlos University, Spain
09:00 - 10:30	Mike Jempson, President, MediaWise Trust, UK

2. Good practices in reporting on migration. Moral and ethical considerations in reporting about migration/migrants

The ethical considerations for media professionals in presenting migration related issues will be addressed during this workshop. Good practices in reporting on migration and diversity issues will be highlighted with special consideration for vulnerable migrants, gender issues, and cultural sensitivity.

MODERATOR Jean-Philippe Chauzy, Head, Media and Communication Unit, IOM Geneva, Switzerland

RAPPORTEAUR Ivan Gabal, Director, GAC, Czech Republic

ROOM Romeo & Juliet, First Floor

17.05.2011 Tuesday	Milica Pesic, Executive Director, Media Diversity Institute, UK		
10:45 - 12:15	Chinedu Onyejelem, Editor, Metro Eireann, Ireland		
17.05.2011 Tuesday Chinedu Onyejelem, Editor, Metro Eireann, Ireland			
14:00 - 15:30	Arash Mokhtari, Reporter, Quick Response, Sweden		
18.05.2011 Wednesday	Katleen De Ridder, Expert, Trefmedia – Minderhedenforum, Belgium		
09:00 - 10:30	Milica Pesic, Executive Director, Media Diversity Institute, UK		

3. Youth, new and community media and migration issues

This workshop will address new media's contribution to migration awareness. How can they provide a voice to migrants and their communities? Blogs, Facebook, Twitter, YouTube, animation, and cartoons and the scope and effect of these new forms of expression will be addressed.

MODERATOR Ágnes Töttős, Dr., Legal expert, Ministry of Interior, Hungary

RAPPORTEAUR Anke Schuster, Project Development and Liaison Officer, IOM Brussels, Belgium

ROOM Orfeum C, Ground Floor

17.05.2011 Tuesday	Sebastian Kraner, Awardee, PLURAL + Initiative, Austria;
10:45 – 12:15	Jordi Torrent, Project Manager, UN Alliance of Civilisations, US
	Áine O' Brien, Dr., Programme Director, FOMACS, Ireland
17.05.2011 Tuesday	Áine O' Brien, Dr., Programme Director, FOMACS, Ireland
14:00 - 15:30	Ursula Schallaböck, Head of Comm. Team, Austrian Integration Fund, Austria
18.05.2011 Wednesday	Ursula Schallaböck, Head of Comm. Team, Austrian Integration Fund, Austria
09:00 - 10:30	Sebastian Kraner, Awardee, PLURAL + Initiative, Austria;
	Jordi Torrent, Project Manager, UN Alliance of Civilisations, US

4. Intercultural dialogue

The fourth workshop will highlight how informal meetings and social opportunities between migrants and the host societies, such as education (integration of children in the school system, and integration of parents through the children), building relationships in the workplace, events in local communities and the neighbourhoods, religious communities, and sport and cultural events, can enhance intercultural dialogue.

MODERATOR Ladislav Oravec, Programme Director, Milan Simecka Foundation, Slovakia

RAPPORTEAUR Jurga Kievisaite, Project Focal Point, IOM Vilnius, Lithuania

ROOM Orfeum A, Ground Floor

	17.05.2011 Tuesday	Bulgan O. Rico, Project Coordinator, Slovo 21, Czech Republic		
	10:45 – 12:15 Anna Ludwinek, Research Officer, Eurofund, Ireland			
	17.05.2011 Tuesday Anna Ludwinek, Research Officer, Eurofund, Ireland			
	14:00 – 15:30 Éva Scheer, Director, United Crèches of Józsefváros, Hungary			
18.05.2011 Wednesday Nils Muiznieks, Professor/Chair, University of Latvia, ECRI, Latvia		Nils Muiznieks, Professor/Chair, Univesity of Latvia, ECRI, Latvia		
	09:00 - 10:30	Bulgan O. Rico, Project Coordinator, Slovo 21, Czech Republic		

BIOGRAPHY OF THE SPEAKERS AND MODERATORS



Mike Jempson

Mike Jempson is Director of the journalism ethics charity MediaWise <www.mediawise. org.uk>, Visiting Professor in Media Ethics at the University

of Lincoln (UK), and a Senior Lecturer in Journalism at the University of the West of England. He has been a journalist for some 35 years, and devised and delivered training programmes for journalists and non-governmental organisations in more than 40 countries, working with UN agencies, the Media Diversity Institute and the International Federation of Journalists. His publications include 'Exiled Journalists In Europe', 'The RAM Report – Campaigning for fair and accurate coverage of refugees and asylum-seekers', and 'The Media and Children's Rights – a resource for journalists by journalists', produced for UNICEF.



José Carlos Sendín Gutiérrez

José Carlos Sendín Gutiérrez holds a PhD in Communication Studies (Universidad Rey Juan Carlos. Madrid). Also has

a Diploma of Advanced Studies on International Relations and African Studies (Universidad Autónoma. Madrid). He has worked for several Spanish media organizations and in a Spanish NGO. Since 2006 he is full time associate professor in the Communication Sciences Faculty at Universidad Rey Juan Carlos, Madrid. His areas of research interests are international communication, diversity and minorities in the media, and children on the Internet. Member of EU Cost Action IS0906 Transforming Audiences, Transforming Societies. Main publications: (2011) Assessing the Humanitarian Framing of the Spanish Press Coverage of the Darfur Crisis. Ecquid Novi: African Journalism Studies. Volume 32 (1) UK: Routledge, pp.66-81. (2008) Practical Guide for Media Professionals: Media Treatment of Immigration. Madrid: Ministry of Labour and Immigration.



