



Strasbourg, 17 July 2009

CDL-UDT(2009)007
Engl. only

EUROPEAN COMMISSION FOR DEMOCRACY THROUGH LAW
(VENICE COMMISSION)

UNIDEM
CAMPUS TRIESTE SEMINAR

**“POLICIES ON THE PROTECTION AND SOCIAL INTEGRATION
OF IMMIGRANTS AND THEIR IMPLEMENTATION
AT THE INTERNATIONAL, NATIONAL AND LOCAL LEVEL”**

Trieste, Italy
29 June – 2 July 2009

REPORT

**COMMUNICATING ON RACISM AND RACIAL DISCRIMINATION:
DEVELOPING A COMPREHENSIVE COMMUNICATION STRATEGY**

by

Mr Reynald BLION
**(Media & Diversity Manager, Speak out against Discrimination
Campaign, Council of Europe, Strasbourg, France)**

1. “*Developing a comprehensive communication strategy*” on racism and racial discrimination can't be considered without referring to the more global objective of social integration of all population groups living in a same society and of social cohesion between all of them.

2. But the understanding, and certainly the misunderstanding, of the meaning of communication is a first preliminary to be considered. One major challenge regarding the development of a communication strategy is to avoid a global and persistent confusion which exists between information and communication. Information could be considered as the “output” of an industry – the media – produced by their professionals – the journalists – and based on a way of treatment – the editorial line – of the media delivering this information. Communication consists of another “output” produced also by an industry/sector – the communication agencies – and their professionals (communicators, advertisers...) based on a very targeted and clear message, generally simple, that could be delivered by the media, or other means, without any media editorial input. In this sense, information strategy and communication strategy are based on very different approaches. They clearly aim to achieve different goals and impact on the groups of public their products (news or ads, by example) want to reach. This difference between communication and information does not mean they are contradictory. They could be used through a complementary understanding of their respective input. For example, a national antidiscrimination body communication strategy could consist of targeting the victims of discrimination to make them aware of the existing mechanisms of defence and protection of their rights. The same body information strategy should be able to deliver regular facts and data on racism and discrimination to be used by the media and their professionals in order to inform the public, to form the opinion and thus to raise awareness of the public opinion. This complementary approach between communication and information is also relevant with regard to the variety of means of communication and of media support that exist or that are developed today in Europe, in particular with the new communication and information technologies.

3. With this in mind, this paper will try to deliver several ideas or ways for developing comprehensive strategies of communication and information in relation with the double objective of fighting against discrimination and of building greater social cohesion and intercultural dialogue. Thereafter I will introduce the main definitions and concepts produced and used by the Council of Europe in relation with intercultural, antidiscrimination and racism issues, with regard to the media industry, this paper will present several possible strategies of communication and information to fight against racism and racial discrimination, in particular the “*Speak out discrimination*” campaign of the Council completed by other possible actions with the media and their professionals promoting intercultural dialogue and the fight against discrimination.

I. RACISM AND RACIAL DISCRIMINATION – THE COUNCIL OF EUROPE’S MAIN PRINCIPLES AND VALUES

A. *The general prohibition of discrimination – Protocol n°12 of the ECHR*

4. In its article 14, the *European convention for the protection of human rights and fundamental freedoms* (ECHR) (1950) mentions that “*the enjoyment of the rights and freedoms set forth in this Convention shall be secured without discrimination on any ground such as sex, race, colour, language, religion, political or other opinion, national or social origin, association with a national minority, property, birth or other status*”. The *Protocol n°12* to this convention contained a general prohibition of discrimination adding that “*no one shall be discriminated against by any public authority on any ground such as those mentioned in (art. 14)*”

5. To complete the understanding of the general prohibition of discrimination, the explanatory report added to *Protocol n°12* mentions that “*the list of non-discrimination grounds (...) is identical to that in Article 14 of the Convention. This solution was considered preferable over others, such as expressly including certain additional non-discrimination grounds (for example, physical or mental disability, sexual orientation or age), not because of a lack of awareness that such grounds have become particularly important in today’s societies as compared with the time of drafting of Article 14 of the Convention, but because such an inclusion was considered unnecessary from a legal point of view since the list of non-discrimination grounds is not exhaustive, and because inclusion of any particular additional ground might give rise to unwarranted a contrario interpretations as regards discrimination based on grounds not so included. It is recalled that the European Court of Human Rights has already applied Article 14 in relation to discrimination grounds not explicitly mentioned in that provision (see, for example, as concerns the ground of sexual orientation, the judgment of 21 December 1999 in the case of Salgueiro da Silva Mouta v. Portugal).*” As mentioned previously, the judgements, decisions or case-law of the European Court of Human Rights will contribute to build a clear framework for the legal application of these texts to protect and defend victims of discrimination. In some cases, they are related to the freedom of expression and of the media.

