

International Federation of Journalists  
Migranten & Media Group  
of the Netherlands Association of Journalists

# Handbook for Journalists' Unions In Europe to Counter Racism in Media

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**This European Handbook for Journalists Unions to Counter Racism in Media is produced by the International Federation of Journalists in cooperation with the Working Group Migranten & Media of the Netherlands Association of Journalists.**

Remarks and contributions are welcome, please send them to:  
 Migranten & Media /Nederlandse Vereniging van Journalisten P.O. Box 75997  
 1070 AZ Amsterdam  
 The Netherlands  
 Fax: +31 (0)20 662 49 01  
 E-mail: vereniging@nvj.nl

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We are also grateful for the contribution of the following authors:  
 Hans Verploeg, Secretary General of the Dutch Association of Journalists; Irene Aartsma, Migranten & Media, journalist of the Dutch union magazine "Aaneen"; and Rinke Bok, Migranten & Media, communication consultant, B.I.C.



**Used terminology**

*In this handbook different terms are used to indicate members of cultural or ethnic groups. In different societies terms differ according to local use, understanding and preference. Looking at Europe with its different language traditions and cultural backgrounds we have tried to be sensitive to all. We recognise, for instance, that in Great Britain the word "black" is a descriptive and general term which can be used to cover communities of Arab, Asian, Chinese and African origin. Other groups say the problem should not be defined in terms of colour. The word "migrant", for instance, is used by Belgian and Dutch communities, but is in its turn rejected in Great Britain, because there it has strong negative connotations. The word "migrant" used in the English translation of the Belgian recommendations comes from the word "allochtoon" derived from "autochtoon" (autochthon) which is generally accepted as an objective denominative in Belgium and the Netherlands. We have tried to communicate in this delicate area with as much respect as possible for everyone's concerns.*

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# Preface

by Aidan White

Journalists working in the 1990s have many painful examples of how media can contribute to intolerance, war and social conflict. Genocide in Rwanda and the barbarism of ethnic cleansing and civil war in former Yugoslavia were fuelled by propaganda from media manipulated by a political class with no respect for democracy or human rights.

At the same time the re-emergence of racist political activity and violence inspired by extremist right-wing groups in western Europe have added to uncertainty and fear among European citizens from different cultural origins. Racism and intolerance are not marginal issues in modern society. If anything, they are more than ever at the heart of political debate.

How do news media caught in the crossfire of social conflict strengthen professionalism against outside pressure? What can journalists do to improve ethical standards? How can trades unions and associations of journalists use the collective bargaining process to create greater equality of opportunity in newsrooms? How do we encourage more employment of people from different backgrounds in journalism?

These questions are taken up in this handbook which has been prepared by journalists who have themselves been working for tolerance in society for many years. The issues set out here are challenging and instructive. They force journalists to consider their own ethical standards and the consequences of what they report and how they report. They address the responsibility of media managements to eliminate all forms of discrimination in the workplace. They set standards for reporting which ensure citizens get the information -- free of bias and prejudice -- which they need.

The handbook is also a manual for use by unions and groups of journalists to raise the debate within journalism about issues of intolerance and, in co-operation with media organisations, to improve the structure of media to reflect employment standards worthy of multicultural societies.

The International Federation of Journalists has, through the International Media Working Group Against Racism and Xenophobia, sought to create better understanding among media professionals about the need to make intolerance and racism issues for action in media: in the newsrooms, in the training institutions and, most of all, in the minds of all of those who work in the information business.

The campaign which has been launched, and of which this handbook is an important element, is not designed to improve the "feel good" factor among a professional elite, but is based upon a recognition that media must never again become weapons used by the enemies of democracy to promote hatred and war.

Our starting point is a recognition that within media we need to raise awareness and promote positive changes which will strengthen ethics and tolerance. As the conflicts in Rwanda and Bosnia confirm, these are not idle considerations. For many journalists and communities, they are matters of life and death.

# 1. Introduction

by Hans Verploeg

A discussion about the ethics of journalism is as controversial and as topical as the debate about the role of the profession itself. Journalistic notions which are considered to be universal in countries, but which have their main historical and cultural roots in Europe, are often put into a new perspective when applied to the cultures and traditions in Asian or African countries.

It goes beyond the framework of this introduction and this handbook to elaborate on this issue, but it is clear, given the recent growth of the IFJ into a worldwide organization, that the Federation may not shun this debate. With this in mind, the IFJ is looking carefully at its approach to ethics and, in particular, at the relevance of its long-standing International Code of Principles on the Conduct of Journalism.

However, this introduction will look only at two key issues: Firstly, the question about the use of regulations to impose codes, in short the age-old discussion about accountability for journalistic ethics, and, secondly, the need for guidance on how to apply ethical principles on a day-to-day basis, and there are some general suggestions about how to do this.

At the end of this introduction it may be clear that we regard the subject of this manual -- *European Handbook for Journalists Unions to Counter Racism in the Media* -- as inseparable from the general question of professional ethics of journalism and voluntary codes of behaviour.

## Who monitors journalism?

It is generally accepted that in a democracy media should be able to operate independently from the authorities, the government and should not be subject to direct interference. G.A.I. Schuyt, professor at the University of Amsterdam and Leiden University, and former general secretary of the Netherlands Association of Journalists (NVJ), raised the crucial question whether journalists and broadcasters who lay down standards for others are themselves bound by any rule or moral code.<sup>1</sup> And if so, Dr Schuyt wonders, who will enforce the rules. Who will guard the guards?

Given existing statutory instruments -- which prohibit obscenity, racism, etc. -- is there really a need to incorporate the rules of journalistic ethics into a code?

Schuyt broaches the same issue as Paul Chadwick, coordinator of the Communications Law Centre in Melbourne, Australia, when he addressed the "Asia Pacific Regional Meeting of the International Federation of Journalists" in Sydney in February 1995.<sup>2</sup>

Schuyt points out that the recent call from the Parliamentary Assembly of the Council of Europe for the ethics of journalism and a resolution of the European Parliament to formulate a European media codes to safeguard the journalistic ethics should be handled with care. Such rules, he argues, often lead to curbs of the freedoms which media

professionals require to do their work. The consequence of pleas for journalistic codes on the part of politicians can be to suppress information which is politically inconvenient.

The intention of the Council of Europe Parliament may be well-meaning, but the results, as the IFJ has found in so many parts of the world, can be devastating for press freedom and the rights of journalists.

A journalistic code which is backed by regulation has many other drawbacks as well. Independent from each other, Schuyt and Chadwick both come to the conclusion that because of the divergent target audiences in different sectors of journalism, a refined and detailed code for daily newspaper journalism, or so-called "quality" newspapers, for example, may not be applicable to the populist tabloids. The rapid transmission of images in television journalism -- often "live" with no time for reflective editing -- means that a different approach is needed from that applying to a newspaper which can make corrections up to the moment of production and distribution.

### **The IFJ code, Press Councils and Self-Regulation**

Failing unanimity in the drafting of a binding and enforceable journalistic code, the preferred solution for journalists is the formulation of an open declaration of guidelines and principles which set standards to be achieved and maintained.

Schuyt is convinced that the IFJ Code of Bordeaux, the set of principles referred to above which was agreed in 1954, is the highest attainable goal where journalistic codes are concerned. This brief document which is applicable worldwide, has remained understandable, global and concise, and has been useful in raising the awareness of journalistic ethics.

Press Councils, self-regulatory bodies of journalists, publishers and non-journalists, next to national courts and bodies such as the European Court, are also valuable in evaluating ever-dynamic opinions about codes of journalistic behaviour. The advantage of the Press Council is that, contrary to the courts, it does not have the power to impose material sanctions and is, therefore, in a position to appraise freedom of expression in terms of journalistic ethics more severely without restraining such freedom.

In 1986 a new provision, Article 7, was inserted in the IFJ Code of Bordeaux:

**The journalist shall be aware of the discrimination being furthered by the media, and shall do the utmost to avoid facilitating such discrimination based on, among other things, race, sex, sexual orientation, language, religion, political or other opinions, and national or social origins.**

This article appeared to have played a role in a decision of the Dutch Press Council about a programme broadcast by RTL4 (a Dutch CLT/VNU commercial television station) about Lombok, a district in Utrecht with many ethnic minorities and migrants. In response to complaints, the Dutch court held that the programme about this district and its residents was not unlawful and did not incite racial hatred or discrimination as defined in

Dutch criminal law. The Press Council, on the other hand, concluded that given the requirements of journalistic responsibility the programme was socially unacceptable. Through the commentary and the selection of images and interviewees RTL4 had painted a biased picture of the Lombok district, depicting Turks and Moroccans in the district in an extremely negative way, so that the broadcast could confirm or evoke prejudices against foreigners.

As is customary the Press Council's decision was published in *De Journalist*, NVJ's professional journal, but was also highly publicized in the mass media. Schuyt presumes that the decision of the Dutch Press Council in the Lombok case was influenced by the new article 7 of the IFJ Code of Bordeaux.

### **The European Court**

Schuyt's plea is also significant as he extensively illustrates the freedom of communication by referring to Article 10 of the European Convention for the Protection of Human Rights and Fundamental Freedoms (ECHR) and Article 19 of the International Covenant on Civil and Political Rights (ICCPR).

The restrictions which the ECHR may impose on the media are based on, for example, national security and the protection of the reputation or rights of others. There should be a pressing social need, however, to invoke such restrictions on media. The restriction should also be proportionate to the interest to be protected.

Schuyt argues that freedom of expression as interpreted in the case law of the European Court is not only expansive, but it also forms one of the essential foundations of democracy. In the context of this handbook it is useful to relate the European Court's wide interpretation of freedom of expression:

*Freedom of expression does not only apply to information and ideas which meet with approval, but also to information and ideas which offend, shock and disturb.*

It is the duty of the media, so Schuyt claims on the basis of a ruling by the Court about a publication in The Sunday Times, to disseminate shocking ideas and information where the public has the right to receive such information. The recent judgment of the European Court in the case of British journalist Bill Goodwin, who was unjustly treated by the British government which tried to force disclosure of his sources, confirms the positive radiating effect of the European Court on the freedom of communication and the protection of sources. Two weeks after the Goodwin ruling the Dutch Supreme Court held in a case involving the media that the protection of journalistic sources constitutes an essential element of democratic society.

### **The Journalist's Responsibility**

It is obvious that journalists themselves must be aware of their responsibility to society and act accordingly. In this regard some of Paul Chadwick's suggestions are useful in showing how to put this idealistic responsibility to practice.



