

Engaging the Media to Foster Integration

Good Practices from NGOs & Regional Authorities

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REPORT

Opening and First panel of experts on the European perspectives on promoting integration through the media



Lorenza Badiello
Emilia-Romagna EU office

The seminar was opened by **Lorenza Badiello**, the director of the *Emilia-Romagna EU office*, who welcomed the participants and highlighted how either at the local level or at the European one, there is the need to provide effective strategies to promote integration. The involvement of the media is an important tool for that.

Aidan White, the secretary general of the *International Federation of Journalists (IFJ)*, the biggest journalists association engaged to promote the highest standards in the profession, stressed that informative journalism is currently undergoing a phase of deep crisis. There is the question of how to engage with journalists at a time when, particularly in the EU, there is much anxiety on the future and on how the public opinion can be manipulated for populist purposes.

Moreover, nowadays we are living in a paradox concerning the information we have access to. There is more freedom of information, we have more forms of expressions (e.g. an increasing use of internet and the social networks which is becoming more and more common compared to the traditional media) than ever, but less access to reliable, truthful, information. This is due to a structural crisis inside journalism: the audience migrate from traditional media to internet. But if the social networks can be very helpful to raise issues and mobilize the audience, they are no alternatives to investigative journalism which can go deeper in an issue providing context and proper information for instance to denounce corruption. In the meanwhile, the media cares

more and more about their commercial capacity to survive and invest less and less on investigative journalism, training for journalists, keeping a network of correspondents, etc. Unethical and sensationalist journalism linked to commercial benefit is very dangerous. When increasing the audience numbers becomes the sole aim of populist journalism, scaring people by providing misleading information on migrants and refugees becomes the golden ticket.

At a time marked by anxiety about the future, media can exacerbate social tensions and be an obstacle for a positive integration of the migrants. It is important to stress that such information is not proper information but it's rather misinformation. The quality of the information needs to return to ethical standards. In fact, ethical journalism takes responsibility in the use of the information (which should be reliable, accountable, non discriminatory and respect people's rights) and contributes to good public ethics. Such journalism should be cultivated and it would be wrong to write it off. In fact, among the journalists, there is a big frustration with the decadence and the corruption of the system, but there are also people, especially young people, deeply concerned with Human Rights and committed to work hard to provide a real public service. NGOs and public authorities should connect with them as providing accurate information increases the awareness and enables people to participate in the democratic processes. This type of ethical journalism should be supported as it has a public role which is not only about communication.



Aidan White - IFJ

The contribution of migrants to the European economy is undeniable, especially in the light of the demographic changes that Europe is currently facing and which will exacerbate in the future years. Migrants, when integrated into the labour market and in the host countries, may increase the competitiveness of the EU. The frequent extreme representation that the media make of the migrants, as victims or as rescuers of our economies is reductive and contradictory.

The media work with words and images. The media have their own responsibility for the choices they make. The use of the correct vocabulary is highly important: if we talk about "legal migrants", then we imply that there are "illegal migrants" while we know that the correct terminology refers to irregular migration or undocumented migrants. What we most need are stories and images depicting the real life of people.

José Díez Verdejo, policy officer at the *Immigration and Integration Unit - DG Home Affairs of the European Commission*, reminded that in the next 50 years 50 million of workers more are needed in the EU: hence, immigration is part of the solution to keep the European social model. Even though it is not easy to speak about integration at the European level at a time of financial and economic crisis and debate about the supposed failure of multiculturalism, various tools have been developed in order to support the cooperation on integration issues (e.g. the European Integration Fund, the network of National Contact Points on Integration, the Common Basic Principles on Integration,

etc.). Today there is also a legal basis provided by the article 79.4 of the Treaty of Lisbon, which is a starting point for developing measures to support a coordinated action of the EU member States aiming at fostering the integration of legally-residing third-country nationals. Moreover, the new Europe 2020 Strategy, among other things, aims at raising the employment rate of the population aged 20-64 up to 75%, also thanks to the contribution of legal migrants¹.