B. The European Commission on Racism and Intolerance

6. The *European convention on human rights* and its *Protocol n°12* give the global framework of any action, project or programme developed by the Council of Europe on discrimination and antidiscrimination issues. But, certain grounds of discrimination have been more at the heart of specific actions as, for example, for ECRI. The *European Commission on Racism and Intolerance* (ECRI), a Council of Europe body composed by national independent experts coming from CoE member states, focuses on racism and racial discrimination. ECRI’s work and general policy recommendations, in particular ECRI recommendation n°7, complete these first definitions of discrimination.

7. For ECRI, “*racism shall mean the belief that a ground such as race¹, colour, language, religion, nationality or national or ethnic origin justifies contempt for a person or a group of persons, or the notion of superiority of a person or a group of persons.*” Regarding racial discrimination, ECRI makes the distinction between “*direct racial discrimination*” – that “*shall mean any differential treatment based on a ground such as race, colour, language, religion, nationality or national or ethnic origin, which has no objective and reasonable justification. Differential treatment has no objective and reasonable justification if it does not pursue a legitimate aim or if there is not a reasonable relationship of proportionality between the means employed and the aim sought to be realised*” and “*indirect racial discrimination*” that “*shall mean cases where an apparently neutral factor such as a provision, criterion or practice cannot be as easily complied with by, or disadvantages, persons belonging to a group designated by a ground such as race, colour, language, religion, nationality or national or ethnic origin, unless this factor has an objective and reasonable justification. This latter would be the case if it pursues a legitimate aim and if there is a reasonable relationship of proportionality between the means employed and the aim sought to be realised*”.

¹ Since all human beings belong to the same species, ECRI rejects theories based on the existence of different “*rac*es”. However, in this Recommendation ECRI uses this term in order to ensure that those persons who are generally and erroneously perceived as belonging to “*another race*” are not excluded from the protection provided for by the legislation.

C. Media, racism and discrimination – A Council of Europe major concern

8. Referring to the European Convention on Human Rights, its Protocol No. 12 on the general prohibition of discrimination but also to its Article 10 on freedom of expression, several bodies of the Council of Europe, such as the Parliamentary Assembly or the Committee of Ministers of The Council of Europe and its steering committees, in particular the one on the *Media and New Communication Services*, since the early 1990's have been developing a specific and regular attention on the role the media and their professionals can play to fight against racism and discrimination.

9. *Recommendation 1277 (1995) on migrants, ethnic minorities and the media* of the Parliamentary Assembly, the Committee of Ministers' recommendations *Rec (97) 20 on hate speech*, *Rec (97) 21 on the media and the promotion of a culture of tolerance*, *Rec (2007) 2 on media pluralism and diversity of media content*, *Rec (2007) 3 on the remit of public service media in the information society*, and the *Declaration of the Committee of Ministers on the role of the community media in promoting social cohesion and intercultural dialogue* (2009) are the main results of this regular attention given by the Council of Europe on the media and their professionals with regard to discrimination and racism issues.

10. A part from its standard-setting work, ECRI has also contributed to offer a better understanding on how the media can play a role on fighting against racism and discrimination. For example, the seminar *Combating Racism while respecting freedom of expression* (2006) and, previously, the handbook *Examples of "good practices" to fight against racism and intolerance in the European media* (2000) are good sources of inspiration for considering and building global strategies of communication and information on racism and racial discrimination.

D. The Council of Europe White Paper on intercultural Dialogue "Living together as equals in dignity"

11. Adopted by the Committee of Ministers of the Council of Europe in May 08, "*The White Paper on intercultural Dialogue. Living together as equals in dignity*" gives a global framework to manage Europe's increasing cultural diversity. For the Council of Europe, intercultural dialogue is of critical political importance. It provides a bridge which allows people to live peacefully together, and to deal with their differences constructively and democratically.