Journalistic ethics remain in the first place a matter of consideration for journalists themselves. However, the process of consideration varies with the type of medium and its target audience. Paul Chadwick has some useful and practical models:

*'They can be used like a checklist, even when you are close to deadline. They direct your thinking and permit you to make a conscious decision which you will be able to explain later when inevitable controversy arises about your decision.'*

*One model, by American journalism ethics authority Lou Hodges<sup>3</sup>, suggests that when presented with an ethical dilemma you might ask:*

- 1. What are the issues at stake here?*
- 2. Do I have all the relevant facts?*
- 3. What are my possible courses of action?*
- 4. What are the possible effects of each course of action?*
- 5. Which course of action is relatively better?*

*Another model by Jann Byrd<sup>4</sup>, Washington Post Ombudsman, suggests that you ask yourselves:*

- 1. Have we done good reporting?*
- 2. What do we know, and how do we know it?*
- 3. Who are the sources, and what is their stake in it?*
- 4. Have we verified the information?*
- 5. Is it reasonable to conclude the truth based on what we know, or do we still know nothing more than some facts?*
- 6. Will the story have impact? What kind?*

*The final questions in both lists help to clarify the harm which might be caused, and which must be weighed against the benefits.*

*Any current review of codes of ethics confronts many issues. Here are a few:*

***a. Information or Entertainment***

*Freedom and the traditional unique public interest role of journalism suffer when journalists neglect the task of providing information which the public needs in order to live as citizens, in favour of providing entertainment which some people may enjoy as consumers. No one ever drafted a constitutional protection for free speech with vaudeville clowns and purveyors of freak shows in mind. Yet that is what some contemporary 'journalism' resembles.*

***b. Protecting Sources***

*How do we balance the public interest in justice being done and seen to be done with the similarly powerful public interest in the free flow of information and the production of those who confide in journalists information which would not flow by other means?*

**c. Privacy**

*Existing ethical codes tend to connect privacy only with grief, but privacy is a multi-faceted interest. New technologies permit far greater invasions of privacy than the framers of our codes could have imagined. Governments and financial institutions are also intruders into privacy.*

*The right to privacy is a human right, just like freedom of expression. But neither right is absolute. How do journalists balance respect for privacy with the need for scrutiny and disclosure?*

**d. Involvement of non-journalists in Adjudicating Complaints**

*To what extent should a self-regulatory system as a Press Council involve non-journalists in the process of deciding whether a particular action was ethical or not? The Dutch Press Council is now with non-journalists and non-publishers.*

**e. Procedural Fairness**

*Any self-regulatory system must ensure it follows basic rules of natural justice. If it fails, both complainants and journalists justifiably lose confidence in it.*

**f. Sanctions**

*What penalties can a self-regulatory body apply to journalists who breach the code which satisfy at least the following aims: proportionality; deterrence; credibility; justice. At what point does a self-regulatory body begin to resemble the government regulator which it exists to avoid?*

**g. Disclosure (with protection from defamation)**

*Any credible self-regulatory body operates in the open as far as possible and publishes its findings as widely as possible. The issue of the legal protection of the self-regulatory system must be addressed so that it can function properly.*

**h. Importance of Obtaining the Cooperation of Media Organisations**

*The best way to ensure wide disclosure of the operations and findings of a self-regulatory body is of course the media. This is particularly important to the credibility of a journalists' self-regulatory body. So, even though ethics enforcement remains the chief responsibility of journalists' organisations, they need to enlist the co-operation of media corporations in publishing and broadcasting the results of self-regulation. In the Netherlands the NVJ has succeeded in laying such a groundwork for the benefit of the Press Council.*

*Media organisations have an interest in co-operation to the extent that failure to self-regulate may lead to government regulation for them as corporations as much as for*

*journalists as individuals. The second incentive is financial: the investment value of companies selling information depends to a large extent on their credibility.*

### ***Accountability and Credibility***

*Accountability is uncomfortable. All journalists' organisations need to challenge the unavoidable reluctance of their members to become subject to a system of public scrutiny which actually works. In their reluctance journalists are no different to politicians, lawyers, the military, or any other group which exercises power. Yet for journalists the obligation to accept scrutiny is special, for scrutiny is the sanction which journalists hold over others.*

*Journalists' organisations must strive to convince their members of the importance of ethics and of the need for journalists' organisations to be seen as the bodies responsible for the leading system of journalism ethics enforcement.*

*There are many media outlets and several corporations but only one community of journalists. We may work for this or that employer, but the responsibility for maintaining the great traditions of journalism does not lie primarily with them. It lies with us in the organisations we create, we finance, and we enliven.*

*Accountability builds credibility. Without credibility, journalists will not be trusted. If not trusted, journalists' cannot fulfil their vital role in informing the people about what the powerful are doing and failing to do and people without independent information are not free.'*

*There is no better ending to this introduction than these words of Chadwick.*

#### ***Notes:***

*1. 'De ethiek van de journalistiek', G.A.I. Schuyt, een bijdrage aan een bundeling 'Ethiek in politiek en openbaar bestuur', 1995, Utrecht, The Netherlands*

*2. Self-regulation or Legislation: Journalists and professional Ethics', an address by Paul Chadwick to the Asia Pacific Regional Meeting of the International Federation of Journalists, Sydney, 5-8 February 1995*

*3. Hodges cited by Richardson, Journal of Mass Media Ethics vol 9, no 2, (1994) p 112*

*4. Byrd cited by Richardson ibid. 113*

## **2 How to arrange for equal opportunity in employment in the media**

### **1. Introduction**

*"There is a circuit from which broadcasting companies recruit new personnel: it is difficult for ethnic minorities to get into this circle." (Quote by a Dutch program maker)*

Minority representation in the media in Europe is far from reflecting the ethnic diversity of our multicultural societies. Journalists belonging to ethnic groups are still very rare. We are far from having cultural diversity reflected in the media. The under-representation of ethnic minorities in the media can be attributed to four fundamental causes:

- \* Despite considerable advancement ethnic minorities are still less likely to meet educational and practical employment conditions.
- \* First generation migrants are less likely to learn (to perfection) the native language of the receiving country.
- \* Prospective employees are often sought within informal and social contacts. Ethnic minorities mostly do not mix in traditional journalistic circles.
- \* Research indicates that white males are favoured in the market place. Consequently, racism remains a major factor in maintaining the weak position of minorities in the labour market. Once hired intolerance in the workplace often leads to the resignation or dismissal of minorities. The media sector is no exception.

Trade unions of journalists, professional organizations and joint actions by these organisations can be instrumental in improving the position of minorities in the labour force. This chapter begins by exploring the possibilities of collective bargaining. The second part of this chapter describes the role of trade unions after the collective labour agreement is signed. Collective agreements must be applied to the specific needs of each organisation or company. This part of this chapter focuses on putting the collective agreement into action.

A list of activities for trade unions of journalists is provided to support journalists from minority groups in obtaining employment.

There are 12 concrete recommendations made throughout the chapter, as well as 15 ready made text suggestions for clauses to be entered in collective labour agreements. Among other sources special use has been made of the "Handleiding verbetering arbeidsmarktpositie etnische minderheden" by the FNV. (see address/literature list)

### **2. Equality at all levels**

Organisations of journalists should have as a major consideration the equal representation of minorities during collective bargaining. Consideration must be given not only to the number

of people from minorities hired but to ensure their equal distribution within the organisational hierarchy.

**Recommendation 1:**

*Trade unions of journalists should make employers aware of the detrimental outcome of lowering employment requirements in order to accommodate legal demands pertaining to equal representation in the workplace. The results of this practice can be counter productive. Journalists from ethnic minorities who are not encouraged to meet the minimum entry requirements may find themselves isolated and suffering further discrimination and a loss of reputation.*

*Trade unions of journalists should stress the point that the issue is not one of qualifications, for access to obtaining qualifications must be made fairly and equally available to all, but to eliminate all barriers to equal opportunities for qualified journalists from ethnic minorities.*

### **3 Useful arguments at the negotiating table**

Positive results are best achieved when the employer is convinced that an ethnically diverged staff will improve efficiency and profitability. This is of central importance for the implementation of affirmative action policies. The following is a list of useful arguments which can be used to promote multicultural representation in the workplace.

- 3.1. An ethnically diverse editorial staff attracts a broader range of readers, listeners and viewers. Target groups respond to familiarity, consequently circulation and ratings will increase.
- 3.2. Journalism strives for objectiveness. Diverse ethnic representation offers an objective reflection of reality, and journalists from ethnic minorities are likely to have better access to sources within ethnic communities.
- 3.3. Due to the decline in birthrates across Western Europe an aging workforce will become increasingly difficult to replace. Conversely the percentage of youthful ethnic minorities will increase. The involvement of minorities gives an employer a competitive advantage.
- 3.4. Advertisers are increasingly targeting minority groups. Higher minority representation within the media attracts consumers from different cultural backgrounds so advertisers will more readily advertise where ethnic minorities are visible.
- 3.5. A multicultural workforce and an explicit recruitment policy will show social involvement of the employer and will contribute to a progressive and positive image.
- 3.6. Don't underestimate the moral sensitivities by which employers guide their actions. Are we not all entitled, despite race, gender, sexual orientation or religious belief, for the chance to fulfil our goals?

## **4. Collective bargaining as strategy**

### **4.1. Union policy**

Via collective agreements, trade unions of journalists hold the power to open the door to minorities with journalistic training. Concrete measures can be taken to increase places in the labour force available to ethnic minorities and to acquire necessary financing for specific projects.

The ideal situation would be if all the trade unions of journalists had an elaborate migrant policy. Unfortunately expertise in this field is, within most trade unions, still in its infancy. Nevertheless experience has been gained in countries such as the United Kingdom, The Netherlands and Belgium.

Here special working groups within the trade unions of journalist have been set up which deal with labour market problems of journalists from ethnic minorities. They look at issues such as training and improvement of the press coverage on minority groups and multicultural issues. In other countries initiatives are in progress and projects are being carried out. Throughout Europe a wide range of NGO's is active.

#### ***Recommendation 2:***

*National trade unions of journalists should establish working groups which develop policies to get a multicultural representation in the workplace.*

### **4.2 Coalition as strategy**

Because ethnic communities form minorities, they require strategies going beyond simple numbers to achieve fairer representation and to eliminate discrimination. The experience of the women's movement which has been fighting for equality in the labour market for some time is useful in mobilising and campaigning across broad fronts in order to achieve objectives. The experience of the womens movement in challenging structures which lead to equality could be useful. A coalition with women groups, also within the trade unions of journalists and in the workplace, could lead to a more powerful position.