Mircea Toma

Mircea Toma, 58, is a social activist and journalist with studies in psychology, including a PhD. He worked as a psychologist for 15 years and

started his journalism activity for a weekly political satire magazine after 1989. He founded a media watch NGO, Media Monitoring Agency (MMA). Apart from activities targeting the freedom of speech, MMA develops media research, media education, anti discrimination and anti corruption programmes. He has occasionally taught media research techniques, social psychology or communication strategies as a guest professor for students in journalism and political sciences. He is involved, as an expert for Council of Europe, Freedom House, OSI, in several international democracy development programs (in Albania, Nigeria, Cuba etc.). Co-editor of three books, author of 20 academic articles and more than 4000 articles in media; realized a few TV and radio programs, mostly dedicated to media analysis.



Dr. Gualtiero Zambonini

Born in 1945 in Rome, Italy, Dr. Zambonini is Commissioner for Integration and Cultural Diversity of the

Westdeutscher Rundfunk (WDR) since 2003. He studied philosophy and obtained a doctorate from the University of Rome. Between 1970 and 1973 he was a freelance journalist for different radio programmes and news services. From 1973 to 1976 he held a teaching post at the Ruhr University and academic research with Forschungsstelle Alfa in Neuss. Since 1976 he is an editor at WDR Radio. In 1983 he became head of the Italian radio editorial team and deputy head of the editorial team for foreign languages Forum Europa. In 1999 he was appointed head of the radio channel Funkhaus Europa.



Aidan White (moderator) Aidan White, 60, was the General Secretary of the International Federation of Journalists until the end of

March 2011. He joined the IFJ from The Guardian in 1987. He has worked as a reporter, feature writer, sub-editor, and editorial manager. He is an active campaigner for the rights of journalists worldwide. He has written extensively on the social and professional conditions of journalism. Under his leadership, the IFJ has grown into the largest organisation of journalists in the world with solidarity programmes that cover the globe.



WORKSHOP 2



Katleen De Ridder

Katleen De Ridder, born in Brussels in 1972, holds a Master in Modern History and post-Master degree in Cul-

tural Sciences. The unilaterally white prospective on colonisation in the Royal Museum on Central Africa in Tervuren (Brussels), where she started to work as a guide in 1996, was the impetus for a lifelong interest in the way people are portrayed in media and therefore the way they are perceived. Since 2004, she works for the Forum of Ethnic and Cultural Minorities that defends the interest of ethnic and cultural minorities in Flanders and Brussels. She promotes more and better cultural diversity within the mass media. She recently wrote a book on the topic ('The white media: why migrants are always bad news', 2010).



Arash Mokhtari

Arash Mokhtari has been since 2006 in charge of the editorial staff at Quick Response, an organization that investigates how the Swedish

news media report on issues like immigration, integration and xenophobia. He regularly gives lectures and holds seminars for journalism students and editorial staffs on how they can better represent a multicultural society. Arash Mokhtari has previously worked as a reporter for Swedish public service radio and the newspaper Nerikes Allehanda. He is the editor for the book "Nyheter, makt, integration" (in English: News, Power, Integration) which contains a collection of the articles published on Quick Response's site. For more information about Quick Response visit www. quickresponse.se/in-english/



Chinedu Onyejelem Chinedu Onyejelem is the editor and publisher of Ireland's multicultural newspaper Metro Eireann, a fellow of the Transatlantic Forum on Migration

and Integration, and a member of Ireland's Department of Foreign Affairs/NGO Standing Committee on Human Rights issues overseas. Author of News in Black and White, he holds a Masters Degree in Ethnic and Racial Studies from Trinity College Dublin, and an Advanced Certificate in Mass Communication from the Federal Polytechnic, Nekede, Nigeria. He was awarded the ESB/Rehab People of the Year in 2006. He established the Ethnic Entrepreneur of the Year Awards and also founded MAMA Awards. For many years, Mr. Onyejelem was a ministerial nominee to the Steering Group of The National Action Plan against Racism and was one of the only six National Ambassadors appointed for the European Year of Intercultural Dialogue 2008. He served as a member of the Irish Executive of the National Union of Journalists and represented Ireland in the Black Members Council of the National Union of Journalists, UK and Ireland.



Milica Pesic

Milica Pesic is Executive Director of the Media Diversity Institute (London). Journalist by profession she has reported for TV Serbia, the BBC,

Radio Free Europe, the Times HES and other media. She holds an MA in International Journalism from City University, London. Ms. Pesic has worked for the International Federation of Journalists (Brussels), the Alternative Information Network (Paris), and the Center for War, Peace and the News Media (New York). She has lectured at Westminster University and City University (UK); Toronto, Concordia and Carleton Universities (Canada); Michigan and St. Lawrence Universities (USA). She is a Media and Diversity

Expert for the Council of Europe. She has done media training for the UN, Council of Europe, UNICEF, OSI, EBDR, New York University, Internews, Freedom Forum and the IFJ.



Jean-Philippe Chauzy (moderator)

Jean-Philippe Chauzy is the Spokesperson and the Head of the Media and Communi-

cation Department at the International Organization for Migration. He leads IOM's global media and communications strategy and he regularly advises the Director General, Deputy Director General, Senior Staff and IOM field missions on strategic communication matters, covering a wide range of often complex and sensitive migration issues. Prior to joining the IOM, he worked throughout the 1990s as a Senior Producer for the BBC World Service, both at headquarters and in the field, and also provided training to journalists in crisis regions. As a regional correspondent in West Africa, he covered numerous crises and conflicts in Burundi, Cote d'Ivoire, Ethiopia, Guinea, Liberia, Mali, Rwanda, Sierra Leone, Somalia, Sudan, Togo and former Zaire.