12. Since its creation in 1949 the Council of Europe has been working systematically to promote and manage cultural diversity and intercultural dialogue, always in line with its core values of human rights, respect for the rule of law, and democracy. For the Council of Europe, some fundamentally new developments in recent years pushed intercultural dialogue higher up on the political agenda, including mass migration; the fall of the Berlin Wall; and the redrawing of the European political map during the 1990s. All of this created a situation where it is no longer possible to avoid talking about identities, about long-term visions of societal development, interpretation of values, attitudes towards other cultures...

13. Today, the White Paper is a reference document, which describes the legal norms, the political guidelines, the practical experience, the analytical and methodological tools for the promotion of intercultural dialogue and constitutes a roadmap for living together as equals in dignity. And its political guidelines, the *White Paper on Intercultural Dialogue* invites the media and their professionals to play their role fully in favour of the fight against discrimination.

14. One of the new activities used as a means of implementing Council of Europe policy on intercultural dialogue is the antidiscrimination campaign "*Speak out against discrimination*" which is a practical suggestion from the White Paper itself with the global objective to develop a

communication and information strategy targeting the media and their professionals to fight against discrimination and to promote intercultural dialogue as a way to achieve greater social cohesion and better living together.

II. THE COUNCIL OF EUROPE ANTIDISCRIMINATION CAMPAIGN “SPEAK OUT DISCRIMINATION”²

15. The antidiscrimination Campaign “*Speak out discrimination*” could be seen as an innovative Council of Europe approach for fighting against racism and racial discrimination mixing communication strategy and information strategy. As underlined throughout *the White Paper on Intercultural Dialogue* the media play a crucial role in the shaping of our view and understanding of the world. They have an impact on our values and our ability and motivation to dialogue. Through the campaign the Council of Europe wants to provide material that the media may wish to use in the different contexts to raise awareness and promote antidiscrimination and intercultural initiatives. In this sense, the campaign works, with and through the media, to raise awareness amongst victims of discrimination of their rights and the mechanisms available at European and national level to protect them.

A. A campaign to support the media sector’s own efforts for fighting racism and racial discrimination

16. In its objectives, approach and methodology, the campaign supports the media sector’s own efforts to play a constructive role in an increasingly multicultural environment. While fully respecting the independence and autonomy of media professionals and organisations, the campaign pursues three interrelated objectives:

1/ To inform the public, by working in partnership with the media, about intercultural issues and anti-discrimination policies pursued at the national and European levels, particularly at the instigation of the Council of Europe,

2/ To prepare and train, through lasting partnerships with European training schools of journalism in Europe, media professionals to be better equipped to work in a multicultural Europe, with a view to fostering high quality, professional media coverage of intercultural and discrimination issues,

3/ to contribute to enhanced expression of the diversity of European societies by strongly supporting access to the media professions and to media productions for persons from minority backgrounds.

17. The main long-term expected outcome of the campaign is the formation of a network of media professionals and organisations highly motivated to support the promotion of intercultural dialogue and anti-discrimination practices and policies, as proposed in the Council of Europe’s *White Paper on Intercultural Dialogue “Living together as equals in dignity”*.

18. The campaign is conceived as an open invitation addressed to professionals working for all types of media and in all institutional contexts. It encourages initiatives by media organisations, individual journalists, training establishments and non-governmental organisations who share the aims and values promoted by the Council of Europe. Through this campaign, the Council of Europe invites representatives of interested media organisations, experts and journalists to play a direct role by providing advice and expertise concerning the promotion of cultural diversity and the efforts to fight against discrimination, in particular racism and racial discrimination.

² www.coe.int/antidiscrimination

B. A journalist training pack to work in a multicultural Europe

19. As mentioned above, one of the 3 objectives of the Council of Europe Campaign is to train journalism students and media professionals to work in a multicultural Europe. Training is seen as the very first step to foster high quality, professional media coverage of intercultural and discrimination issues.