Professional organisations of journalists which give the opportunities and the finance for these initiatives will have greater attraction to journalists from ethnic minorities. Cooperation between journalists from different backgrounds enlarges the chance of cooperation in the trade union of reaching collective agreements among the members. At the same time the commitment at the workplace will be broadened for acceptance of the affirmative action for journalists from ethnic minority groups.

#### ***Recommendation 3:***

*Establish as much contact as possible with other groups campaigning against discrimination to get proposals for collective agreements accepted within the trade union or to press demands in the collective bargaining.*

## **5. Targets**

### ***Text suggestion collective agreement clause 1:***

*The parties agree upon targets at the sectoral and the industrial organisation level for equal representation in the media. The parties also agree to set targets for equal distribution at all levels within the organisation.*

At the negotiating table this agreement can be quickly reached. But the heart of the matter is the implementation of the stipulation. Agreements between employers and employees must produce an effect. They must be evaluated and verified.

### **5.1. Target figures**

Trade unions of journalists and employers may agree quotas for implementation of equality of representation in the media. In the short term, this could have the desired effect. In the long run target figures are more effective. By the determination of the target figures is the number of journalists from ethnic minorities at least equal to the number of ethnic minorities within the range of the media (country wide, regional, local).

Of course, for national broadcasting companies or national newspapers the target aims are national figures. For local newspapers or radio local figures counts, etc. Quality standards for the journalist may never be lowered. Special courses are the instrument to achieve the desired general level. Targets can be reached in stages. But without setting a deadline for the achievement of equality, the policy will be flawed. There are a lot of cases known where the management of a company took plenty of time to reach the target figures.

### ***Recommendation 4:***

*Agree upon to redefine the target figures between times - upwards - when ever the percentage of ethnic minorities increases.*

### ***Recommendation 5:***

*Put the target figures to the test of feasibility. Nothing is more frustrating for the involved people not to reach the target year after year.*

## **5.2. Checking**

### **5.2.1. Registration**

### ***Text suggestion collective agreement clause 2:***

*Parties agree upon to develop registration methods which guarantee sufficient protection of privacy. They summon businesses to apply these methods to the complete staff in order to be able to measure the effects of the acknowledged policy.*

Beware of the dangers of registration of the ethnic origin of employees which can endanger privacy. This data could be misused, for example by racist political groups and parties. An extreme example is during the Second World War when jews were registered to be transported efficiently to concentration camps. The death rate was higher in countries with an efficient administration.

Nevertheless, it is quiet clear it is impossible to measure results of a equal representation policy without data about the origin of employees. There are sensitive and useful methods of self-assessment in this area which can be used to obtain information. It is beyond argument that maximum carefulness is recommended in developing registration system.

### **5.2.2. Periodical evaluation**

*Text suggestion collective agreement clause 3:*

*Parties agree to discuss regularly the arranged regulations on agreements on equal representation. They also agree upon to put the accorded measures to the test of periodical reports. Parties will put these reports at the disposal of the participation bodies in the organisation or company.*

*Text suggestion collective agreement clause 4:*

*In the annual social report separate attention must be given to the effect of the personnel policy and social policy on equal representation. These reports must give an insight to participation bodies, collective agreement parties and other interested people in the way the equality targets are obtained. By absence of an annual social report parties agree upon to make these reports public in an other way.*

Without examination, no intelligence can be get in the development and the scrutiny of the accorded arrangements. Moreover in this procedure problems become clear, and if necessary the agreement can be adjusted.

### **5.2.3. The pillory as sanction**

It happens employers do not meet the agreed upon arrangements. Whenever there is clear evidence of prejudice other media could be of use by making the matter public. After the matter was revealed in the United States and in Canada unwilling employers climbed down.

## **6. Participation is essential**

*Text suggestion collective agreement clause 5:*

*The parties agree to involve participation bodies in the development and design of the personnel and social policy of equal opportunities. Involved people will also be enabled to perform these tasks. It could be possible to strive for advancement of expertise and to bring in consultation of external experts.*



Journalists from ethnic minority groups joining media is just a beginning. Commitment among colleagues and the executive is required. In this regard an indisputable role is reserved for the participation and consultation bodies within companies. They are most suitable to convince colleagues of the value of multicultural representation in the workplace and they are the first to point out problems and to examine if agreed measures are implemented.

## **6.1 Beating racism**

### ***Text suggestion collective agreement clause 6:***

*The parties agree to equality of opportunity in employment practise and within the company structures. To realise this aim the parties agree establish practical mechanisms.*

### ***Text suggestion collective agreement clause 7:***

*For the period in which under-representation of ethnic minorities exists the policy should be to give preference to journalists from ethnic minorities whenever they meet the demands for the post.*

## **6.2 Application and selection code**

### ***Text suggestion collective agreement clause 8:***

*The parties agree upon an application and selection code in order to fill vacant posts with journalist from ethnic minorities, for the time under-representation of ethnic minorities is still the situation. These codes will be developed and ascertained in cooperation with participation bodies.*

### **6.2.1. Requirements**

Three demands which at least have to be part of an application code are:

- a) all the applicants of ethnic minority groups who meet the requirements for the position will be asked for a job interview;
- b) requirements for experience will as much as possible not be taken into account whenever a training programme could be offered to compensate for the lack of experience during the probation time;
- c) rejected applicants will be sent the reasons for rejection in writing.

### ***Text suggestion collective agreement clause 9:***

*The parties agree not to use psychological selection tests when journalists from ethnic minorities are involved.*

Such tests are not valid whenever selection is subject to a cultural bias. Investigations have

shown that the result of most psychological tests is only partly sound when people from ethnic minorities are involved. Questions and judgements are found to be made according to euro-centric rules and standards.

### **6.3. Assigning an ombudsman and a commission for grievances**

#### ***Text suggestion collective agreement clause 10:***

*The parties agree to take steps to assign an ombudsman in the company/organisation or to establish a commission for grievances on unequal opportunities which is open to be approached by individual complainants.*

It is very important that representatives of ethnic minorities take part in a commission for grievances. When they can not be found in the organisation itself, experts from outside the company must be involved. Affirmative action sometimes leads to defiance and discriminative behaviour. To prevent journalist from ethnic minority groups leaving because of this behaviour protection is required.

### **6.4. Dismissal**

#### ***Text suggestion collective agreement clause 11:***

*The parties agree that in case of redundancy the target figures for equal representation will maintain.*

This means that the often used principle of 'last in first out' will not be taken into account, because the custom is journalists from ethnic minority groups are usually among the 'last' to be appointed. In case of redundancy programmes it is important not only to look at the total figures -- for the organisation as a whole -- but also to consider equal representation at all levels within the organisation hierarchy.

### **6.5. Education and vocational training**

#### ***Text suggestion collective agreement clause 12:***

*The parties agree -- in cooperation with applicants from ethnic minorities or organisations of ethnic minorities -- to develop and to offer education and vocational training to newly-engaged employees from ethnic minority groups.*

Depending on the current situation or the culture in a trade organisation education and vocational training can also offered to other newly-engaged staff. Commitment to affirmative action policy could be gained if all staff members profit by these measures.

#### ***Text suggestion collective agreement clause 13:***

*The parties agree to promote an equal share of the total number of training places are reserved to candidate journalists from ethnic minorities.*

## 6.6 Sectoral funds

### ***Text suggestion collective agreement clause 14:***

*The parties agree to utilise now sectoral or social funds to improve the position of ethnic minorities in the organisation. To stimulate and to implement an equal opportunities programme an adviser will be appointed.*

In an arrangement could also agreed upon to explore possibilities for finance from other sources, e.g. from national or local authorities or from the European Union, in order to improve the position of ethnic minorities in the trade organisation.

## 6.7 Leave and holidays

### ***Text suggestion collective agreement clause 15:***

*Special leave for journalist from ethnic minority groups on holidays can be considered taking account of religious holidays.*

Unconditional right of unpaid leave will enable the employee to meet his or her religious duties. In this case the employer is not qualified any more to appeal to organisational circumstances to reject the request for leave. A collective agreement could cover the unconditional right of paid leave -- as is the case for church holidays -- but finance for this privilege is questionable.

## **7. Plan of action for a media organisation.**

### **7.1. Bringing ethnic minority journalists into the media**

Plans are easy to put on paper, but at the workplace they must be put into effect. A policy for an ethnically diverse staff will stand or fall on the care taken with the approach. Without extra measures which make the organisation and the conditions of work more open and accessible to people from different backgrounds, the contracting of journalists from ethnic minorities often results in a quick loss of the same people.

#### **7.1.1. Recruitment**

Media use often informal, social contacts and existing -- white -- networks to fill vacancies. Open applications and direct recruitment and talent scouting increases the chances for a assignment for potential journalists from ethnic minorities.

Recruitment among ethnic minorities is easier by advertising in specialist media (newspapers, radio and television) which serve ethnic communities. Working groups in trade unions of journalists in the United Kingdom, the Netherlands and Belgium have their own data bases and lists of addresses. The Belgium trade union has published a practical name and address book. Besides the names of organisations of ethnic minorities it contains also a long list of journalists from ethnic minority origin with special expertise. Another method is direct

scouting for talent in the ethnic minority communities.

It is most important to clearly establish the job description before the recruitment starts and qualifications must not be lowered, as said before. It is most important to ensure that journalists work together on an equal footing. Journalists from ethnic minorities don't like to be treated as 'special'. It suggests they may be regarded as less capable. There should be no suspicion from other colleagues of special and preferential treatment.

Finally, a policy of affirmative action will succeed when it has the full support of all the colleagues in the organisation and such support must be encouraged. Experience suggests that artificial reduction of qualifying standards -- whether for women or for people from ethnic minority groups -- can be counter-productive and should be avoided.

It may be different to inspect requirements for appointments on the basis of their ethnocentricity and to avoid discrimination in the appointment process itself. It may also be considered to amend employment conditions for a position on a temporary basis. In such cases it is essential to give the applicant the opportunity to enlarge knowledge and expertise and to have clearly explained reasons for the suspension of established standards.

### **7.1.2. Special projects**

Special education and employment projects have proved to be a productive way to achieve multicultural representation in the workplace. It is important to connect education and training to job placements. Regular education itself is not the objective -- people want jobs. We should also recognise that traditional training modules are sometimes ethnocentric and are obstacles to bringing different values into play in the exercise of journalism.

Special projects can be organised for various groups, whether ethnic minorities, women or unemployed journalists. The benefit of this strategy is to eliminate the stigma of rejection.

Two examples of special project, "More colour in the media" and "More migrants in the editors room" are described in the chapter 4.