WORKSHOP 3



Sebastian Kraner

Sebastian Kraner is a 20 year old TransArts-Student from the University of Applied Arts in Vienna, Austria. In his work, he uses film and video, pho-

tography, performance or different materials to express thoughts. Before his study, he worked nine months as alternative service in a living community for minor asylum seekers in Vienna. In summer 2010 he produced his short film "nine months" about this work, which was in the same year awarded with the Plural+ International Jury Award.



Jordi Torrent

After obtaining a degree in Philosophy at the University of Barcelona, Mr. Torrent followed graduate studies in Paris at the Sorbonne Univer-

sity (Film Esthetics) and at the Ecole Pratique des Hautes Etudes (Anthropology Filmmaking). From 1986 to 1990 he was Media Curator at Exit Art, a New York-based arts organization. From 1990 to 2006 he was a Media Consultant for the Department of Education of New York City. There he created a Media Literacy Education program that was implemented at over twenty five NYC schools, as well as conducted media education workshops for educators and parents. Jordi was co-director of Media: Overseas Conversations, a series of annual conferences on media, youth and education held in NYC from 2004 to 2008. He has published articles in a variety of newspapers and journals, including El Pais, Liberation, Video Actualidad and the Journal of Media Literacy. He is co-editor of the book "Mapping Media Education Policies in the World." In addition, Jordi has produced, written and directed feature films, documentaries, and TV commercials. Currently he is Project Manager of Media Literacy Education initiatives of the United Nations Alliance of Civilizations.



Áine O'Brien

Áine O'Brien is Director of the Forum on Migration and Communications (FOMACS) based in Dublin. She has published widely on politics of identity

and representation and the role of participatory media in furthering civil society activism and social justice. She has co-directed a documentary film (Silent Song, 2000) on Kurdish lyrical protest in Europe and is co-director/researcher of a longitudinal documentary film on the subject of economic migration into Ireland (Here to Stay, 2006). She is co-editor of a combined book/DVD-ROM Projecting Migration: Transcultural Documentary Practice (2007). In 2010 she co-directed a documentary feature-length film - Promise and Unrest - on the subject of gendered migration and longdistance motherhood. As Director of FOMACS, Ms. O'Brien curates and produces a range of public and participatory media projects across the platforms of animation, documentary film, photography, radio, interactive and print media.



Ursula Schallaböck

Ms. Schallabock started to work for the Austrian Integrations Fund (ÖIF) in 2004. During the first three years at ÖIF she was running a

refugee house for 150 refugees coming mainly from Chechnya. In 2007 Ursula started to set up the Corporate Communications Department at the ÖIF which she is currently leading. Prior to her tasks at ÖIF Ursula worked at the European Parliament in Brussels for the Austrian MEP Othmar Karas and spent some time at UNHCR in Geneva and Buenos Aires. Ursula studied political sciences at the University of Vienna and economics at SAIS in Bologna. She is fluent in English, Spanish and French and speaks some Croatian and Italian.



Ágnes Töttős (moderator) Ágnes Töttős is a legal expert of the Hungarian Ministry of Interior, Department of European Cooperation. Be-

fore starting her work at the Ministry she had worked for 5 years for the Hungarian Office of Immigration and Nationality being responsible for long-term residence permit cases. During the Hungarian Presidency of the Council of the EU she is the Deputy Chair of the Working Party on Integration, Migration and Explusion, Migration-Admission Formation. She is not only a lawyer specialized in EU Law, but has also been pursuing Ph.D. studies in the field of European Migration Policy at the University of Pécs.



WORKSHOP 4



Bulgan O. Rico

Bulgan O. Rico is coordinating the project "Next Door Family" which is an innovative integration project. The project has been implemented in the

Czech Republic by NGO Word 21 since 2004 and has involved more than 6000 persons (884 families). The core of the project is to bring together families from majority society with third-country nationals' families for a casual lunch in order to informally, but effectively, support communication and personal friendship ties between majority and immigrants, and to promote intercultural dialogue.



Anna Ludwinek

Anna Ludwinek, has joined the Living Conditions and Quality of Life Unit at EURO-FUND as a research officer in May 2008, and is working pre-

dominantly on the network of European cities for local integration policies for migrants (CLIP) and Eastern European mobility. She is also involved in transnational work on issues of migration. She spent the last five years working in Brussels, for a European industry association, Eucomed, representing the interests of medical technology. She was responsible for the management of Governmental affairs, and the liaison with European and international institutions, healthcare and national level policy-makers. Ms. Ludwinek holds a Masters in Political Science and a Bachelor degree in International Relations. She is a member of the German Marshall Fund Transnational Forum on Young Leaders on Migration.



Nils Muiznieks

Nils Muiznieks is Chair of the Board of the Council of Europe's European Commission against Racism and Intolerance and Director of the

Advanced Social and Political Research Institute and professor at University of Latvia. He holds a PhD and MA in Political Science from the University of California, Berkeley, and a BA in Politics from Princeton University. Between June 1994 and November 2002 he acted as Director of the Latvian Centre for Human Rights and Ethnic Studies. From November 2002 to December 2004 he was Special Assignments Minister for Social Integration, Government of the Republic of Latvia. Internationally, Mr. Muiznieks was involved in projects, activities, or reporting related to racism and minority rights in Georgia, Moldova, Croatia, Romania, Netherlands, Slovakia, and others in cooperation with the Council of Europe, the OSCE, the UN, and the European Commission. He published 12 edited books, 15 book chapters, 10 academic articles, and more than 80 newspaper articles. He was Latvia's candidate for Council of Europe Commissioner for Human Rights, 2005.