20. This part of the campaign consists on developing training materials and new resources for trainee or established journalists, preparing trainers to use these materials and running European training workshops for journalism trainers. Some elements of the content of this training pack will give information on the various aspects of discrimination, in particular racism and racial discrimination in Europe and will insist on how high quality and professional media coverage can make a difference to build a greater social cohesion while fighting against racist attitudes and prejudices. The main ideas of this pack is to give several examples of good practices developed within the Council of Europe or its campaign partners, such as editorial guidelines, codes of conduct, international treaties and other legal instruments available in an accessible journalistic style... By building this pack, the Campaign wants to give to the media and their professionals tools to have a better understanding of intercultural and antidiscrimination issues, in particular in the way they could be covered in a more balanced and professional approach.

C. Promoting cultural diversity and its expression, as another and positive way to fight racial prejudices and attitudes

21. Another objective of the campaign is to contribute to strengthen the expression of the diversity of European societies by strongly supporting access to the media professions and to media productions for persons from minority backgrounds.

22. Today, media access for persons from minority backgrounds raises two issues: their presence within, and hence their access to the media professions and the self-expression opportunities and coverage they are given by the media. The intention in this objective of the CoE campaign is therefore to focus on human resources policies, by promoting access to all sectors and all levels of the media industry for persons from minority backgrounds, and on editorial practices, by fostering high quality, professional media coverage of cultural diversity within European societies.

23. The main partners involved in this *Media & Diversity* work are the European Broadcasting Union, the Association of Commercial Television in Europe, the World Association of Newspapers and the European Newspaper Publishers Association, the Community Media Forum Europe, the European Federation of Journalists, the Association of European Journalists, the European Platform of Regulatory Authorities, the Alliance of Independent Press Councils of Europe... By choosing to work with this diversity of media partners, the main idea of the Campaign is to involve all the actors of the media industry – editors, broadcasters, regulators, journalists... - in the fight against racism and racial discrimination by asking them to build together a common commitment in favour of a high quality and professional information covering the real complexity of our today's European societies and of their diversities.

D. Involving the media and their professionals in pilot projects to fight against discrimination and for intercultural dialogue in Europe

24. The last objective of the campaign is to work in partnership with the media (mainstream media but also ethnic & diversity media) to inform the public about intercultural issues and

antidiscrimination policies pursued at the national and European levels. To achieve this objective the campaign has formed a partnership with the “*Intercultural Cities*” project, a programme run jointly by the Council of Europe and the European Union.

25. Today in Europe discrimination is a crime. Yet, European and national reports show that discrimination continues to be commonplace and that the victims or potential victims of discrimination are relatively uninformed about their rights and the possible remedies available to them at national and European levels. Given this twofold observation, the campaign aims to foster, through partnerships with the media and media professionals, the production and the distribution of information highlighting the general prohibition of discrimination (information targeting the public in general to be produced and distributed in liaison with both the mainstream media and the ethnic & diversity media) and also the mechanisms to safeguard and defend the rights of victims of discrimination (information intended for victims or potential victims and to be produced and distributed in conjunction with the ethnic & diversity media and their professionals.)

26. The main media partners in this action are, by example, Agencia de Noticias de Portugal, *Agenda interculturel*, *Agos*, *Asiansinmedia.org*, BBC Radio Leicester, BBC World Service, Cadena SER, Canal Sur TV, *Danas*, *El Correo de Andalucia*, *El Mundo*, *Gazetta di Reggio*, *KifKif.be.org*, *Klassekampen*, *La Vanguardia*, *L'Express* (Switzerland), *Lyon Bondy Blog*, *Magyar Szo*, *Minaret.it*, Onda Local Andalucia Radio / TV, Radio Leste, Radio Multicult 2.0, Radio Orient, Radio Subotica, Radio Televisione Italiana (RAI, Regione Emilia Romagna), Radio Télévision Neuchâtel, Norwegian Radio Television (NRK, TV Programme *Migrapolis*), Radio Televizija Vojvodine, Portuguese Radio Television (RTP, TV Programme *Nos*), *Respect Magazine*, Spectrum Radio, Su TV, *Tages Zeitung*, Turkish Radio Television (TRT), *Utop*, *X-plosiv.no*, *20 Minutes* (Switzerland)...

27. And finally, through this action, the Campaign wants to build a "permanent" exchange networks at local, national and European level between media professionals, staff of anti-discrimination bodies and minorities' representatives. It wants also to support the production and distribution of written, audiovisual and Internet media reports on discrimination and racism in Europe.