### ***Recommendation 6:***

*Approach trade unions and professional organisations of journalists in other countries to exchange experiences on use of special projects.*

## **7.2 Application and selection**

The starting point of the selection process is equality of opportunity. For this the selection mechanism must be transparent, which requires experience and training of the people running the process. A number of points of attention will be mentioned here.

- \* Psychological tests must either be screened to eliminate ethnocentrism or must be abandoned totally.

- \* Required qualifications for the vacancy must be reviewed to see if they are imperative for the post.
- \* An anti discrimination code should be drawn up to increase the confidence in the organisation of journalists from ethnic minorities.
- \* Management must be ready to meet the challenge of protecting staff from internal defiance of these standards.
- \* Representation in the selection process of people from ethnic minorities is very important. If they are not available for this task, an expert from outside could engaged.

**Recommendation 7:**

*Allow one or more members of the selection process team to attend a training course on anti discrimination, or hire an expert who is capable to give insight in selection mechanisms to the application commission members.*

**Recommendation 8:**

*If possible, recruit more than one journalist belonging to ethnic minorities at the same time. Research suggests that the results are positive.*

## **8. How to maintain a multicultural staff**

*"I believe the white broadcasting fortification is not to be captured as long as the present culture with unwritten rules stays in place."*

This quote from someone on the inside may sound exaggerated to white journalists who are confident that media are open to everyone.

Unfortunately journalists from ethnic minorities experience media as an impregnable fortification when they work in the organisation. The problem is not only how to get them in, but also how to keep them in. The personnel policy must become more multicultural itself too.

Trade unions of journalists could play a major role in this regard. They could mobilise the rank and file within the organisation to act on a policy of multicultural representation. Committed trade unionists can help in enlarging commitment among the staff of an affirmative action policy. In this way a breeding ground can be cultivated for affirmative action in media organisations. Whenever initiatives of trade union members are taken, the trade union should support it. The trade union could, for instance, offer anti racism or affirmative action training courses.

For the same reason it is essential to convince executives that it is essential for management and personnel officers should themselves have training in this field. Here also it is imperative to link up with existing initiatives.

## 8.1 Dealing With Internal Resistance and Opposition

Regrettably, there may be some resistance within the organisation to employment policies that bring more journalists from ethnic minorities into the workforce. This needs to be fought at all levels. In particular, staff must be encouraged to participate in and to support the process of change.

The bodies which provide for dialogue within the company -- works councils or bargaining units -- can do an important job in this respect. It is vital to provide information to staff when a special policy is established. It needs to be explained why an ethnic group gets -- temporarily -- special attention. The aim in the end is to eliminate unfairness and inequality in the labour market. It needs also to be stressed that requirements for the position are exactly the same as for all journalists.

It will be the newly-employed staff who have to deal with prejudice. During their probation time or in the education phase it could be an extra burden. Newcomers can be supervised by a senior staff member. An experienced journalist of ethnic minority origin not working for the company could be asked to assist too. Large organisations or companies could establish an ombudsman to deal with grievances of racism and discrimination.

### **Recommendation 9:**

*Information to the staff is essential first of all to prevent, but also to combat prejudice and discrimination against staff from ethnic minorities.*

## 8.2. Multicultural personnel policy

*"Nothing is wrong with us", a journalist coming from an ethnic minority once said during a meeting of journalists, "but people take no account of our different approach: the different manner of communication, sometimes conversations take more time, and this causes a different way to take interviews."*

Although this is not applicable to all ethnic and cultural minorities, there is truth in this quote. Editorial staff will benefit from the different experiences, style and backgrounds of colleague from ethnic minorities. People should not be painted into a corner defined by their colour or background, all editorial staff will gain by his or her new approach, new sources or other expertise.

### **Recommendation 10:**

*Do not stress or highlight the ethnic origin of a colleague at work. Do not expect journalists from ethnic minorities to cover automatically the items or press coverage on ethnic minorities. Avoid actions which highlight differences: as a Dutch television programme maker once said: "I have the feeling that in the opinion of my colleagues I'm the exotic treat."*

**Recommendation 11:**

*Appoint a senior journalist of ethnic minorities -- even one not working for the company - to accompany and support recently started journalist of ethnic minorities.*

**9 How affirmative action can be strengthened**

Special projects for equal representation will sometimes not succeed and occasionally a newly-recruited journalist from an ethnic minority may leave the job soon after appointment. These are setbacks for any equal opportunities programme and need to be evaluated to ensure that everything is done to avoid difficulties which may lead to a negative impression.

It is most important to confront problems with an affirmation that the policy itself is right and, if there are difficulties, they arise normally because the process is not working properly.

Employers and employees both gain from affirmative action. The product improves with a blend of talent and different journalistic skills. The consumers get a better deal from a news service which is more likely to be sensitive to all peoples' needs. It is a winning situation for all.

In the case of special projects or new policies for equal representation this range of advantages needs to be constantly supported and emphasised. Only then will affirmative action programmes become a firm part of the employment process and the difficulties which sometimes arise can be put in a proper perspective.

**Recommendation 12:**

*Give regular attention in a firm and positive way to affirmative action policy carried out in the company or organisation. Publish features and success stories in internal magazines and in the trade union journal.*

### 3 Codes, guidelines, recommendations

*“The journalist shall be aware of the danger of discrimination being furthered by the media, and shall do the utmost to avoid facilitating such discrimination based on, among other things, race, sex, sexual orientation, language, religion, political or other opinion, and national or social origins.”*

(Article 7 of the IFJ Code of Principles on the Conduct of Journalists)

The above cited article was entered in the so-called “Code of Bordeaux” after a resolution accepted by the World Congress of the IFJ in 1986 on a proposal of the Netherlands Association of Journalists. You can find the full text of this code which stems from 1954 in the International Press card.

Practically all European countries have a code of ethics for journalists. The vast majority of those are originated by the journalist unions. In several cases the publishers associations contributed to that, while in other countries (Denmark, Belgium, Portugal and Malta) the state was the founder.

In a number of European countries specific codes have been made (or are in process) concerning reporting on migrant or racial issues.

#### 1. Great Britain

The National Union of Journalists in Great Britain and Ireland (NUJ) and its Black Members Council were probably the first to ratify a set of guidelines on race reporting. The basis of these guidelines is the national NUJ code of conduct:

*A journalist shall only mention a person’s age, race, colour, creed, illegitimacy, disability, mental status(or lack of it), gender or sexual orientation if this information is strictly relevant. A journalist shall neither originate nor process material which encourages discrimination, ridicule, prejudice or hatred on any of the above-mentioned grounds.*

In a series of statements the NUJ explains that this special attention that the development of racist attitudes and the growth of fascist parties pose a threat to democracy, the rights of trade union organisations, a free press and the development of social harmony and well-being and they believe that NUJ members cannot avoid a measure of responsibility in fighting the evil of racism as expressed through the mass media.

The NUJ reaffirms its total opposition to censorship but equally reaffirms the belief that press freedom must be conditioned by responsibility and an acknowledgement by all media workers of the need not to allow press freedom to be abused to slander a section of the community or to promote the evil of racism.

In addition to guidelines for everyday reporting, the NUJ has also issued suggestions to reporters on how to deal with assignments which involve racist or extreme right wing groups which promote intolerance and social conflict.



## **1.1. NUJ's guidelines on race reporting:**

- 1.1.1. Only mention someone's race if it is strictly relevant. Check to make sure you have it right. Would you mention race if the person was white?*
- 1.1.2. Do not sensationalise race relations issues, it harms Black people and it could harm you.*
- 1.1.3. Think carefully about the words you use. Words which were once in common usage are now considered offensive, e.g. half-caste and coloured. Use mixed-race and Black instead. Black can cover people of Arab, Asian, Chinese and African origin. Ask people how they define themselves.*
- 1.1.4. Migrant is often used as a term of abuse. Do not use it unless the person really is an migrant. Most Black people in Britain were born here and most migrants are white.*
- 1.1.5. Do not make assumptions about a person's cultural background - whether it is their name or religious detail. Ask them, or where this is not possible check with the local race equality council.*
- 1.1.6. Investigate the treatment of Black people in education, health, employment and housing. Do not forget travellers and gypsies. Cover their lives and concerns. Seek the views of their representatives. Remember that Black communities are culturally diverse. Get a full and correct view from representative organisations.*
- 1.1.7. Press for equal opportunities for employment of Black staff.*
- 1.1.8. Be wary of disinformation. Just because a source is traditional does not mean it is accurate.*

### *Reporting Racist Organisations*

- 1.1.9            When interviewing representatives of racist organisations or reporting meetings or statements or claims, journalists should carefully check all reports for accuracy and seek rebutting or opposing comments. The anti-social nature of such views should be exposed.*
- 1.1.10          Do not sensationalise by reports, photographs, film, or presentation the activities of racist organisations.*
- 1.1.11.        Seek to publish or broadcast material exposing the myths and lies of racist organisations and their anti-social behaviour.*
- 1.1.12.        Do not allow the letters column or 'phone-in' programmes to be used to spread racial hatred in whatever guise.*

## **2 The Netherlands**

### **2.1 The Working Group Migranten & Media**

In 1989, after many complaints regarding individual cases of bad practice, the working group Migranten & Media of the Netherlands Association of Journalists (NVJ) considered it time to formulate some general recommendations for journalists.

In 1993 a revised and extended version was published. A summary of that in English (Balance or Blunder) and German (Zwischen und Mission und Malheur) was made for the convenience of colleagues in Europe.

The fact that this publication is described by the term “recommendations” and not: guidelines or code of conduct, or the like, is no coincidence. In the Dutch situation the enforcement of strict rules on coverage of multi-ethnic issues is generally seen as counterproductive and as an assault on the freedom of press.

The Working Group’s particular preoccupation with the coverage of minorities is important. Even if the influence of the media can not, as yet, be properly assessed, it has become increasingly clear that preconceived images of people with different ethnic backgrounds have an important bearing on developments in society. When groups conceive unfavourable images of each other, violence is lurking, and minorities are the first to get the worst of it.

The Working Group Migranten & Media is convinced that the media have an important role to play in the creation of those images. Their influence may be positive, but can also be negative. No matter how slight the influence of journalists as individuals may be in this respect, it is the opinion of the Working Group that they should be aware of their role.

For a full copy of the recommendations (Balance or Blunder-Bart Top) write to Migranten & Media /Nederlandse Vereniging van Journalisten (NVJ) in Amsterdam (see address list)

### **2.2. Migranten & Media (NVJ)’s recommendations:**

*2.2.1 Never mention a person’s ‘race’. Do not mention a person’s nationality, religion, culture, country of origin or name, unless this information is indispensable in the context of the report or article. If it is necessary to mention such facts, make it very clear why they’re relevant, in particular when reporting on crime.*

Migranten & Media gives as a commentary that the practice, in journalism, of giving a suspect’s first name and the initial of the family name in crime coverage, or of mentioning geographic origins, does not stigmatise all people with typically Dutch names as criminals.