Éva Scheer

Éva Scheer is a social pedagogue, and director of the United Nursery Schools of Józsefváros. In 6 institutions 300 infants (ages 0-3) can be

accommodated for daytime care. A "Sure Start" Centre is also run. She is an instructor in vocational training, and the nursery school provides institutions dealing with training of experts with a venue for practicing. She considers it a priority to facilitate the children of migrant parents or those of disadvantageous background. In the last three years Eva Scheer was the project manager of several projects run by United Nursery Schools of Józsefváros, financed by the European Union.



Laco Oravec (moderator)

Laco Oravec graduated from Faculty of Law at the University of Pavol Jozef Safarik in Kosice. Then he passed civil

military service in feminist NGO Fenestra in Kosice. Since 2002 he is working with Milan Simecka Foundation, currently as Programmes Director. He is active in the fields of human rights, minority rights, multiculturalism, social inclusion and public policy. In the moment he is also PhD student at Faculty of Social and Economic Sciences at Comenius University.



REPORTS FROM THE WORKSHOP SESSIONS

VORKSHOP #1: W TO WORK WITH THE MEDIA ON GRATION RELATED ISSUES

This workshop addressed how non-governmental organizations, migrant community organizations, international organizations, governments, etc. that work with the media can best communicate their message (including drafting press releases, organizing a press conference, presenting cases and stories).

industry, less money spent on education/training, less money and time available for investigative reporting/in-depth reporting on complex social issues, and many journalists becoming victims. This has resulted, Mr. White pointed out, in a lack of understanding for most vulnerable communities like migrant/minority communi-

Moderator: Aidan White, Former General Secretary of International Federation of Journalists, UK

Rapporteur: Ilona Móricz, Director, Center for Independent Journalism, Hungary

Speakers: Gualtiero Zambonini, Dr., Commissioner for Integration at WDR, Germany;

José Carlos Sendín Gutierrez, Professor, King Juan Carlos University, Spain

Mike Jempson, President, MediaWise Trust, UK

Mircea Toma, President, Active Watch - Press Monitoring Agency, Romania

ties, and added that a strategic approach to this new situation of media is necessary. He urged workshop

participants to think in practical terms on how to improve the

situation.



Aidan White, the former general secretary of the International Federation of Journalists summed up the fundamental issue of the workshop: how media shapes the situation and how it can contribute to building cohesive societies in Europe.

He noted that the European project is running into difficult times with a deep shadow on open borders and citizens movement in Europe in the context of the reevaluation of the Schengen process. This came in a period when the media have been struggling with a two-fold crisis: a general financial crisis and a structural one that had been evolving in media for a longer period. Media organizations today encounter several challenges including reduced revenues, shrinking print media



In his presentation, Mike lempson from the Media-Wise Trust, emphasized thatpress freedom is a responsibility exercised by journalists on behalf of the public - not



by owners or governments. Accuracy and independence of editorial content are basics while the public has a right to receive accurate information from mass media, and to be told when mistakes are made. Journalists have the right to follow their conscience, and they have a duty to consider the consequences of their output. Problems arise from politicians telling journalists what to do or from

business interests infiltrating the editorial policies. Mr. Jempson suggested opening dialogue between professionals and migrant groups: to explain what problems they have with each other, to feed journalists with stories, contacts, timetable of events and checkable information. Accurate and fair media coverage should be constant demand and it is important to congratulate journalists for good quality reporting, although demanding positive stories might be counter-productive, he added. During the presentation, Mr. Jempson mentioned a number of examples of negative stereotyping and false reporting - mostly based on unofficial information with political motivation, or reflecting low professional standards. Although negative reporting is not necessarily politically motivated, it often provides ideas for political parties to reach voters in bad economic times, he concluded.

Dr. Gualtiero Zambonini, the Commissioner for Integration at Westdeutscher Rundfunk (WDR), pointed out that public television has changed its policies over the years in order



to better reflect the deep changes in the German society. He explained that migration had been a subject for experts for decades, but since 2005 it has become a priority issue in media and government, reflecting real anxieties of the population. It is also important, he said, not to let deep anxieties in society be converted into instruments of hatred and intolerance. Most political parties in Germany agreed not to use migration for political purposes.

Minorities are becoming majorities in several cities in Germany and they watch not only the television channels of their countries of origin, but are important consumers of the German media. The media often uses problem-oriented way of reporting, very often talking about a host community and

the migrants as if the latter were not a part of the society and this has led to development of the blame culture. Mr. Zambonini presented several suggestions for overcoming the issue:

- Media should acknowledge that migrants are part of the audience;
- Media should recruit journalists and other staff with migrant background, pro-active search of the goal via job adverts – job applications;
- Media should help decision-makers understand the complexity of the matter;
- Media should support open climate of trust instead of blames and complaints;
- Media should improve the competence and skills of journalists through practicing cultural sensitiveness and diversity trainings.