E. A communication and visibility campaign to reach the general public...

28. The “*Speak Out Against Discrimination*” Campaign also entails various communication and visibility activities aimed at raising public awareness of the fight against discrimination in Europe, as a complement to the activities more specifically targeting the media and media professionals.

29. An initial series of activities consists of displaying the official campaign poster, run in partnership with various European cities; the cities' contribution is to make their means of communication (advertising hoardings, municipal newsletters, etc.) available free of charge and in some cases to bear the cost of printing the poster in various formats. Displaying the campaign poster in partnerships with national antidiscrimination bodies is also another way to make these bodies better know by putting their logo and web or phone hotline on the poster.

30. The outdoor campaign has been already implemented in Paris, Strasbourg, Ljubljana, Rome, Milan, Barcelona and Madrid. It is prepared to be developed in Lisbon, Moscow, Oslo, London... And the list is not closed for cities that would like to join the Campaign. Olso, Subotica,

III. AROUND THE COUNCIL OF EUROPE CAMPAIGN “*SPEAK OUT DISCRIMINATION*”, EXAMPLES OF MEDIA PRACTICES IN FAVOR OF FIGHTING RACIAL DISCRIMINATION AND RACISM

31. If the Council of Europe “*Speak out against discrimination*” Campaign offers a global framework to the media and their professionals to work together at the European level to fight against discrimination and racism, various ways are possible and several initiatives have been developed in several European countries, for getting greater coverage of intercultural issues and fighting against discrimination in and with the media.

32. Some of these initiatives aim to encourage the media industry to give ethnic and minority people greater access to the media professions and media productions. Some others consider the contributions to promote intercultural dialogue and the role of the media created, produced, disseminated and broadcast in Europe by and for, although even not necessarily exclusively, ethnic minority groups: the Ethnic & Diversity Media. And finally, a last set of initiatives, as it is the case in the third pillar of the Council of Europe Campaign, consists on exploring the ways mainstream media and ethnic & diversity media can collaborate to provide a quality and professional information on intercultural issues and on the diversities of our today’s European societies. The last part of this paper will present the results of these various initiatives developed for many years now and in some case by some of the Council of Europe partners.

A. *The Mainstream media – The challenge of the visibility of the diversities on screen.*

33. For many years and in certain European countries, the mainstream media have initiated several kinds of initiatives in order to allow greater on-screen visibility of ethnic and minority groups. In an initial period, this greater visibility of ethnic and minority groups involved specific shows dedicated to immigration and intercultural issues aired until the end of the 1990’s by the public service broadcasters, especially in France but also in Germany. In the United Kingdom, at the beginning of the 1990’s, or in France more recently, voluntary policies for the mainstream media have been developed in order to facilitate the access of ethnic and minority people to the media professions. These voluntary policies aim to contribute to a more balanced representation and visibility of the diversity of today’s societies in Europe. These policies are conceived as a “positive” approach to show the various components of our European societies and, thus, to fight against racial and discriminating prejudices, stereotypes and attitudes.

34. In the 1990’s began a debate – which has, in fact, never stopped and is still growing – on the visibility and representation of ethnic and minority groups in the media. A overview of the main initiatives introduced in France, in the United Kingdom, in Germany or even in the USA, shows clearly that the presence and representation of minority groups, in particular ethnic and minority ones, challenges issues such as colonial histories, immigration and integration policies and communication and audiovisual mechanisms of regulation in each of these countries. But, nevertheless, in any event and even with these voluntary policies initiated by the media, the visibility of ethnic minority groups in the mainstream media is explicitly perceived as a major aspect of the strengthening of national and social cohesion³.

35. As regards information and programme content, ethnic and minority groups are regularly, even still today, presented as a threat to the security of the “national” population, as it can be observed in the way news concerning these groups is constructed and disseminated or broadcast. In other words, ethnic and minority groups are often mentioned in the news in relation to issues of crime, terrorism, drugs... At the end of the 1990’s, the mainstream media

³ BLION, R., *Représentation des immigrés au sein des media: bilan des connaissances*, Paris, Panos / Fasild, Jul. 06

made attempts to change this situation and to show some positive images of ethnic and minority persons linked to success stories. But these figures were limited to sport or the arts. Thus, this new journalistic treatment of ethnic and minority groups was not in a position to counterbalance the daily negative treatment of migratory flows, Islam or the “banlieues”...

