

# Tuning in to Diversity 2010

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## Tuning in to Diversity 2010 Conference Budapest, 25 and 26 (morning session) February 2010

### “When the media get it *wrong*” workshop for NGOs representatives

What do we do with the links we establish with the media? How can we use media monitoring to “educate” the media in a long-term perspective? How can we react to a specific incident or to an urgent situation? How NGOs can complain against an article or a programme offending the group they represent?

The discussion was developed on 3 basic steps:

REACT! when the media get it wrong

CONTACT! the right person within the right media

CORRECT! stereotypes and faults in media coverage.

*Report by Hakim Benichou (Minderehedenforum, Belgium)*

Chair: BASHY QURASHY (Media Watch, Denmark)

Presentation of best practice: RAZVAN MARTIN (Media Monitoring Agency, Romania)

Razvan Martin *“It’s not when the media get it wrong, it’s when the media does it wrong.”*

Razvan illustrated his work for Reporters without Borders and his media monitoring work in Romania. Starting from the negative image building of Roma they adapted their strategy from making reports and giving points to politicians who create negative images to organizing seminars, trainings and putting the whole strategy in a country’s context. The context of Romania is that the public doesn’t like political correctness and like to see problems (with Roma) recognized.

Razvan gave general tips to respond the media when they get it wrong:

- Press releases
- Letters to editors
- Filling complaints but watching out for a balance with the freedom of speech
- Personal informal contacts
- Benchmarking
- Getting Roma in the network of journalists
- Giving Roma-friendly logo’s to network sites.

Discussion in three groups:

1. How to develop and maintain relationships with media?

- Organize trainings and study days for journalists
- Create awards for good practices
- Get insights in the different players in the media and the power balances between them

2. How to emancipate minorities in media monitoring?

- Create platforms or other structures where people interested in media monitoring can get together
- Organise trainings on regular basis
- Motivate people of the importance of media monitoring

3. How can NGO’s campaign with a good strategy?

- Focus and give one clear message at the time
- Do not appear in programs that cut instead participate in live-programs
- Invite decision makers to debates
- Act pro-active
- Try selling your message in a ‘smooth’ way not academic but understandable for everyone