Mircea Toma, the president of Active Watch from Romania, said journalists often find themselves in a "contaminated cultural environment" and sometimes they are also part

of this "ill" culture and use it to sell more media. Much depends on the normative environment and the law enforcement status with regard to freedom of expression and protection against discrimination. He emphasized the need to influence journalism education curricula and editorial policies like the "harrassement" of editors with conferences/seminars and expose media monitoring results publicly and also use various complaints procedures (self-regulation in media when relevant).





José Carlos Sendín Gutierrez, a professor from King Juan Carlos University, talked about the development of a practical guide for media professionals. Demographic and social

changes in the Spanish society brought about the research which served as a base for the guide. While in 1998 the population of the country was 39 million with 1,6% citizens with a migrant background, by 2010 the population grew up to 46,9 million and had a stronger (5,7 million) migrant community representing 12% of the population. A new guidebook was made not only for media professionals (who were involved in its development), but for media owners and public bodies.

Some of the proposed recommendations included a call for using diversified sources, always including the context to show causes and consequences, avoiding both over- and under-representation of immigrant topics, careful usage of language and wording and so on. The research showed that problems with coverage of migration are similar, and examples show that there is a direct link between informed population and less xenophobia. However, more research is to be done to have updated information on recent trends, concluded Mr. Gutierrez.

The debate that followed the presentations within the three workshop sessions focused on several issues that came up during the presentations of the

speakers. Participants called for challenging falsehood by never blindly trusting what was being said, by always checking various sources and by relaying more on local media as well as social media as a new source of information. The discussion touched upon the role of politics and politicians. Participants suggested much more research should be done for policy making purposes: analyzing the migrant portrayal, hate speech, monitoring – facts, figures, etc. For this, it was concluded, a meaningful and structured dialog should be initiated among the media, public authorities and CSOs as currently there is a lack of trust between them. Journalists often cannot challenge the numbers used by racist groups because they lack access to official data which forces them to take a defensive position. A good example about how professional organizations can improve media tools was seen in Italy where UNHCR pushed editors to agree on a code of conduct as regard to migrants (Charter of Rome).

A need to encourage good journalism was strongly affirmed during the debate. Participants called media for a needed adjustment to the changes. It was suggested to get to know the audience, to push for more complex stories, to promote existing good practices (Guides for media professionals EJN together with migrant journalists, University of Juan Carlos together with media professionals, WDR along a policy line, Romanian practice of media monitoring, EU media for diversity - database) and so on. In the end, participants agreed that traditional forms of media regulation are changing and that there is a need for a common strategy on media regulation for the whole Europe as new media world has changed due to media convergence and digitalization.

Available presentations from this workshop can be downloaded from:

http://www.mits-eu.org/index.php/en/component/remository/func-startdown/17/

REPORTS FROM THE WORKSHOP SESSIONS

ORKSHOP #2: D PRACTICES IN REPORTING ON MIGRATION. AL AND ETHICAL CONSIDERATIONS IN RTING ABOUT MIGRATION/MIGRANTS

However, when it comes to good reporting on migrants, there are certain challenges for journalists.

Migration is a complex and changing issue and journalists have less and less time to develop expertise. They do not have the resources to cover an issue which requires a comprehensive

> understanding of the context.

There is a harsh, competitive environment that is leading editors and journalists to violate codes of ethics. "If anti-

Moderator: Jean-Philippe Chauzy, Head, Media and Communication Unit, IOM Geneva, Switzerland

Rapporteur: Ivan Gabal, Director, GAC, Czech Republic

Speakers: Arash Mokhtari, Reporter, Quick Response, Sweden; Chinedu Onyejelem, Editor, Metro Eireann, Ireland;

Katleen De Ridder, Expert, Trefmedia – Minderhedenforum, Belgium;

Milica Pesic, Executive Director, Media Diversity Institute, UK

There were several messages that the audience wanted to convey at the end of the three sessions. Among these, one question was whether positive news is good news. The tenet that media should portray migrants positively did not find support in the room; instead speakers stressed the need to ensure balanced and accurate reporting. At the same time, it was acknowledged that the European public opinion is being pressed with the threat of a migration wave and that both politicians and journalists should recognize their mistakes.

At the same time, other issues were raised during the workshops, including the responsibility of the migrants themselves in making their voices heard and in establishing contacts with the receiving society. Certain participants stressed the need for migrants to participate in censuses, surveys and answer the questions of journalists when asked in order to ensure that their perspectives can be shown by the media as well. Some of the participants pointed out that in some cases (such as in the case of refugees who are often traumatised) migrants need help in order to empower them to such participation. The issue of how to report about and how to address second generation immigrants was also discussed at one of the workshops.

immigration writing allows the media to stay in business, the media will go for it," said Ms. Milica Pesic. However, biased coverage is less acceptable in an era when access to information is a lot easier than at any other time in history.

Journalists have prejudices of their own. It is very important to know the facts, figures and sources, but even when they have them, some papers will go out of their way to mislead.



Ms. Katleen De Ridder from the Minorities Forum. where she works on lobbying for more and better ethnic and cultural diversity in the mass media in Flanders and Brussels, gave an example of a good practice in writing journalist articles on migrants. The article she used as an example was written on Islamist extremism in Netherlands by a Flemish journalist (Janine Meijer) with no ethnic minority background at all.

The author of the article, Ms. De Ridder pointed out, did not fall into traps such us ignoring the underlying causes and the possible solutions, making hype instead of a balanced story, and so on. In the article, the author entered into a real dialogue with the extremists, allowing the reader to take a look inside their minds. She explains how and why they got attracted to extremism and how, for some of them, they got out again. The author did not underestimate the possible problems that these people might cause, but she also put things into perspective, by showing that these people were at a loss and that they found something to hold onto in Islamic extremism.