36. Today, after 15 years of such voluntary policies, it must be recognised that few analyses, if any, are available to measure the impact of these policies within the media industry. Scientific research on the media are still silent on the topics of content production, symbolic messages or the social imaginary created by these voluntary actions by the media on ethnic and minority groups and issues. Even if in some cases, namely in the United Kingdom, it is recognised that the visibility of minorities has increased, there is still a feeling of disappointment expressed by ethnic and minority groups about the way they are portrayed on screen. This disappointment can be mainly explained by the fact that the presence of minorities on screen cannot be limited to the idea of seeing someone of the same skin colour. Ethnic and minority people recruited by the mainstream media are still not considered in the context of their professional background. They often remain viewed as representatives of the groups of populations to which they are supposed to belong and which the mainstream media want to show.

37. At a time when diversity reveals today’s political and cultural tensions at both national and transnational levels, the challenge of the representation of minorities in the media becomes more crucial. A more balanced representation on screen as well as in the press and an appropriate participation of minorities in one of today’s most important today’s cultural industries – the media – is, of course, important not only for the mainstream media themselves but also for a more democratic management of the society as a whole. But today, the main challenge is to go beyond the sole issue of the “physical visibility” of ethnic and minority persons on screen as it has been developed in the main voluntary policies initiated by the mainstream media in Europe. This visibility is a necessary condition to gain better media representation of minority groups but it is a not sufficient one if it is not conceived and thought as an element of a more global policy for social cohesion and integration of all the groups of population living and, thus, sharing the same society.

B. Ethnic & Diversity Media – Another possible new media actor to fight against discrimination and to promote intercultural dialogue

38. The term ethnic & diversity media is used for all media that have an editorial approach that is principally oriented towards the ethnic diversity to be found within European societies, address one or more of the constituent groups that make up this diversity, are mainly produced and disseminated in Europe, are produced by journalists and staff that are representative of the ethnic diversity of European societies and are directed by, or belong to persons who are representative of this diversity. These media may be television, radio, print media, or the Internet. In France and in French, the term “media of diversity” has been preferred to other usages, such as ‘community media’ or ‘ethnic media’, which have been adopted in the English-speaking world. The term “media of diversity” seems to correspond better to the way these media see themselves and the contributions they make within their respective worlds, i.e. giving a voice to the diversity of the components of contemporary European societies.

39. One of the main characteristics of ethnic & diversity media is their extreme diversity. In France there are about a hundred newspapers and magazines, of which around fifty appear regularly. In Paris and its surrounding region, a quarter of local radio stations are so-called ethnic stations. However, there are far fewer ethnic television stations and even fewer have their own policy of production and broadcasting. The frequency of publication of ethnic & diversity print media is also extremely variable. Many appear quarterly, some monthly, but very few appear fortnightly. Those published weekly are usually magazines and newsletters sent out via the Internet. The kinds of organisations that run ethnic & diversity media are also very

diverse. While local radio stations are often run by non-profit associations, ethnic & diversity media may also be privately owned (i.e. commercial). This is especially the case for national radio networks and many print media.

40. Nevertheless, there are major differences between European countries in the way these media are organised. In the United Kingdom, ethnic & diversity media groups exist (e.g. the *Ethnic Media Group*), publishing several different titles, but they are virtually non-existent in other countries in continental Europe. However, ethnic & diversity media in Europe do have one characteristic in common, with a few - too rare – exceptions, namely, their vulnerability. These media encounter genuine difficulties in accessing both financial and human resources, which handicaps their capacities to develop, and limits their range of influence.

41. For ethnic & diversity media⁴, it emerges that the priority subjects dealt with by ethnic & diversity media include immigration, foreigners' rights, culture, integration, housing, education, health and citizenship, discrimination and racism. A second set of priority subjects deals with the countries or regions of origin of the different communities at which these media mainly aimed. These two groups of preferred subject-matter set ethnic & diversity media apart from the mainstream media, which may be explained by the nature of their respective target audiences. Ethnic & diversity media, by definition, are targeted mainly at one or more ethnic and minority communities, which have a need for specific kinds of information, not usually found in the mass media - which of course are aimed at the general public.