From the left: José Díez Verdejo - European Commission, Ana Lopez Fontal - ECRE, Aidan White - IFJ, Anke Schuster- IOM Brussels

Supporting the integration of migrants is essential, both at EU level and at regional and local level. Efforts from both the receiving society (which should provide opportunities for integration) and the migrants (who should respect the laws) are required. Other practical initiatives of the European Commission to promote common solutions to integration challenges concern: the creation of a European website on integration² and a portal with practical information for migrants, which should be soon launched; handbooks for policy-makers and practitioners, available in all EU languages; the integration modules (and particularly the 2nd one which highlights the need for a strong commitment by the receiving society). Moreover, the European Integration Forum has been created to provide a platform for the dialogue between civil society organisations and EU institutions. In particular, the third meeting of the European Integration Forum, held in June 2010, focused on relevant topics such as: i) training the Media to communicate about migrants ii) training migrants to communicate with the Media. There, it emerged that the migrants and the NGOs could adopt some useful techniques to work with the media (e.g. prepare the stories for the journalists in order to make their life easier and be sure to convey the right message) and develop a common strategy mainstreaming migrants' voices (so that migrants appear also in fields not related to migration) and targeting all the media (not only those in favour of migration).

Other initiatives promoted by the European Commission with a focus on the role of the media to foster integration regard the priorities of the European Integration Fund, in

¹ More information on Europe 2020 Strategy at the following link: http://ec.europa.eu/europe2020/index_en.htm

² The European Web Site on Integration: <http://ec.europa.eu/ewsi/en/index.cfm>

particular for 2009 (5 out of 9 European initiatives supported focused on this issue), and the initiative “Tuning into Diversity”³ organised in Budapest in February 2010, which offered journalists, representatives of immigrant and minority organizations, other media practitioners and researchers in the field of media and diversity a unique occasion to meet, exchange ideas and experiences.

Aidan White remembered that beyond the activities of DG Home, different Directorates General of the European commission, other European bodies (e.g. DG Employment with the initiative Media4Diversity, DG Justice, the European Fundamental Rights Agency, etc.) and other European Institutions, such as the Council of Europe, are active in this field. This is a positive sign of commitment with the issue but there is scope for more coordination.

Anke Schuster (project development and liaison officer at the *Brussels office of the International Organization for Migration - IOM*), explained that some relevant elements



Anke Schuster- IOM Brussels

about the representation of the migrants in the media concern:

1. The marginalization of migrants by the mainstream media;
2. The need to avoid undue blending between immigration and security issues;
3. The increasing attention of the Media to immigration issues.

In order to foster a positive integration of the migrants in the EU societies and a more realistic representation of migration, the Media should portray diversity as a natural part of life in the EU and show, in a balanced way, the challenges and opportunities of a multiethnic society.

The relation between migrants and the media reveals also an issue of accessibility (e.g. internet, dissemination of migrant media in rural areas, etc.). Moreover, the role of the media of the countries of origin must not be underestimated. Indeed, media does not necessarily act as an obstacle for integration but they can provide migrants with useful information about the host country (guidance on job opportunities, services available etc.). Ethnic media can act as a bridge to overcome alienation and underrepresentation while developing a constructive sense of belonging within the migrant community. Unfortunately, the under-representation in mainstream media of media professionals with a migrant background is still a problem. This under-representation is only partially due to a lack of media experts with a migrant background with the required qualifications and skills. A stronger presence of migrants in the media would be important for integration, as it would be unable to deepen the dialogue and to create stronger links between the minorities and the receiving community.

³ More information on the initiative at: <http://www.tuningintodiversity.eu>

The IOM supports different initiatives aiming at promoting a better understanding of migration. One of these initiatives is the project “Migrants in the Spotlight”⁴.

The overall objective of this project is to contribute to improved understanding, awareness and reporting on migration issues, integration of third country nationals, and related topics among media professionals (journalists and members of TV, radio, online media, etc.) students of journalism, and migrants, in order to facilitate more effective and accurate reporting on migration issues in Hungary, Czech Republic, Latvia, Lithuania, Romania and Slovakia.

This will be achieved through the implementation of four main activities:

1. training seminars, targeting media professionals, both from domestic media dealing with migration as well as members of the immigrants’ media channels, and journalism students;
2. an international conference, titled “Promoting Integration through Media and Intercultural Dialogue”, organized in Budapest from 16 to 18 May within the framework of the Hungarian Presidency of the EU (2011);
3. an international competition will be organized for students of media and social sciences from the participating countries, for the best article and documentary on a migration-related issue;
4. IOM and each project partner will host three-month internships/mentorships or work experience for entry level professionals or students of journalism/social studies/political science, etc., who are immigrants or come from a family of immigrants.