Ms. De Ridder concluded that for her the focus should be on how to achieve journalistic quality rather then focusing on moral and ethical considerations. She quoted Carl Bernstein, the famous American journalist of the Washington Post who dug up Watergate scandal, who said journalism should be about the best obtainable version of the truth.

Ms. Milica Pesic from the Media Diversity Institute set out several discussion points:





- If Multiculturalism has 'utterly failed', who is to blame: governments, media or communities? Who ever is to blame, will diversity survive the failure?
- Migration as one of diversity categories: if other categories are disregarded, can only migration be seen from a 'positive' perspective?
- Inclusive Societies. Why Bother!? Different kinds of social management of diversity. The impact of Economic crises.
- Responsible Media. Why Bother? Decision Makers: What tease works the best? Carrot or/and Stick? Profit. Social Responsibility. Legal obligation.

Ms. Pesic also presented few examples of good practices in reporting migration from the Channel 4 (UK), The Guardian (UK), the City Folks (The Netherlands) and the Los Angeles Times (USA) listing what, in her opinion, makes a good practice: I. Know the subject, 2. Know your sources, 3. Gobeyond stereotypes, 4. Use the right language, 5. Diversify your sources and 6. Keep a distance.

Mr. Chinedu Onyejelem from Ireland's weekly Metro Eireann focused on expanding media network in Ireland and effects competition has on



the quality of reporting. He concluded competition is usually good, but also produces negative results and indicated that where competition is at its highest, an increasing number of media workers disobey ethics. He also focused on superficiality as one of the unfortunate outcomes of competition saying that when superficiality involves people from other cultures it means reporting along the line of racial differentiation. Reporters, he stressed out, do not go behind questions, but just simply report the surface of things based on their own interpretation of the event. He also offered a good reporting checklist which included the following: I. Should be absolutely responsible in its approach to information dissemination about immigrants, wherever they come from; 2. Have to contribute positively in shaping the image of immigrants in societies; and 3. To be objective, show accuracy and balance in the coverage of immigrants.





Mr. Arash Mokhtari, a reporter from the Swedish Quick Response, introduced his work as a journalist investigating how the Swedish news-media is reporting on immigration, migrant integration and xenophobia. He emphasized the need for creating awareness and discussions within the journalist community about how migration-related issues should be covered. Awareness can be raised through trainings of editorial staff and students of journalism, a practice often implemented by the Quick Response staff. Mr. Mokhtari then focused his presentation on usage of the "us" and "them" discourse in reporting on migration, showing numerous examples from different Swedish written media. His presentation ended with an emphasis on islamophobia in Sweden and how reporting on Islamic migrants feeds it.

The presentations and notes used in this workshop can be downloaded from:

http://www.mits-eu.org/index.php/en/component/remository/func-startdown/18/

REPORTS FROM THE WORKSHOP SESSIONS

ORKSHOP #3: JTH, NEW AND COMMUNIT DIA AND MIGRATION ISSUES



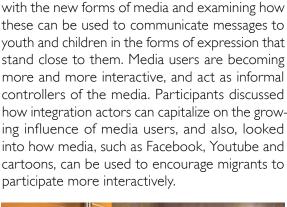
Moderator: Ágnes Töttős, Dr., Legal expert, Ministry of Interior, Hungary

Rapporteur: Anke Schuster, Project Development and Liaison Officer, IOM Brussels, Belgium

Speakers: Áine O' Brien, Dr., Programme Director, FOMACS, Ireland Jordi Torrent, Project Manager, UN Alliance of Civilisations, US; Sebastian Kraner, Awardee, PLURAL + Initiative, Austria

Ursula Schallaböck, Head of Comm. Team, Austrian Integration Fund, Austria

The workshop aimed at familiarizing participants with the new forms of media and examining how these can be used to communicate messages to youth and children in the forms of expression that stand close to them. Media users are becoming more and more interactive, and act as informal controllers of the media. Participants discussed how integration actors can capitalize on the growing influence of media users, and also, looked into how media, such as Facebook, Youtube and cartoons, can be used to encourage migrants to





The workshop facilitated a number of presentations and initiatives: Presentations by Jordi Torrent from the United Nations Alliance of Civilizations and Aine O'Brien from the Forum on Migration and

Communications in Ireland emphasized how the media can be used as a catalyst for public debate on migration. Through film festivals both organizations have created platforms for telling the story of migration to the broader public, and to promote discussions.



The United Nations Alliance of Civilizations (UN-AOC), a young initiative within the UN system, seeks to encourage dialogue, exchange and collaboration between people of different cultures in the world, and to provide a channel between grassroots work and policy-making.

It was stressed that there is a relationship between the media, perception, opinion, reinforcing of stereotypes, beliefs and policy. Speakers highlighted

that media and information literacy and reactive and critical thinking skills help us to contextualize the media messages which we receive as a society. We tend to confuse information with knowledge but it is important to note that knowledge means putting information into a framework.

Every year, the UNAOC organizes the Plural plus film festival on migration, diversity and social inclusion. Young people can send their videos and the winning videos are broadcasted widely through a distribution platform on TV, at schools, the internet, etc.



Sebastian Kraner, one of the winners of the last year edition of the Plural plus film festival screened his awarded film. It is a short documentary on his work with unaccompanied minor asylum seekers in Vienna. At the end of the film he stressed that these people need our help and that the topic calls for a differentiated view on migration and migrants.