42. One question that crops up regularly concerns the impact of ethnic & diversity media on the integration of the communities to which they are addressed. To try to answer to this question, more specific observations need to be made on the audience these media reach. But we can observe today that within the Ethnic & Diversity Media, some of them will target, as a priority, a multicultural audience. In France, several print magazines such as *Respect Magazine* or *Cité Black* focus on young people coming from a mix of cultures and areas. These magazines can be considered multicultural as others in Europe are, for example the TV show broadcast in the Netherlands, *Boter Kaas en Eieren (MTNL)*, the radio programme *Melting Pot* and *Etnoblog* or the print magazines *Citta meticcica* and *Altri* in Italy. Other ethnic & diversity media will make the choice to target a more specific audience or public. In France, the print magazine *Divas* focuses on Francophone black women; the print *Salama* or the radio *Beur FM* and *Radio Orient* target essentially, if not exclusively, ethnic minority and migrant people with a North-African or a Middle-Eastern background. The Internet news website *Saphirnews.com* focuses on Muslims. In other European countries, for example the Netherlands, the print magazines *Sen*, *The Voice*, *M'Zine* and *Maroc.nl* target respectively Mediterranean women, sub-Saharan migrant populations and the Moroccan communities. In Italy, the TV shows, *Mosaic*, *El Noticiero* are dedicated to the Russian communities while the print magazines *Expreso Latino*, *Los Andes* are linked to the Latin-American ones. What we observed also is that, even if they target a specific population group, in any event, one of the primary objectives of ethnic & diversity media is to reach the general public opinion.

43. Regarding the main characteristics of the ethnic & diversity media, some policies can be defined and conceived through and with them to fight against racism and racial discrimination, in particular policies having the main objective to reach the minority groups. Building partnership with ethnic & diversity media in the framework of a communication but also information strategy on racism and racial discrimination could be a way to support their development but also for the other partners, i.e. national antidiscrimination bodies, for example, to also get the information coming from the minority groups and the way they perceive their

⁴ BLION R., 2007, *Parler de l'autre / Parler d'ailleurs. De la visibilité à l'expression des diversités en Europe* in : Rigoni I., *Qui a peur de la television en couleur ?*, Paris, Aux lieux d'être, mai 07)

place in the society. And this last element is also fundamental for a better conception of policies dedicated to greater social cohesion and integration.

C. Building bridges between mainstream media and ethnic & diversity media in Europe for reaching all the components of today's European societies in their diversity.

44. The editorial lines of the ethnic & diversity media are linked to their proper strategic area of development in terms of audiences and public. According to these areas of development and these editorial lines, it is clear that the ethnic & diversity media cover a wide and diverse spectrum of audiences and public. But while they target mainly, even if not exclusively, specific groups and audiences, ethnic & diversity media aim to make the general public aware of the main economic, social, cultural and political issues and dynamics coming from the diversity of today's European societies. They aim to produce and disseminate or broadcast complementary information to that produced by mainstream media. This puts ethnic & diversity media in the role of a "relay", or mediator between the various groups that make up European societies.

45. One of today's major challenges could be to encourage the ethnic & diversity media to act as a real relay and mediator, by supporting the development of alliances, partnerships and collaboration between these media, as well as with the mainstream media, because these alliances and partnerships are a way of strengthening ethnic & diversity media to reach a wider public, and, at the same time, to promote a better understanding of the concerns, issues and dynamics of the various ethnic and minority communities living in Europe. For the mainstream media, the interest of such collaboration lies in gaining access to more diverse sources of information on international and intercultural issues, news subjects, and innovative ways of treating them... In other words, this should strengthen the capacity of ethnic & diversity media to produce disseminate and broadcast their content, to increase their access to resources and to ensure their sustainability while at sometime making the mainstream media more open.

IV. TO CONCLUDE... COMMUNICATION VS INFORMATION OR LOOKING VS LISTENING.

46. Building communication and information strategies on racism and racial discrimination can go through several ways and are a real today's challenge. And this challenge must really be taken up now because all these actions to promote the expression of ethnic minorities, to include diversity in the media or to raise awareness of public opinion on racism and discrimination will be in vain if although European societies seem to recognise today that they must look at their own diversities, still refuses to hear, even more to listen to them. And this refusal of seeing, hearing and listening is often responsible for misunderstandings that lead to prejudices, stereotypes and attitudes towards groups considered or seen as different. And, finally, they are the real foundations on which racism and racial discrimination can grow.