Ana Lopez Fontal, press and public information officer at the *European Council on Refugees and Exiles - ECRE*, introduced the organisation which represents seventy refugee-assisting NGOs in thirty European countries⁵.

To answer the question about how the media can foster integration, it is important to remember that, first of all, integration is a two-way process. This means that it places demands not only on the individuals and on the communities concerned but also on the receiving societies. Starting from this consideration, ECRE believes that the media can promote the development of a welcoming environment that facilitates the successful integration of migrants and refugees across Europe. Some practical examples on how the media can create a positive environment for integration or, on the contrary, provide a negative perspective of migration regards:

- shaping perceptions, migration as a cause of conflict vs. migration as a contribution to society;
- the terminology used, it's not the same to talk about “illegal migrants”, “asylum seekers”, “bogus asylum seekers”, “refugees”, etc;
- the focus on the numbers of immigration, without a historical perspective;
- the stress on images of “threatening young males”, rather than children and women.

This can be better achieved at the local level through the media, as they can reach directly the citizens.

⁴ More information on *Migrants in the Spotlight* is available on the project website at www.mits-eu.org

⁵ More information on ECRE’s members is available at: www.ecre.org/members

Another important factor is the approach that the governments choose towards integration: their policies and laws have an influence on the integration for individual refugees and migrants. In this regard, the media can help to build support towards constructive integration policies and to point the finger at policies that are making integration more difficult. The ECRE's strategies to achieve this goal concern: the development of policy positions on refugee integration; creating links of press officers in Brussels and ECRE member agencies. Moreover, ECRE press officers "translate" ECRE's policy positions into media lines and liaise with journalists in Brussels and across Europe, through press releases, answers to media enquiries, interviews, and press conferences, etc. This is particularly important now, a time when due to the impact of the economic and the structural crisis on media professions, the correspondents in Brussels have to cover many more issues with less time. This leaves no other choice than for these correspondents to rely mainly on official sources and with no specialisation this prevents them to fully apprehend the context.

Integration begins from the day a refugee arrives in the new host society. According to the Dublin system⁶, the first EU member State that an asylum seeker enters should be the one to examine the asylum application and therefore the place where the asylum seeker, if recognised as a refugee, will try to settle.

There are many points against the Dublin system: asylum seekers are transferred to countries which cannot grant their rights; it puts more pressure on EU countries located at the external borders. In addition, in terms of integration:

- It delays the examination of asylum claims (people wait for years without knowing whether they will be allowed to stay in a country or not);
- It creates incentives for refugees to avoid the asylum system and live "underground";
- It uproots refugees by forcing them to have their claims determined in member States with which they may have no particular connection (extended family, community, language, etc).

Much of the current ECRE's media work focuses on the problems of this system both for refugees and for overburdening the member States, and why it should be replaced.

Together with its members, ECRE has also contributed to raise the issue of the access to work of refugees, through a campaign called "Let Them Work"⁷.

The current Reception Conditions Directive⁸ obliges Member States to allow asylum seekers to work only after 12 months.

The proposal to recast the Reception Conditions Directive proposes that asylum seekers would have access to employment within 6 months. Limitations on asylum seekers' right to work make them vulnerable to exploitation, (eg. as cheap labour) and create additional difficulties for them to build a new life. Moreover, denying asylum seekers the right to work is also a waste of valuable skills and, as such, very detrimental to the European economies. Journalists can pinpoint policies favouring or hindering integration

⁶ http://eur-lex.europa.eu/smartapi/cgi/sga_doc?smartapi!celexplus!prod!DocNumber&lg=en&type_doc=Regulation&an_doc=2003&nu_doc=343

⁷ <http://www.refugeecouncil.org.uk/campaigning/letthemwork>

⁸ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32003L0009:EN:NOT>

and at the same time by portraying successful experiences of integration they can influence public perception to support more open and constructive integration policies.

Debate with the plenary

Aidan White encouraged the audience to think about what to do to change the current negative narrative followed by mainstream media. In order to engage with the debate and try to influence it, it is important to provide the journalists with what they need: stories with a human scale, lists of accessible alternative sources, incontrovertible facts etc.

Moreover, in order to promote a more responsible use of terminology writing complaints to the media can be useful but it's not enough: the awareness should be raised on the danger, the harm that such an improper use of words can entail (e.g. illegal vs. undocumented migrants). Some progress in this sense is already visible since Commissioner Cecilia Malmström mandate DG Home is now only referring to "irregular migrants". Furthermore, it is expected that, in spite of the debate on the failure of multiculturalism, the European Commission will reaffirm the relevance of the Common Basic Principles on Integration in its next Communication on Integration to be published next June.