The Forum on Migration and Communications in Ireland has used a film festival called the Moving Worlds to encourage an open-ended discussion on migration. It was emphasized that youngsters are selective and careful about what they pick in the media, and do not trust all messages that they are given. Personal communication to accompany media messages remains important. Activities at the local level, such as screenings of films and organizing debates are indispensable.

In addition to promoting discussion on migration by involving youth and migrants, it is important to encourage young people with a migrant background to enter the mainstream media. The issue of access to these professions and the structural inequalities faced by migrants was stressed out during the workshop sessions. The Forum on Migration and Communications has carried out a youth film project based on a story about asylum and asylum-seeking. While the film content focused on migration, the actual production process helped to familiarize young people with the creative media business.

It is important to take a bottom up approach in promoting access to media and to listen to the needs on the ground. Media ownership and shaping of the media is done by networks. Cooperation with these networks helps to ensure that messages will be picked up by a mainstream audience. UN-AOC stressed the continued importance of TV and partnership with TV broadcasting networks.



The Austrian Integration Fund was successful in producing a small magazine, which became incorporated into a mainstream newspaper and reached a wider audience. Although schools and educators are a key element of the distribution of the material, there is a challenge to get the migration discussion into the curriculum in several countries.

Ursula Schallaboeck from the Austrian Integration Fund stressed the advantages of the use of the YouTube: video production is cheap and the

product can reach out to a wide audience, so it is very cost-effective. In addition, videos will remain available on the website long-term and the link to YouTube can be provided in printed media, thus combining different types of media. This also applies to Facebook, however, users will expect news to be updated frequently to keep watching the site. Generally, questions and answers sessions and mentoring schemes can help to keep websites interesting and make them more interactive. Cartoons are also a useful tool. The cartoon figure 'Integratia' tells stories about the daily life and struggles of migrants in Austria.

Participants agreed that it is difficult to evaluate the impact of the work. While new media tools such as Facebook and YouTube offer quantitative data on how many times material was used, more qualitative evaluations would be desirable. While most examples focused on the general public as the target group, the workshop participants also touched on how specific groups of migrants

can be reached through new media: in the UK, the government uses YouTube and an iPhone application to explain to migrants how to apply for British citizenship.

Not least, it was emphasized too that while they do not all want to portray negative images, journalists are under huge pressures which has been exacerbated by the economic crisis. Often they tend to interview the same experts. To address this challenge, the UNAOC has started the set up of an expert network for journalists to contact when they require input on migration-related topics.

The presentations and notes used in this workshop can be downloaded from:

http://www.mits-eu.org/index.php/en/component/remository/func-startdown/19/



REPORTS FROM THE WORKSHOP SESSIONS

WORKSHOP #4: INTERCULTURAL DIALOGUE

The fourth workshop aimed at highlighting how informal meetings and social opportunities between migrants and the host societies, such as education (integration of children in the school system, and integration of parents through the children), building relationships in the workplace, and events in local communities and neighborhoods, religious communities, and sport and cultural events, can enhance intercultural dialogue.

- Living together as equals in Dignity"
 Learning and teaching intercultural competences (democratic citizenship, language, history)
 Creating spaces for intercultural dialogue (town planning, cultural activities, media, sports, etc.)
- 2) "Living together: combining diversity and freedom in the 21st century Europe" Providing citizenship and voting rights

Moderator: Ladislav Oravec, Programme Director, Milan Simecka Foundation, Slovakia
 Rapporteur: Jurga Kievisaite, MITS Project Focal Point, IOM Vilnius, Lithuania
 Speakers: Anna Ludwinek, Research Officer, Eurofund, Ireland
 Bulgan O. Rico, Project Coordinator, Slovo 21, Czech Republic
 Éva Scheer, Director, United Nursery Schools of Józsefváros, Hungary

Nils Muiznieks, Professor/Chair, Univesity of Lativa, ECRI, Latvia

Key role of both authorities and celebrities (access to media)

Accurate information about the situation and numbers of migrants

Several interesting

Integration is a two-way process: migrants need to integrate in the new society and the society needs to welcome people from diverse backgrounds. Workshop participants discussed examples of building bridges between migrants and local popu-



lation through engagement of both actors.

Nils Muiznieks, Professor University of Latvia / Chair ECRI, Latvia highlighted why intercultural dialogue is important and how to find the way forward:

- Growing diversity in Europe: assimilation is not desired and possible;
- > Risk of parallel societies;
- > Cooperation is the key in overcoming prejudice. The Council of Europe outputs set out principles for a successful dialogue:

examples of intercultural dialogue were discussed during the workshop:

I. Next door family project



Presenter: Ms. Bulgan O. Rico, Project coordinator, Slovo 21, Czech Republic

Slovo 21 is an NGO in Prague which focuses on the fight against rac-

ism and xenophobia, promotes protection of Human Rights, tolerance towards minorities and integration. A simple idea that breaks stereotypes: get families of different background (Czech and foreign) together for lunch so they get to know each other.

a) How it works?

- Czech families apply (following a media campaign in Czech)
- Attracting migrant families through assistants (migrants themselves) and migrant organizations
- Selecting families (according to shared interests, similar jobs, age of children, etc.)

- Assistants organize the lunch, "break the ice", interpret and monitor meetings
- Meetings usually take place in Czech families' houses because migrants live in small flats

b) How do you measure effectiveness?

The "2005 questionnaire" was sent to families who were involved in the project in 2004: over 50% of the respondents reported that they kept on meeting, stayed in touch and in some cases even helped members of migrant families to find a job

c) Innovative approach – what was the reaction of the society?

