

# Tuning in to Diversity 2010

## → → → Thinking Forward



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

### **From minority programming to multicultural programming workshop for PSBs/mainstream media representatives**

From traditional models of “minority programming” to a multicultural approach to programming in broadcast media. Best practices and new developments from all across Europe.

*Report by Peter Jorna (Member for the Netherlands of the Committee of Experts on Roma and Travellers of the Council of Europe)*

Chair: Carmelita Serkei (Mira Media, the Netherlands)

Presentation of best practice: BRIDGING THE FEAR DIVIDE - The Mundi Romani - the World through Roma Eyes documentary series / Duna Television by Katalin Barsony (Editor in chief of Mundi Romani, Hungary)

**Participants:** 15 participants from 10 different EU Member states (journalists, students and broadcasters from ‘west and east’).

**Working process:** Before Mrs. Katalin Barsony (Hungary), gave her presentation about the Roma Broadcasting Project (‘I am a European Romani Woman’ - Campaign), sufficient time was spent in introducing one to each other, focusing on country of origin, organization and profession, as well as on leading 3 Questions:

- What makes you feel happy and sad (both understood as ‘motivators’ for work)?
- What future challenges one points out?
- Short statements concerning the specific theme of the Workshop?

**Presentation:** Katalin is a communication and media sociologist by profession, with diplomacy specialization. She introduced herself as a Romani woman from Hungary, whose family has been quite integrated in society (in terms of education on higher levels) and whose mother is quite renown in international circles of Roma activists. She is determined to show the values and beauties of Romani-culture, and other minorities as well. She is working for an Hungarian Roma Broadcasting NGO, with a middle sized team, and she is leading, in cooperation with Duna TV (a Hungarian National mainstream Broadcasting Company on culture and folklore, founded in 1992) a Campaign that is nationally as well as internationally recognized. The Campaign is treating Romani-culture in 27 works (researches, episodes) throughout 18 different EU-countries, presenting average people. The project combines interviews (fieldwork) with documentation (desk research). In Hungary it’s on prime time on a satellite channel available for all Hungarians (on Monday, 19.30 hours; 150.000 Hungarians in Hungary and 1.000 persons in regional TV-slots), and to be seen on Internet as well. The working language is Romanes and local languages, the narration was transposed in Hungarian and English. What makes Katalin happy was, for example, her experience when working in Turkey when and where local Romani women ‘took me as a sister’ and they were able to communicate in Romanes. As **challenges** she considers to tackle deeply rooted stereotypes, raise attention to problems, generate balanced pictures and present reality through documentaries. The success of the campaign leads Katalin to the conclusion that a principled and flexible alliance of a National Public Broadcasting Company with a Civil Society Organization (CSO) is quite capable to lead towards unique results.

The lively **discussion** following the presentation showed that, of course, the availability of means to work is essential and that politics plays an important role in creating an opportunity structure.

Regarding the theme of the workshop some notions could be underlined. At first targeting (recognition phase): 'when it's good, than it will be spread'. Quality is the criterion. From that point the next phase could be reached, turning into multicultural programming, sometimes still with a normative sub layer in this transition phase, proceeding into a more generalized approach, like the actual tendency in the Netherlands.

The Chair **concluded** in pointing out that:

1. The way in which minority – majority relationships in society are defined and for real, are crucial.
2. Empowerment is a necessary step to include minorities (CSO's) as partners and allies.
3. Quality is unmistakably in successful Broadcasting programming, whether exclusively (culturally) or explicitly (multiculturally) targeted, or mainstreamed (general approach).