The governments and the civil society organisations shouldn't be afraid of telling and explaining the truth to the public opinion in Europe. Otherwise, a climate of suspicion and distrust will embrace these issues. Refraining from the debate is not helpful, as discrimination attitudes could become commonly accepted, while in Europe there are laws against hate speech and supporting the protection of Human Rights which can be used to tackle irresponsible use of media.

At the same time, the people in the developing countries should be properly informed about the reality of migration, its perspectives and the dangers of migrating without a permit. To this end, the proper information should be disseminated also through entertainment programs, in collaboration with media professional networks at the regional level such as the Broadcasting Unions. Institutional actors are already adopting various initiatives (e.g. the European Immigration Portal, IOM movies on irregular migration, Migration Resources Centres in the countries of origin etc.) to raise awareness on these issues.

The under-representation of migrants in media professions is also a symptom of the crisis of the sector as these careers are underpaid and volatile, the professional perspectives are opaque and the networks rather close. Many initiatives are being developed to try to facilitate the access to the profession for migrants and make it more attractive (e.g. IOM projects involving fellowships and traineeships, IFJ awareness raising etc.)

Second panel of experts on NGOs and Regional Authorities experiences on promoting integration through the media

Valentina Lombardo, project officer at the Italian NGO *COSPE - Cooperazione per lo Sviluppo dei Paesi Emergenti* & **Darien Levani**, a young journalist with Albanian background involved the *network of Intercultural Media of the Region of Emilia-*

Romagna (MIER) presented accordingly the Italian Association of Intercultural Press - ANSI⁹ and the network of Intercultural Media in Emilia-Romagna - MIER¹⁰.

Both speakers highlighted how often the image of migrants is manipulated for electoral purposes. Moreover, the media often spend more time and resources for marketing purposes than in trying to make "good journalism". When the media sector is in crisis and it is largely driven by sales (the commercials in the newspapers ensuring the main revenue, rather than the cost of the paper bringing revenue), the risk to fall into sensationalist and populist journalism is much higher. Moreover, the demand for entertainment is higher than the need for proper information or for a balanced portrayal of the phenomenon of immigration. What is problematic is that this trend is not followed only by tabloid press, but also by the prestigious ones. Promoting diversity in the media is crucial to build a truly diverse and inclusive society.

ANSI is an association recently established: it was officially presented on the 19th of February 2010, during the European Seminar "Intercultural Journalists' Associations: Italy and Europe - Exchanging experiences", held in Turin (Italy).

The association is composed by journalists with a migrant background who work both with mainstream media and multicultural/ethnic media. It is a group of specialization established within the *Italian National Union of Journalists*¹¹ (FNSI) composed by 24 journalists regularly enrolled both within the national registry of professional journalists (*Ordine dei Giornalisti*) and the union of journalists. The idea of creating an association within an existing body was a deliberate one aiming at mainstreaming diversity issues in the profession. Such a collaborative approach is bringing its first results. For instance, one of ANSI members has recently been elected on the Executive Board of the FNSI regional branch in Liguria.

One of ANSI's aims is to provide support to journalists with an ethnic minority background to have access to a full professional recognition. Furthermore, another ANSI's purpose is to foster, in the context of the Italian journalism, the interest and the attention for diversity and multiculturalism. Moreover, ANSI is actively participating in the monitoring of the "Charter of Rome"¹² (*Carta di Roma*), a code of conduct for journalists writing about asylum seekers, refugees, victims of trafficking and migrants, approved in 2008 by FNSI, the "Ordine" of Italian Journalists and UNHCR¹³.

So far, ANSI has probably received more attention at the international level than at the national one. The Association, although recent, has already achieved some meaningful outcomes. For instance, it begins to be recognised as a stakeholder in the issue and be involved in consultations¹⁴ on the theme; its profile and contacts in 2011 edition of "Journalist Agenda" it supported 15 ethnic minority journalists in the process of

⁹ More information at: http://www.mmc2000.net/docs/primo_piano/doc/Turin_european_seminar_report.pdf

¹⁰ <http://www.retemier.it>

¹¹ FNSI web site: <http://www.fnsi.it/Esterne/Home.asp>

¹² <http://www.cartadiroma.org>

¹³ More information on information on ethical journalism initiative and on the Charter of Rome, at the following links: <http://ethicaljournalisminitiative.org/en/contents/charter-of-rome> ; http://www.fnsi.it/Pubbliche/Pag_doc_deontolog.asp

¹⁴ Consultations with Open Society Institute and International Press Institute on the state of art of information on migration-related and minority issues in Italy

accessing professional journalism; it has participated in relevant public events and debates at the regional, national and international level, etc.

