

Tuning in to Diversity 2010

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**Tuning in to Diversity 2010 Conference
Budapest, 26 February 2010 – Afternoon session**

“Community connections for journalists and programme makers” workshop for NGOs and PSBs/mainstream media representatives

How can PSBs/mainstream media create stronger and stable connections with local communities, including immigrants and ethnic minorities? How can communities become reliable sources of information for mainstream media journalists? Which tools and activities can create stable links between PSBs/mainstream media and NGOs? Which are the benefits of creating such links for PSBs and mainstream media?

Report by Jacob Schulze (Face Europe, Sweden)

Chair: Inger Etzler (free lancer and ex SVT, Sweden)

Presentation: Why in radio and TV they always invite minority representatives in debates only when the topic is connected to their lives or to their problems? *By Elena Karkalanova (Bulgarian National Radio)*

The following topics were covered:

Training of spokespersons

The work of NGOs is not visible and immigrants and minorities are only pictured in media in a bad context. One way to improve the situation is to get professional spokespersons- both in communicative and technical sense. In some countries you must also deal with the problem that NGOs spokesperson are not regarded as representatives by “their own”.

Recruitment schemes in PSBs and positive action

You can not make positive action and quotas – but you can combat discrimination and support people from minority groups to be media professionals. But it is not always ethnic minorities that has to be considered, there may be many different communities to fit into a multicultural picture. Moreover some minorities are more integrated than others.

Expert lists in databases

NGOs and PSBs can cooperate in making lists of experts with different background to ensure a more diverse output in factual programmes and news. This is also a way to bring people forward so they can be depicted in a neutral context.

Be aware of the power of entertainment/infotainment!

PSB must balance and filter input and media will always select the news

It is the prerogative for PSBs to “filter” input and voices from different groups and NGOs. You must think professionally if you want to get your message across. Good news are often no news and you cannot expect media to come when you want.

NGOs branded as a resource

It is important that PSB regard contacts with NGOs as an investment. NGOs should be seen as a resource – a way for PSBs to make more diverse and better programmes. Mainstreaming the

minority voices and giving space to minority professionals: those are not two separated things, they go together.

Networking:

Both sides need to get better contacts and knowledge. Journalists and programme makers can gain a lot from better contacts in different communities and NGOs need to foster a relationship with the decision makers in the media.

Keywords: Networking, Training of spokespersons, Positive action in recruitment, Expert lists and Databases, PSBs should check sources to give a balanced representation, NGOs a resource, Change the news agenda