But when the media mention that a suspect’s name is Ahmed, or Fatima, and that he or she is from Paramaribo or Casablanca, it may confirm the existing prejudice about ‘criminal foreigners’. For good coverage, it is hardly ever necessary to give initials and nationality. Some media mention only the age and place of residence of suspects.

If media choose to mention personal information about suspects, it should be done consistently in order to avoid discrimination.

Moreover, it frequently happens that a particular type of criminal offence is linked to some specific culture. It has been alleged that domestic violence, for instance, may be generally accepted in certain cultures. Such allegations -- made, for example, by lawyers who use them to get their client's sentence reduced -- brand entire sections of the population as criminals. It is therefore of the greatest importance that the media mention such statements in their proper context.

*2.2.2. If it is relevant to a report or background article to quote a statement which is racist or which confirms prejudice against migrants, avoid every impression of it being a generally accepted view, which might be considered legitimate. This also applies to views which unjustly decry people or institutions as 'racist'.*

In street interviews, descriptions of neighbourhoods and in interviews with ultra right spokesmen, generalisations, prejudice and racist attitudes are often expressed. Such expressions range from 'They're always given preferential treatment', to 'all blacks should be kicked out', and worse.

Although it may be relevant, at times, to render such opinions, they should be put into their context as clearly as possible. The chance of these attitudes being confused with an account of reality, or with legitimate views, can be reduced by combining them with factual information, or a characterisation of the person speaking.

*2.2.3. Avoid unwarranted generalisations.*

Prejudice is often the result of incidental facts or observations which are erroneously made to apply to entire groups of people. Because of that, persons who can easily be identified as belonging to a particular group meet with many problems in society. This alone is ample reason for being especially careful about generalizations concerning 'ethnics'.

It's part of the journalist's job to find out to what extent general notions can apply. Indicate clearly whether a particular observation holds good for a group as a whole, for a part of it, or only for individuals of a particular origin.

Questioning other people's generalisations - politicians and policy-makers have a particular fondness for them - only improves the quality of an article or news item. On the other hand, whoever gets into the habit of giving only a vague indication of the subject ('the ethnics', 'foreigners', 'muslims') is in danger of confirming prejudice.

*2.2.4. Be very careful in mentioning numbers and facts concerning migration and the presence of migrants.*

News travels fast. There is no medium which can afford to miss an important piece of news, which may at times be detrimental to carefulness. Sources of news tend to come up with spectacular numbers when migration and migrants are involved. With the disintegration of the Eastern bloc, for example, it was announced that millions of Russians would come over: a staggering allegation, which hasn't been proved true so far. The public debate often features colourful metaphors such as floods, tidal waves, or even 'swarms' of migrants. This

type of terminology may easily evoke a threatening image. Journalists should check the relevance of such usage against reality. As a general rule, the media should take their controlling function very seriously in this respect.

#### 2.2.5. *Journalists should be aware of the angle from which they consider minorities.*

In reports involving minorities the objections of the majority to minorities are often taken as a starting point. In such a report, a particular minority group is the subject, while the reader, viewer or listener identifies with those who complain about them. For example, a number of newly arrived Antillians has taken up crime, causing trouble in a few Dutch cities. Some reports on the subject only mentioned the inconvenience to the native Dutch community. In other reports, spokespeople of Antillian organisations were asked for their opinion, and they were just as unhappy about the situation as other Dutchmen. The latter kind of report doesn't stigmatise a group as a whole, but reduces the problem to its true proportions: a problem of a few newcomers.

#### 2.2.6. *Avoid the exclusion of specific groups of the population.*

Journalists should be familiar with their target groups. Nowadays, practically every audience of readers, listeners or viewers, is ethnically mixed. Avoid giving particular parts of this audience the feeling of being excluded.

Such feelings may for instance be created by contrasting 'us' and 'them'. For example: 'Minorities should adjust themselves in our country'. This kind of sentence represents Holland as a country which belongs exclusively to native Dutch people. A question like 'What do the neighbourhood-dwellers think of the minorities?' is based, apparently, on the assumption that migrants are not really neighbourhood-dwellers.

Failing to show the presence of minorities in any way is another way of excluding them. It is important to carry in mind that migrants, too, may have interesting views on subjects which are not related to their particular position in society.

### 2.3. **M&M 's Points to consider**

In the original Dutch brochure of *Migranten & Media* a 1 page glossary is included. It gives tips along the line of a stylebook, for instance: *Mohammedan: Incorrect and conceived as hurtful-term for muslim.* As the meaning gets lost in the translation this list does not appear in the English and German summary. "Balance or blunder" does mention, however, mention 9 points to consider:

#### 2.3.1 *Journalists from ethnic groups*

Ideally, the media are a reflection of society. Therefore, if for no other reason, it is necessary to bring in journalists from ethnic groups. They can, of course, be deployed in a wide range of fields -- not necessarily as specialists for matters which involve minorities. But when their specific background is put to advantage, their presence can be a valuable asset to the editorial staff.

Moreover, when a medium employs more migrant journalists, it tends to become more familiar to people from minority groups -- and they're a growing market.

#### 2.3.2. *Address Files*

Check whether the address files of minorities and their spokesmen have been brought up to date. Remember to have a variety of spokespeople; preferably, give young people and women a chance to speak as well.

#### 2.3.3. *Visual Material*

A pick from the picture archives sometimes seems to be the last resort of an editorial staff. If the material is not up to date, however, it may confirm preconceived images. Photographs of migrant workers from the sixties are completely out of place as illustrations to an article about the contemporary problems of migrants.

Therefore, it is best to collect visual material which is not stereotypical, for instance of migrants doing jobs they are not usually associated with. Avoid showing pictures which were obviously taken against the will of the person on it, or which suggest aloofness - except of course when such is relevant. People from different cultures may react differently to being photographed or filmed. Do not call unnecessary attention to differences in appearance.

#### 2.3.4. *Headlines*

Headlines play an important role in the written media. They are often made at the last minute, but they're the first to be read. The length of headlines is dictated by the space available, which leads at times, to a loss of precision.

Thus, a headline like 'Firm measures against migrants' may show up over an article dealing with a small group of criminal migrants; or 'Turks are masters at forgery' over an article about a small-scale fraud with residence permits. Editors of written media must bear in mind that such headlines are read in isolation, and stick easily to the mind.

#### 2.3.5. *Letters to the Editor*

Opinions expressed in letters to the editor can also be offensive or discriminating. Editorial staffs of papers should be on their guard against letter-writers who overstep the mark by insulting minorities or by venting xenophobia. The same applies, *mutatis mutandis*, to columns, comic sections and so forth.

#### 2.3.6. *Ombudsman*

The appointment of an ombudsman on the editorial staff will improve the way complaints are dealt with. Apart from that, editorial staffs can make their own guidelines for coverage of migrants.

### 2.3.7. *What to show*

In the visual media, editing is crucial. Be alert to the associations evoked by 'random' shots of the setting. They often determine the whole picture. An extended shot of garbage in the street in a neighbourhood report about migrants gives the impression that they're the ones responsible for the garbage. Such images are only justified when they are clearly related to the subject of the report. By focusing in on a woman in traditional headgear, without showing in an overall shot that she is the exception in a room full of muslims in modern dress, the viewer is given incomplete, and therefore inaccurate information.

### 2.3.8. *Presentation*

Never oversimplify your language or use child language when talking to migrants. Pronounce foreign names correctly. Don't hesitate to ask the correct spelling and pronunciation of proper names. In the visual media, the 'auto-cue' can be used to indicate how names should be pronounced.

### 2.3.9. *Terminology*

It is impossible to give a straightforward account of what words may best be used in writing about people from ethnic minorities. This is simply because every term, depending on how it is used, may come to have negative connotations in the end. It is obvious that the practical value of terms may vary, and that the use of some words has negative effects. Others are simply incorrect. Journalists should be aware of the connotations of the terms they use.

## 3. **Belgium**

The Belgian Working Group "Media en Migranten" of the General Association of Professional Journalists in Belgium (AVBB/AGJPB) published its "Recommendations for information related to allochthons" together with an inventory of organisations and persons that can figure as source in items related to migrants.

### 3.1. **Media en Migranten (Belgium) recommendations:**

#### 3.1.1. *Only mention the nationality, the country of birth, ethnic origin, the colour of the skin, the religion or culture if this information is relevant to report.*

A possible test to check the relevance of this information is to replace the characteristics involved by opposites, or by qualities connected with autochtones.

#### 3.1.2. *Avoid unwarranted generalisations and polarisations*

Generalisations: It is recommended to nuance the report on migrants where relevant. A possibility is to mention that what is stated in general terms on a certain moment, not necessarily applies to all migrants. Or the mentioning that certainly not all migrants share this point of view.

Polarisation (We-they perspective): Try to avoid polarisations of this kind. Pay more attention to similarities, rather than an exaggerated stress on differences.

### *3.1.3. Avoid creating unnecessary problems and drama*

Try to present migrants more often in “normal” situation, so that they are considered more as “normal” citizens of society. Present them in the media in a more positive way. A possibility is to give more explanation and background information, that allow to understand the offered news adequately. News items should not only phrase an answer to who-, what-, and where-questions, but also to the how and why.

### *3.1.4. Carefulness, reply and corrections*

Apply the utmost care in all aspects of reporting on migrants. Basic terms, the spelling of names, numeral data and sources should be treated with caution. Regarding letters to the editor, correspondence concerning migrants should be presented to a member of the editorial staff who is familiar with the subject.

### *3.1.5. Place extreme-right and racism in a critical context*

It is recommended to make clear to whom comments or comments can be attributed and in which context they have been made. Caution is necessary because of systematic disinformation by extreme-right groups. It is important to ensure that racist comments are answered in a journalistic context with opposing opinions expressed.

Letters to the editor with racist contents should be handled with extreme care. They should not be published unless clear professional and journalistic justification can be applied.

### *3.1.6. A report is not finished when it is written.*

It is recommended to follow up as good as possible on the final shape of each report, namely the choice of titles and pictures.

## **4 PBME's and EBU's recommendations for Broadcasters**

### **4.1 PBME**

PBME (Public Broadcasting for a multicultural Europe) has been engaged since 1992 in encouraging European broadcasters, especially those in publicly funded companies, to adopt strategies that would produce cultural and ethnic diversity in their output and ensure that they did not reinforce racism, xenophobia or exclusion, through broadcasting.