ANSI is currently in the process of enlarging its membership (particularly towards the South of Italy), lobbying at different levels for the inclusiveness of the media sector, launching mentoring programs for migrants' youth, sponsoring awards for cultural diversity in the Media (scholarships and internships), as well as strengthening linkages with other European networks and with the EU institutions.

MIER is the Emilia-Romagna regional association of registered headings of newspapers, websites, radio and TV programs, created by citizens of foreign origins and mixed groups. Its main objectives are to strengthen and promote the self-representation of the citizens of foreign origins in the media; to foster intercultural dialogue among all citizens; to sustain multi-linguism as an added value in our society. There is still work to be done, especially concerning the visibility and promotion of this interesting network among a wider public. The main problem for the integration of migrants today in Italy is the representation gap. Migrants cannot vote in the local elections, although various Italian local and regional administrations have created and institutionalised consultative bodies or committee of foreign residents to foster the civic and political participation of the citizens with a migrant background living in their territory. Unfortunately, this lack of representation is still very partially covered by the media. At times, the development of multicultural media is due to the *de facto* exclusion of journalists with an ethnic background from mainstream media.

Ros Lucas, from the Migrants Resource Centre in the UK, facilitated this panel and underlined the linkages with the discussion of the first session of the morning: entertainment is chosen as the quick fix to the structural crisis of journalism. In this context, it is even more important to develop new ways to work with media professionals, to engage them and open the dialogue on these issues.



Graziana Galati - ERLAI Network
& Adelina Chalmers - MENTER

Graziana Galati, policy officer at the *EU office of Emilia-Romagna Region* and coordinator of the *ERLAI Network*, provided an overview of the main data on immigration in the regional territory and the strategies put in practice by the regional administration to promote intercultural communication.

In terms of incidence on the population, the percentage of foreigners resident in Emilia-Romagna is increasing steadily: from 8.6% in 2008, to 9.7% in 2009 and finally 10.5% in 2010. In Italy, Emilia-Romagna has the highest percentage of foreigners over the total population.

Since 2001, in the framework of the policies for social integration of foreign citizens, the regional government has implemented a plan of actions aimed at promoting innovative projects in intercultural communication.

In the last years, also thanks to the support of the regional and local authorities of Emilia-Romagna, the initiatives on intercultural communication have developed significantly in the regional territory, as few other regions in Italy.

Emilia-Romagna promotes intercultural communication through three specific areas of activity:

1. The regional network of intercultural media, and in this framework, the network MIER;
2. Intercultural communication actions in the context of the annual social planning activities;
3. Intercultural communication initiatives as an outcome of the guidelines provided by the Regional Memorandum of Understanding on Intercultural Communication¹⁵.

This last document, signed by a wide range of stakeholders in the region, foresees the following kind of interventions:

1. the collection of data and research into intercultural information and communication in the region;
2. information and awareness-raising actions among journalists of the local press;
3. promotion and valorisation of multicultural media;
4. training and activation of traineeships, also in collaboration with the Universities of Emilia-Romagna, for operators and journalists of the multicultural media.

A research on the representation of the immigrants in the local news of Emilia-Romagna has been carried out by *CORECOM*, the Regional Communications Committee. The report on the outcomes of the study was officially presented on the 15th of March 2011¹⁶.

Adelina Chalmers (equalities development - UK & international officer) and **Michal Siewniak** (strategic development officer) from *Menter*¹⁷, the Black and Minority Ethnic Network for the East of England Region, provided, in a innovative and entertaining way, some tips and good practice on how to work positively with the media towards community cohesion.

In their presentation, they pointed out that often the people that participate to events aiming at promoting integration are always the same small group interested in the topic.

The contribution of the media to foster integration is essential, although their potential is not always used in a positive way.