The first reaction: "crazy" (Czechs are not tolerant, project will fail, etc.)

Overall the project was very successful and without incidents

In a period 2004-2011: the organization organized 442 get-togethers for 884 families (6000 individuals) from 23 countries

d) What is next?

Expand the project to other countries by using EU Integration funds (a project at EU level with 6 partner countries) and try to involve those who are not that open minded

2. Multicultural Nursery School in Hungary – integration from an early age

Presenter: Éva Scheer, Director, United Nursery Schools Of Józsefváros, Hungary

This nursery shool accomodates children from 0 to 3 years old, where many are children of migrant parents or those of disadvantageous background. The work in the nursery school is organized in a way to allow a two-way learning process and encourage diversity:

- > Key to success: one teacher responsible for 5-6 children in order to know them well;
- Teachers go to the child's home first to get to know their environment, customs, toys they play with, etc.;

- Encourage kids to dress up in traditional clothes, bring their toys, celebrate their celebrations, etc.;
- Organize trainings for teachers (on difficulties of migration, cultural shock, behavioral differences based on different religions, etc.).



Éva Scheer underlined that at this early age children are not aware of their identity and they accept each other's differences and learn to interact despite those differences! It is a priority to get parents involved:

- Parents should bring children to school for the first 2 weeks in order to learn about the way the school is run (and for children to get accustomed more easily);
- Events are organized together with parents: cooking together and sharing national meals, playing games, other fun activities.

Other initiatives and practices that came up in discussions:

Universal: Multicultural festivals

United Kingdom: Teachers in their free time or volunteers come to playground and provide trainings for adults who bring their kids on religion, first aid, and other topics.

France: Schools invite parents (mostly mothers) to learn French, to help them understand French values, how the school works and so on

Czech Republic: Migrant integration through volunteering work (NGO established where migrants can volunteer).

Italy: Involving youth -2^{nd} generation migrants and locals spend time together in arts laboratories (create films together, take photographs).



Anna Ludwinek presented a study carried out by Eurofund (Ireland) – an EU institution with the aim of providing info and evidence based advice to policy makers on the EU and national level. The study highlights problems and difficulties in establishing intercultural dialogue and best practices. CLIP is a network of 35 EU and non-EU cities (Turkey, Switzerland, Croatia, etc.) working together to support the social and economic integration of migrants. Main findings of the study include:

- Authorities and migrant organizations identify the same problems: discrimination, funding (75 per cent of the cities provided no special funding), lack of space, food provisions in public establishments (lack of diversified meals in schools, hospitals, etc.).
- What makes a dialogue difficult? Some cities had consultative committees; however, the problem is to reach migrant organizations, which are not systematic. For migrant organizations on the other hand, the problem is that authorities do not involve them enough. One identified solution: umbrella organization as a focal point.

Result: cities start to share best practices and start joint initiatives (for example, Amsterdam and Antwerpen: de-radicalization strategies).

During the discussions several consclusions were made:

- > Intercultural dialogue requires effort but is the only way forward in diverse societies.
- Bottom up approach is needed: local initiatives are more effective than national strategies and there should be enough flexibility to allow regions and cities to try out different approaches and see what works in their context
- Innovative ideas need to be tried out rather than rejected as too difficult or impossible.

The presentations and notes used in this workshop can be downloaded from:

http://www.mits-eu.org/index.php/en/component/remository/func-startdown/20/



MIGRANTS IN THE SPOTLIGHT MEDIA AWARD

The International Organization for Migration, with funding by the European Union, and in cooperation with partner organizations in Hungary, Czech Republic, Latvia, Lithuania, Romania or Slovakia, hosted a competition for university and college students (ages 18-28) to submit articles and documentaries on migration and integration-related issues. The submissions were required to creatively address integration issues in the aforementioned countries.

All submissions were evaluated by a panel of professional international journalists and practitioners who are members of the project consortium (IOM country offices; Centre for Independent Journalism (HU); New School (CZ); Institute of Philosophy and Sociology at the University of Latvia; Institute of Journalism at the University of Vilnius, Lithuania; Soros Foundation (RO); Milan Simecka Foundation (SK)). The submissions were evaluated based on originality, understanding of the migration/integration situation in one of the countries covered by the competition, adherence to the topic, clarity of the message, as well as on meeting the technical requirements.

Upon completion of the evaluation process, the selection committee decided to award the first prize for article submission to "Good, good, good!" written by Magdalena Vaculciakova, second prize to "The reality behind the exotic façade: An immigration story" by Cristina-Elena Staicu and the third prize to "My life – My story" written by Thanakon Tiwawong. The first prize for the documentary submission was awarded to Zdenek Chaloupka for his documentary "Elena", the second to Nikol Cibulya and Anna Csonka for their sumbission "Hungary, my step home" and the third prize to Ania Cazan for her documentary "Incomplete".

Selected winners received a cash prize and their winning submissions were showcased at the conference. During the award ceremony on the first day of the conference the six students were given an opportunity to present their winning submissions and address the conference audience. The winning articles and documentaries can be accessed on the project website or directly at http://www.mits-eu.org/index.php/en/competition/winning-submissions. The views expressed in these articles and documentaries are solely those of the authors and do not necessarily reflect the opinions of IOM, its partners, and donors of the project.



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PHOTOS FROM THE CONFERENCE















More photos from the conference can be viewed and downloaded at: http://www.mits-eu.org/index.php/en/photo-gallery

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