This has involved the promotion of equal opportunities in employment that would lead to minorities being employed in the production of television and radio and guidance on how companies can move towards the fair portrayal of minorities. PBME has worked closely with the European Broadcasting Union in the development of recommendations for broadcasters as an aide-memoire to fair portrayal policies. For a full copy of the recommendations write to PBME in London (see address/literature list)

## **4.2. Professional practice**

These recommendations are formulated to provide broadcasters, with some starting points and tools for considering the fair portrayal of multicultural societies. Programme makers , editors and managers have to consider the impact of their output on the development of stable and harmonious multicultural societies.

Is programming a fair and accurate reflection of a diverse society or are they unconsciously giving the impression of a monocultural, monolingual reality ? Are they inadvertently reinforcing racism, prejudice and xenophobia through the content of their programmes ? These issues are not about special treatment for ethnic minorities but about the professional practice of public service broadcasters their duty to serve a diverse public and reflect it as accurately and as fairly as possible.

These recommendations do not pretend to be comprehensive and recognise that the context will differ from country to country. However, it is important to note that these recommendations are distilled from similar codes developed by broadcasters and journalists in Belgium, The Netherlands, Germany, the UK and other European Countries.

The following recommendations are in line with the EBU Television Programme Committee's declaration of intent (see appendix I) adopted on 26th October 1994. They are also a response to the plan of action contained in the October 1993 Vienna declaration made by the Heads of State and Government of the Council of Europe (appendix II).

They have been worked out in close cooperation between experts of the EBU, the Council of Europe and PBME.

## **4.3 Objectives**

These recommendations are issued with the following objectives:

- \* to inform and sustain the continuing debate in public broadcasting (nationally and in the European Broadcasting Union) about standards in broadcasting in relationship to the public perceptions and expectations in European democratic societies;
- \* to propose guidance for programme and policy makers in broadcasting;
- \* to stimulate measures for both the creation and development of multicultural broadcasting and equal employment initiatives for ethnic minorities;

## **4.4 Some examples of Recommendations for all Areas of Broadcasting:**

Broadcasters should:

- 4.4.1. Ensure that programmes include nothing which offends the equal rights and dignity of all human beings and which is likely to incite racism, xenophobia and destructive*



*nationalism. Similar considerations apply to the treatment of minority religious faiths or language groups.*

- 4.4.2. Avoid using terminology to describe minorities that gives offence to minority communities. Descriptions such as "migrant" can create negative associations of "otherness". This term is particularly inappropriate when describing members of minority communities born in the broadcaster's country.*
- 4.4.3. Recognise that terminology that seeks to belittle, denigrate or abuse individuals on grounds of their ethnicity, race or religion. This has no place on television or radio. Those contributors using such terms in live broadcasts should have made clear to them that the company does not support their views or language. There should be public statements to that effect where necessary.*

#### **4.5 Sample of specific genre recommendations: Drama & Light Entertainment**

Light entertainment attracts the biggest audiences in television and can potentially influence popular perceptions.

Broadcasters and programme makers in this area should:

- 4.5.1. Strive to increase the participation, casting and representation of ethnically/culturally diverse participants/entertainers in hosted chat shows, comedy, entertainment and game shows.*
- 4.5.2. Make attempts to show a diverse society in soap opera's rather than a monocultural one. Care needs to be taken in avoiding stereotyped black and migrant characterisations in such programmes.*
- 4.5.3. Avoid humour that depends on stereotypes, or which derives from racial bias and xenophobia.*

## **4 Training**

### **1. Journalist schools**

Schools for journalism should give special attention both to teaching about minority issues and to the recruitment of students from ethnic groups. In some countries special curricula exist and special courses are developed for students from ethnic groups.

Journalist schools in the Netherlands honoured the demand of the Migranten & Media/NVJ to aim at the 5 % quota from migrant students until recently legislation (partially aimed to prevent discrimination!) made control difficult. In 1996/1997 a national promotion campaign to increase the number of students from ethnic groups is planned.

The IFJ, in cooperation with the National Union of Journalists in Great Britain and Ireland (NUJ) and Migranten & Media/NVJ, is carrying out a Europe-wide research about recruitment policies and training programmes of the journalist schools. Similar research is carried out after the practice with newspapers and broadcasters in a number of European countries.

### **2. European Journalism Centre**

The Maastricht-based European Journalism Centre is not engaged in regular basic training programmes but serves as institute for mid career journalism training in Europe. It may serve as an institute to organise training on the dilemma's of reporting in a multicultural society.

The centre organises short courses or seminars for working journalists on European affairs. One of the activities in 1995 was a workshop on Ethics in Journalism, in which journalists, journalism teachers and press ombudsmen from 10 Eastern and Western European countries presented case studies from their own countries and cultural backgrounds. This resulted in the production of a teaching handbook.

### **3. Training by colleagues**

There is still a lack of knowledge among media professionals about migrant issues. Initiatives like the Belgian source book mentioned in chapter III can help journalists to find spokesmen and special information. But also courses can be set up by experienced or specialised colleagues or working groups.

Although information about the Islam, for instance, can be obtained from many sources, journalists seem to prefer to be informed by their colleagues as the success of "Islam for journalists" proves.

Working Groups may regard it as a priority to try to establish ways of promoting discussion and exchange of information on the role of media and how to deal with media with organisations of migrants.

#### **4. “More colour in the media”**

PBME, Public Broadcasting for a Multicultural Europe an organisation in which several European NGO's cooperate, initiated the project “More colour in the media. After Great Britain and The Netherlands the project spread to several other European countries, i.e. Germany and Sweden. Others such as France are to follow. National organisations shape the project after the there existing situation and possibilities.

The project “ON AIR/More colour in the media” in The Netherlands includes among other things a screen test for ethnic minorities. By intensive recruitment 400 addresses were gathered, and a tape with screen test is available for Broadcasters.

#### **5. “More migrants in the editing room”**

In The Netherlands two projects were carried out aimed at the increase of the number of journalist from ethnic groups at news papers and magazines.

They were initiated by the Working Group Migranten & Media and carried out by the Netherlands Association of Journalists in cooperation with the employers organisations.

The project existed of a training programme for selected members of ethnic groups. Part of the project was financed out of a special fund that was established within the collective labour agreement in 1993.

At the writing of this handbook the projects were just finished, and the evaluation still has to be carried out. However the number of participants that acquired a permanent position does not seem to match the original expectations.

## **5 Mobilising colleagues**

### **1. Multicultural Europe**

Europe has always been a continent of many cultures. Individual countries have different languages, different food, and a different way of dealing with social problems. When speaking about Europe most people appreciate this richness of cultural diversity. The fear of a grey mono-cultural future is one reason for the notion of “Euro-scepticism”.

However, this esteem for the richness of different cultural societies is sometimes used to dust off nationalistic sentiments. On a national level the multicultural society can suddenly be presented as a menace.

We must realise that there are differences in Europe, also in journalistic tradition. Therefore, a strategy against racism that works in one country may not work in another, or not in the same way. Methods cannot be mechanically copied, but should be adapted in agreement with the national situation.

#### **1.2 Organizing a working group**

In Europe many NGO's are active in the fight against racism, xenophobia and intolerance. Alliances should be sought and improved, but when it comes to media journalists and programme makers should discuss among themselves what their role should be and which action should be taken. An active group of committed journalists in each country -- preferably within the union -- should lead this discussion and develop activities. It does not take very much to start the action. In countries where such a group does not exist, a working group can be set up by handful of journalists.

Initially, they can organise a meeting where an actual issue will be discussed, without the pretence to solve the problem off hand or to construct yet another formal committee. It probably is most effective if access to these meetings is limited to journalists, the presence of a respectable and renowned colleague may raise the status of such an event. From these meetings new members will be recruited.

#### **1.3 No dull meetings**

The form and location of meetings is important. Traditional style union meetings may not be attractive enough. In the Netherlands Migranten & Media organises meetings, called “Journalist café's” on a regular basis. They are announced in the professional magazines and invitations are sent to union members. The set-up is similar to a talk-show: A number of renowned journalists and programme makers take part in a forum and after some preliminary discussion, the rest of the audience joins in. Themes for the meetings should be challenging to journalists. For instance, the subject about reality TV where mostly migrants are shown in the negative context of live police action can prove adequate. Discussions sometimes may be emotional, but the goal is in the first place to evaluate present practice and to exchange views and experiences of colleagues.

## **1.4 Symposia, seminars and workshops**

It takes a bit more time and money to organise meetings that provide more analysis and scope for debate. But funds for these sort activities mostly can be found. By consequence, the themes have to be of a more general character. It is important to highlight practical questions: the attitude of certain media; consideration of a piece of research into coverage; examination of employment practice or standards, etc.

When planning a symposium one should realise that often participants expect explicit answers, instant recipes and unanimous resolutions. This can never be realised, but meetings should have practical outcomes: define follow-up activity and ideas for continuing the discussion or elaborating new topics for debate. These events in themselves are not enough. Try to develop action plans which include a range of different actions at different levels: workplace, regional, national.

## **1.5 Action Planning**

Such action plans should involve a range of activities:

- \* actions to support employment and education initiatives;
- \* monitoring of media coverage of minority issues;
- \* research and preparation of materials for journalists.

It is important to define useful partnerships -- with research groups, other trade unions, or relevant community groups and organisations -- whereby the work of such an action plane can be shared and developed.

Remember that each group should do what they are best at: the “unique selling proposition” (to use a marketing phrase) of a journalists’ organisation is that it can speak with knowledge and insight to -- and together with -- colleagues and other journalists. Journalists’ unions need to promote dialogue among journalists -- of all different views. Our role is to promote unity and understanding.

## **2 Using Other Groups**

There are many NGO’s working in the field of media and racism. There are also various groups connected to universities. The majority of them work on a national level. Without trying to be complete we mention here two organisations that work European-wide.

### **2.1 International Media Working Group Against Racism and Xenophobia (IMRAX)**

A group established by the International Federation of Journalists in which journalists, academics and media experts and journalist organisations from Great Britain, Germany, Belgium and The Netherlands participate.

The group is supported by the Council of Europe, The European Commission, Unesco The International Federation of Newspaper Publishers, The European Broadcasters Union, The International Association of Mass Communication Research and the European Journalism Training Association.

The Group functions as a “think tank” and monitor for plans and initiatives for combatting racism and the media. The production of this handbook was one of the projects that was presented to IMRAX. The secretariat of IMRAX is at the IFJ.