Adelina Chalmers & Michal Siewniak - MENTER

¹⁵ http://www.emiliaromagnasociale.it/wcm/emiliaromagnasociale/home/immigrazione/Comun_interculturale/Protocollo_ComunicazioneInterculturale/Par1/RER_REGIONAL_COUNCIL_on_intercultural_communication.pdf

¹⁶ Please, find the abstract of the CORECOM report on ERLAI website:

<http://www.emiliaromagnasociale.it/wcm/emiliaromagnasociale/home/immigrazione/Erlai/Presentation/Events.htm>

¹⁷ <http://www.menter.org.uk>

Some key tips to provide a good information service:

1. proactively contact the media and give accurate stories and exact texts;
2. involve popular/influential people in the NGOs activities to raise the profile of the events and attract media attention;
3. use the links of those influential people and bridge the gap between the communities, the media and the NGOs at local level;
4. think about the interest for the media and consider the business aspects. Each issue must be investigated from every possible perspective;
5. establish contacts and relationships with both mainstream and migrant media in order to reach out to different audiences.

Finally, **Masha Volynsky**, working for the Czech NGO *People In Need*, explained that in the Czech Republic immigration is a relatively new topic, the media market is still relatively small, not very competitive, but still profit driven and therefore at risk of using the same sensationalist tones of the tabloid press. Journalists are generally underpaid, most of them are young, inexperienced, over-worked and discouraged to specialize. There is a clear dominance of the tabloids and very few voices re/present the migrants in the mainstream media. Hence, it is important to raise awareness on migration and diversity issues and keep the media interested about immigration.

In the Czech Republic, the NGO sector is quite new, not yet established as a stakeholder and it doesn't have a positive image in an ex-communist society where non profit is often associated with non accountability. This leads to a biased relation between the NGO and the media or the general public. The gap between the media and NGOs can be filled with seminars for journalists as well as for NGOs. These are occasions to break stereotypes on both sides, open the dialogue and get the non profit ones out of their "non profit box".

Public broadcasters have often a requirement to cover also migration issues. An NGO can be of help by providing appropriate formats and opportunities for engagement.

Some initiatives have been particularly effective in the Czech Republic due to their originality:

1. A radio program, called *Radio Wave Program* has a very interesting format: it is broadcasted once a month, and looks at migration from a dual perspective: each issue is treated from the viewpoint of migrants living in the Czech Republic and Czechs living abroad. The benefits for the radio station were in terms of access to new and younger audience, acquisition of regular content (partially prepared by the NGO) and positioning of a competitive programme. While the NGO could support migrant participation and reach a wider audience which could sympathise more easily while identifying when hearing also stories of Czech in similar situations.
2. Another initiative has gathered great interest thanks to its timing: the *Fronta Fest* (the Queue Festival), a concert protest held at 6.30 a.m. in front of a police station for foreigners in the middle of nowhere to bring the spotlight on the long regularisation queues and the difficulties that immigrants must endure. The event attracted the attention of the Media as the absurdity of the migrants 'queues evocated those of the communist regime and the broadcasters hadn't much

events to cover in that early morning segment. The lesson learned here was the interest of looking for space that broadcasters need to fill.

Moreover, Masha Volynsky underlined the interest of developing ties with individual journalists. Some tips to do so in a constructive way are the following:

- Think about presenting migration issues in a way which is of interest for them (e.g. through regular stories)
- Provide information in an easy accessible and well structured way
- Choose the information to provide or shape it in a way that it is linked to the current big issues in the news
- Provide exclusive information or access to migrants
- Engage with journalists on something they can relate to (e.g. not “diversity” in general, but access to resources)
- Provide alternative sources of information

The new Media (e.g. migrants’ blogs and forums, social networks, etc.) has a big potential to make the voices of the migrants heard, and greater attention should be devoted to it (PIN just developed a guide to the new Media for migrants’ organizations¹⁸), but it cannot substitute traditional journalism.

Conclusions

Wrapping up, Ros Lucas underlined the importance of getting format and timing right in order to bring into the mainstream media the evidence based both on the experience on ground and on the academic research. Moreover, not only the press media, but also radio, television and art (e.g. movies, photo exhibitions etc.) can be a useful medium. Ana Lopez also remembered the importance of putting the pressure not only on the journalists, but also on the NGOs which should facilitate their work focusing on their situation and needs while adopting a collaborative approach.

¹⁸ “Don’t wait for the media to notice you!” (PIN, 2011) : <http://migration4media.net/2011/03/02/a-guide-to-new-media/?lang=en>