## **2.2 The North -South Centre**

This Centre was set up by the Council of Europe in 1989 and aims to provide a framework for awareness-raising of global interdependence and solidarity. One of the Centre’s main areas of activities is Public Information and Media Relations. Among others the Centre plays has worked closely with the One World Group of Broadcasters.

By collaborating in projects such as the award of “The Prize of Europe” an alternative anti-racist festival which coincided with the launch the Council of Europe Campaign against Racism, Xenophobia, Anti-semitism and Intolerance in 1994. The programme was broadcast simultaneously in 13 European countries. More recently the Centre has also developed a working relationship with Mediterranean televisions and audiovisual operators united in a newly-created “Permanent Conference”

## **2.3. AriC**

AriC is a documentation and advisory centre focused on combatting racism and discrimination and stimulating good inter-community relations. The AriC Documentation Centre compiles more than 10,000 Dutch and foreign titles: books and brochures, training- and other means for education and social-cultural work, newspaper and magazine articles, study reports, theses on various subjects, and audio-visual materials including 900 videotapes. All this material can be consulted and studied at the Centre, and also be borrowed. Documentation also will be sent at request.

AriC offers professional assistance in selecting specific, useful material, in selecting background information, or in constructing a paper. Also necessary experience is available for developing and executing (school) projects and actions. AriC workers can contribute to the development of policies within institutions and organisations and to the organisation of courses and workshops.

AriCbase is a specially designed computer program with which the information of the Documentation Centre can be consulted at your own institution through subscription. All files can be consulted and used. The selected data simply can be printed or copied -for instance by word processors. AriCbase also includes addresses of Dutch and international organisations actively involved within the field of anti racism and with respect to the social position of minorities. Subscribers to AriCbase can add their own addresses and literature: A library for every one.

AriC has two fellow organisation in Germany. These AriCs are set up in Berlin and Duisburg. AriC closely cooperates with both of them. The collections of both organisations are included within AriCbase. AriCbase also is used by a number of organisations in Belgium.

Aric frequently publishes own materials. Readers concerning several current topics, such as sports and discrimination, right wing extremism, videos, and overviews of training and other means for educational purpose, are published. An overview of these publications are available at request.

### **2.3.2 European database**

On 21 March 1996 (Media Action Day) AriC opened it's Internet pages and access permanently for all journalists. Information will be provided in Dutch, German, English and French.

Together with Migranten & Media from the Netherlands Association of Journalists AriC is working on a European database with addresses, literature and documentation for journalists.

### **2.4 UNITED**

UNITED for Intercultural Action is a European network against nationalism, racism, fascism and in support of migrants and refugees.

United is probably best known for its address book that contains approximately 2000 entries. The impressive quantity of addresses is at the same time its limitation. The spectrum of NGO's -- that make up the largest part -- is very wide. Not all organisations have anti-racism as a main target. (Even the addresses of some newspapers pop up)

UNITED also produces an address-list of 150 anti-racist magazines and a bi-monthly "Calendar" with over 100 congresses, campaigns, festivals.

There is a special service for journalists, including support with investigations, and arranging of contacts. Organisations and journalists can subscribe to the services of UNITED.

## Literature:

There is an extensive quantity of scientific publications on this subject. We limit ourselves here by mentioning some of the directly related publications.

- 1 NUJ-Guidelines
- 2 Tussen Missie & Misser, Monique Doppert en Bart Top- Migranten & Media/NVJ, Amsterdam, The Netherlands 1993.
- 3 Balance or Blunder, Bart Top - Migranten & Media/NVJ, Amsterdam, The Netherlands, 1993. (For a full copy please write to M&M /NVJ )
- 4 Mission oder Malheur, id.
- 5 Aanbevelingen voor de berichtgeving aan allochtonen - Media en Migranten AVBB/AGJPB Brussels, Belgium 1994.  
(For a full copy please write to Media en Migranten AVBB/AGJPB Brussels)
- 6 PBME recommendations for Broadcasters, London 1996.  
(For a full copy please write to PBME )
- 7 Handleiding verbetering arbeidsmarktpositie etnische minderheden, Stichting FNV-pers Amsterdam, The Netherlands 1992.
- 8 Reports on media ethnics in Europe, Kaarle Noordenstreng, Tampereen yliopisto Tiedotusopin laitos. Tampere, Finland 1995.
- 9 Was heist denn hier fremd ? Beate Winkler, Humboldt Taschenbuch 747, Munchen, Germany 1994.

## Databanks:

### **EraM** (Ethnicity, Racism and the Media)

Department of Social and Economic Studies

University of Bradford

Bradford BD7 1DP, United Kingdom

World Wide Web <http://www.brad.ac.uk/bradinfo/research/eram.html>

E-mail: A. Kundu@bradford.ac.uk

### **EthnicNet** (Databank for European Codes of Journalism Ethics)

Department of Journalism and Mass Communication

University of Tampere

Box 607

FIN-33 101 Tampere, Finland.

World Wide Web <http://www.uta.fi/ethernet/>

E-mail: ethnicnet@uta.fi

## Adresses:

### **AriC**

Grotekerkplein 5 3011 GE Rotterdam The Netherlands.



Tel.: +31 (0)10 4143434 Fax.: +31 (0)10 4 128 433 E-mail: aric@wirehub.nl  
Homepage Internet <http://www.ipn.de.aric/>

**Black Members Council of the NUJ**

Acorn House, 314 Grays Inn Road, London WC1X 8DP, England.  
Tel: +44 (0)71 278 7916

**Media en Migranten**

Steenkoolkaai 9B, 1000 Brussel, België.

**Migranten & Media /Nederlandse Vereniging van Journalisten (NVJ)**

P.O. Box 75997, 1070 AZ Amsterdam, The Netherlands.

Tel.: +31 (0)20 676 67 71

Fax: +31 (0)20 662 49 01

E-mail: [vereniging@nvj.nl](mailto:vereniging@nvj.nl)

**North-South Centre**

Avenida de Liberdade 229-4, P-1250 Lisboa, Portugal.

Tel.: +351 1 352 49 54 Fax.: +351 1 353 13 29/352 49 66

**PBME (UK)**

PO Box 8323 London W12 6PB United Kingdom.

Tel.: +44 (0) 181 579 5600 Fax: +44 (0)181 566 5581

**PBME (The Netherlands)**

PO Box 54 3500 AB Utrecht The Netherlands

Tel.: +31 (0)30 234 38 38 Fax: +31 (0)30 234 2129

E-mail: [pbme @ antenna.nl](mailto:pbme@antenna.nl)

**UNITED for Intercultural Action**

Postbus 413 NL-1000 AK Amsterdam The Netherlands.

Tel: +31-20-6834778 Fax: +31-20-6834582 E-Mail: [united@antenna.nl](mailto:united@antenna.nl)

**International Federation of Journalists (IFJ)**

Rue Royale 266 B-1210 Brussels, Belgium

Tel.: +32 2 223 22 65

Fax: + 32 2 219 29 76

E-mail: [ifj @ gn.apc.org](mailto:ifj @ gn.apc.org)

**IMRAX International Media Working Group Against Racism and Xenophobia**

c/o IFJ Rue Royale 266 B-1210 Brussels, Belgium

Tel.: +32 2 223 22 65

Fax: + 32 2 219 29 76

## **Addresses anti-racist and anti-discrimination organisations:**

The number of organisations that are in some way involved in anti-racist activities in Europe amounts to thousands. They vary in structure, dimension, funding, ideas, actions and relations.

By necessity the addresses here presented form no more than a limited selection.

This selection is not intended to be considered as sole sources of information and neither as a list of “spokesmen “of ethnic minorities, as an overview of the organisations of ethnic minorities is not included.

### **Austria:**

SOS-Mitmensch

Elisabethstr. 1/20 A-1010 Wien tel. +43-1-5861261, fax +43-1-5860131

GfbV - Südtirol c/o Dritte Welt Zentrum

Lauben 49 I-39100 Bozen tel. +43-471-970489

### **Belgium:**

Centrum voor gelijkheid van kansen en voor racismebestrijding

Wetstraat 155-8e verdieping B-1040 Brussel tel. +32-2-2330611, fax +32-2-2330704

MRAX

37, Rue de la Poste 37 B-1210 Brussel , tel. +32-2-2182371,

+32-2-2175694, fax 00-32-2-2196959

VCIM

Gaucheretstraat 164 B-1210 Brussel

tel. +32-2-2457050, +32-2-2010300, fax +32-2-2010339

Hand in hand

Breughelstraat 31 B-2018 Antwerpen tel. +32-3-2821505, fax +32-3-2185085

School zonder racisme

M. Theresiastr. 10 B-9000 Gent tel. +32-9-2333185, fax +32-9-2333185

### **Denmark**

Demos

Postbox 1110 DK 1009 Kobenhavn K, tel. +45-31351212

The Danish Centre for Human Rights

Studiestraede 38 DK-1455 Kobenhavn K tel. +45-33911299, fax +45-33910299

SOS Racisme Danmark

Irmigerstade 1 2100 Kobenhavn OE

**Finland:**

Association for Foreigners in Finland Ry & ICCM

Tovoststjornonk 3 a 14, PL 157 00250 Helsinki tel. +385 03856286 fax: +385 047718 90

**France:**

Centre d'Inform. et d'Etudes sur les Migrations Internes/ CIEMI

46, rue de Montreuil F-75.01 Paris tel. +33-1-43724934, fax +33-1-43720642

International League Against Racism and Antisemitism/ LICRA

40, rue de Paradis F-75010 Paris tel. +33-1-47701328, fax +33-1-48000399

MRAP

89, Rue Oberkampf F-75011 Paris , tel. +33-1-48068800, fax +33-1-48068801

SOS Racisme - France

14, Cité Griset F-75011 Paris , tel. +33-1-48064000, fax +33-1-43559463

**Germany:**

Adolf Grimme Institut

Eduard-Weitch-Weg 25 45768 Marl Postfach 1148 45741 Marl

Tel: +49 2365 91890 Fax +49 2365 918989

Interfobi

Wilhelm-Bluhmstr.12 30451 Hannover tel. +49-511456906

ARiC Berlin

Schumannstrasse 5 D-10117 Berlin tel. +49-30-2807590, fax +49-30-2807591

Berliner Institut für vergleichende Sozialforschung

Postfach 301125 D-10722 Berlin tel. +49-30-4441088, fax +49-30-4441085

Institut für Migrations- und Rassismusforschung e.V.

Rutschbahn 38 D-20146 Hamburg tel. +49-40-452162

Deutsches Informations- zentrum für Rassismusforschung (DIR)

Postfach 1221 D-35002 Marburg/Lahn tel. +49-6421-86134, fax +49-6241-86134

IDA

Charlottenstrasse 55 D-40210 Düsseldorf

Bundesweites Netzwerk SOS-Rassismus

Lichtstrasse 31 D-40235 Düsseldorf , tel. +49-211-664284, fax +49-211-683945

**ARiC NRW**

Niederstraße 5 D-47051 Duisburg, tel. +49-203-284873, fax +49-203-284873

**Die Ausländerbeauftragte der Bundesregierung**

Postfach 140280 D-53107 Bonn tel. +49-228-5272257, fax +49-228-5272760

**AG SOS-Rassismus**

Haus Villigst D-58239 Schwerte tel. +49-2304-7550

**RAA (Arbeitsstelle Ausländerarbeit)**

Schumannstrasse 5 D-10117 Berlin tel +49-30-2823079.

**VIA Bundesgeschäftsstelle ,**

Hochemmericherstraße 71, D-47226 Duisburg, tel. +49-2065-3346.

**Great Britain:**

**CRE**

10-12 Allington Street UK- London SW1E 5EH

tel. +44-171-8287022, fax +44-171-6307605

**Institute of Race Relations**

2-6 Leeke Street UK- London WC1X 9HS

tel. +44-171-8370041, fax +44-171-2780623

**International Alert**

1 Glyn Street UK- London SE11 5HT

tel. +44-171-7938383, fax +44-171-7937975

**Greece:**

**SOS Ratsismos**

PO Box 3724 GR 10210 Athinai

**Italy:**

**Nero E Non Solo**

via dell'Ara Coeli 13 I001816 Roma

tel. +39-6-6793101, fax +39-6-6784160

**Luxembourg:**

**SOS Racisme - Luxembourg ,**

BP. 2443 L-1024 Luxembourg tel. +35-2-572134

**Norway:**

EUROPEAN FEDERATION OF JOURNALISTS  
EFJ-IFJ MEMBER UNIONS

F=Full Member  
A=Associate Member

COUNTRY	NAME OF UNION	ADDRESS	TELEPHONE	E-MAIL	TELEFAX	CO-ORDINATOR / CONTACT	F/ A
ALBANIA	Association of Professional Journalists in Albania	Rr. "Myslym Shyri" Pallati 23 Shkalla 1, Ap. 6 Tirane	(355-42)-27.363		(355-42)-27.363	Filip ÇAKULI, Secretary	A
AUSTRIA	KMFÖ-Sektion Journalisten Oesterreichische Journalisten Gewerkschaft	Bankgasse, 8 A-1010 Wien	(43-1)-533.14.02 (43-1)-533.63.98	konzernbrlvooe@ magnet.at	(43-1)-535.43.55 Altempergen Tel: 43-732-7616.440 fax: 7616.443	Alexander Baratsits-Altempergen c/o I.V Holding GmbH, Konzernbetriebsrat Hafenstraße 1-3, A-4020 Linz	F
BELGIUM	Association Générale des Journalistes Professionnels de Belgique (AGJPB)/ Algemene Vereniging van Beroeps- journalisten in België (AVBB)	Quai à la Houille, 9 B 1000 Bruxelles Steenkoolkaai, 9B 1000 Brussel	(32-2)-229.14.60 (32-2)-229.14.70		(32-2)-223.02.72	Marline Simonis Ella Neirneek	F
BOSNIA	1 Republic of B-H. Journalists' Union	Pavla Goranina No. 8 71000 SARAJEVO	(387-71)-472.627		(387-71)-604.875	Amra Sokolovic (GS)	A
	2 Independent Union of Professional Journalists of the Republic of B-H	Obala Kulina Bana 2/III Sarajevo	(387-71)-460.691	studio_99@azumirsa. ztn.zer.de	(387-71)-534.495	Zoran Lile, GS	A
BULGARIA	1 Union of Journalists in Bulgaria "Podkrepa"	37 Ekzarh Yossif Str. 1000 Sofia	(359-2)-8421.212, 8421.275		(359-2)-651.849	Yavor Chuchkov, President	F
	2 Bulgarian Journalists' Union	4, rue Graf Ignatiev 1000 SOFIA	(359-2)-872.773 (359-2)-880.417		(359-2)-883.047		A
CROATIA	Croatian Journalists' Association (Hrvatsko Novinarsko Društvo)	CRO-41000 Zagreb Perkovec 2	(385)-41-444.413 / (385)-41-418.669		(385)-41-418.669		A
CYPRUS	Union of Cyprus Journalists	Kratihou, 2 P.O.B. 3495 Nicosia	(357-2)-454.680		(357-2)-464.598	Andreas KANNAOUIROS	F
CZECH REPUBLIC	Syndikát novinářů České republiky	Parizska 9 116 30 Praha	(42-2)-232.77.82 (42-2)-232.51.09		(42-2)-232.63.37	Vladimír KASPAR Na Orechovce 8/578, 16200 Praha 6	F



COUNTRY	NAME OF UNION	ADDRESS	TELEPHONE	E-MAIL	TELEFAX	CO-ORDINATOR / CONTACT	F/ A
DENMARK	Dansk Journalistforbund	Journalisternes Hus 46, Gammel Strand DK-1202 Copenhagen K	(45)-33-142.388		(45)-33-142.301	Søren WORMSLEV J.Linde 11 Terndrupvej, DK- 2610 Rødovre, tel: 45- 44.922.735 fax: 45-44-922.736	F
ESTONIA	Pesti Ajakirjanike Liit Journalists' Union of Estonia	Tallinn Pärnu mnt. 67a				Toivo Tootsen	A
FINLAND	Suomen Journalistiliitto	Hietalahdenkatu 2 B 22 SF-00180 Helsinki	(358)-0-647.326		(358)-0-644.120	Lenna Paukku	F
FORMER YUGOSLAV REP. OF MACEDONIA	Journalists Association of Macedonia	Gradski izid Brok 13 91000 SKOPJE PO Box 498	(389-91)-116.447		(389-91)-116.447	Mirjana DIMOVSKA (secretary)	A
FRANCE	1 Syndicat général des journalistes FO	6, rue Albert Bayet F-75013 PARIS	(33-1)-44.24.28.24		(33-1)-45.86.29.94	Evelynne Salameo	F
	2 Syndicat national des journalistes	33, rue du Louvre F-75002 PARIS	(33-1)-42.36.84.23		(33)-1-45.08.80.33	Mario Guastoni	F
GERMANY	1 Deutscher Journalisten-Verband	Bonnauerstrasse, 60 D-53115 BONN 1	(49-228)-222.972		(49-228)-214.917	Michael KLEIM	F
	2 IG Medien/Fachgruppe Journalismus DJU-REFU-SWJV	Postfach 10 24 51 70020 STUTTGART Friedrichstrasse, 15 70174 STUTTGART	(49-711)-201.82.38		(49)-711-2018 262	Rudi Munz	F
GREAT BRITAIN	National Union of Journalists	Acorn House 314-320, Gray's Inn Rd. LONDON WC1 X 8DP	(44-171)-278.79.16	NUJ@mcrl. popitel.org.uk	(44-171)-837.81.43	Jacob Ecclestone	F
GREECE	1 Journalists' Union of Athens Daily Newspapers	20, Academy street 10671 ATHENS 134	(30-1)-362.88.03 (30-1)-363.26.01		(30-1)-361.23.84 or (30-1)-363.26.08	Manolis Mathioudakis	F
	2 Union of Periodical Press Journalists	9, Valaoriton street 10671 ATHENS	(30-1)-363.60.39		(30-1)-364.49.67	Pelly Kefala-Karakatsuni	F
HUNGARY	1 Magyar Újságírók Országos Szövetsége (Association of Hungarian Journalists)	Budapest VI Andrássy ut 101 1368 BP 246	(36-1)-321.52.23 (36-1)-342.33.61		(36-1)-322.18.81	Gábor BENCSIK	F

COUNTRY	NAME OF UNION	ADDRESS	TELEPHONE	E-MAIL	TELEFAX	CO-ORDINATOR / CONTACT	F/A
2	Sajtószerkesztőszervezet (Hungarian Press Union)	BUDAPEST Kolessey u.2.1085	(36-1)-210.01.64		(36-1)-113.12.06	György LEPIES Berenyi: W tel/fax 266.89.06 Home fax 263.13.36	F
		1114 Budapest Kánizsai u. 6.	(36-1)-209.34.94 (36-1)-161.04.88		(36-1)-371.08.69	Terézia Katona-Endrody W tel: 387.556, W fax: 387.357	A
3	Magyar Újságírók Közossége (Community of Hungarian Journalists)	Sidumúli 23 108-REYKJAVIK	(354)-553.91.55		(354)-553.91.77	Frida Bjornsdottir	F
		Liberty Hall DUBLIN 1	(353-1)-874.86.94 (353-1)-874.12.07		(353-1)-874.92.50		F
ITALY	Federazione Nazionale della Stampa Italiana	349, Corso Vittorio Emmanuele I-00186 ROMA	(39-6)-683.38.79		(39-6)-687.14.44	Antonio Velluto via Moscova 24, I-20121 Milano Tel: 39-2-657.14.79, fax 657.14.78	F
		LV-1050 Marstala Str. 2 Riga	(371)-721.14.33 (371)-722.40.04 (371)-721.35.49		(371)-782.02.33	Ligita Azovska (President) Leonards Pavils (GS)	A
LUXEMBOURG	Association luxembourgeoise es journalistes	B.P. 1732 L-1027 LUXEMBOURG	(352)-438.509		(352)-424.431	Jürgen Overdick	F
NETHERLANDS	Nederlandse Vereniging van Journalisten	Joh. Vermeerstraat 22 Postbus 75997 1070 AZ AMSTERDAM	(31-20)-676.67.71		(31-20)-662.49.01	Judit Neurink	F
NORWAY	Norsk Journalistlag	Boks 8793, Youngstorget Storgata 14 0028 OSLO 1	(47-22)-170.117	tsjoelle@pns	(47-22)-171.782	Tore Kr. Andersen	F
PORTUGAL	Sindicato dos Jornalistas	Rua Dos Duques de Bragança, 7-2º 1200 LISBOA 2	(351-1)-346.43.54 (351-1)-346.71.75 (351-1)-347.66.33		(351-1)-342.25.83	Mario Oliveira FIGUEIREDO	F
ROMANIA	Societatea Ziaristilor Din Romania (SZDR)	Plata Presel Libere 1 Oficial Postal 33, Cod. 71341 BUCURESTI	(40-1)-222.83.51		(40-1)-222.42.66	Valeria FILIMON	F
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