



**Mediam'Rad is a 3-year European programme of the Institut PANOS Paris (2005-2008), developed mainly in France, Italy and the Netherlands to:**

**Increase the pluralism of opinions and reinforce the diversity of points of view by supporting lasting collaborations and partnerships between ethnic media and mainstream media**

#### WHY?

Because public understanding of international and intercultural relations, with their divisions and exclusions, is based on specialized media - which, by definition, reaches a limited fringe of public opinion,

Because for the mainstream media, the information put out on these issues is limited to factual statements, with analysis or understanding of these situations, constrained by allocated resources according to editorial choices,

Because between the mainstream media and community media, a new group of media emerges in Europe: the media of immigrant and ethnic minority groups, the ethnic media,

Because their editorial priorities focus on both host and home societies, intercultural relations, issues such as integration, fight against discrimination, ethnic media are intermediaries with expert knowledge, representing valuable bridges in a global context where the local and the global are in constant interplay,

Therefore, ethnic media introduce diversity, new information and new analyses of the interdependencies of today's world and thus, feed the "agenda" of the mainstream media on these issues.

#### WHAT OBJECTIVES?

- **To identify ethnic media** and analyse the information they produce,
- **To network ethnic media with other groups of media (mainstream and community media)**, in order to facilitate wider dissemination of their news,
- **To allow public opinion to access renewed information** and perspectives on the diversity and dynamics of the contemporary world.

#### FOR WHAT ACHIEVEMENTS?

- **To strengthen ethnic media** to increase their visibility,
- **To produce recommendations on methodology and strategy** targeted to journalists and publishers, their professional organisations and training centres,
- **To create a network of professional journalists and publishers** from ethnic, mainstream and community media.

#### AND WHAT GLOBAL IMPACT?

- **A diversification of information and an analysis of information** disseminated by both mainstream and the community media,
- **A change in the priority** given to international and intercultural relations by the mainstream media,
- **A recognition of diversity** as a source of enrichment and reinforcement of plurality of information.

#### FOR WHOM?

- **Ethnic media professionals**, community media and mainstream media,
- **Audiences of ethnic media**, community media and mainstream media

#### COMMITTED IN THE MEDIAM'RAD PROGRAMME...

**In France** - Africa n°1, Africultures, Afrik.com, Afrobiz, Aligre FM, Altermondes, Amina, Arc en Ciel (FPF), Berbère TV, Beur FM, Cité Black, EPRA, Europe Journal, Equilibres et populations, France 3, France Bleu, France Bleu Alsace, France Culture, France Inter, France Télévisions, Gazelle, Haïti Tribune, IFAFE Info, L'Oeil de l'exilé, L'oeil public, La Locale TV, La Vie, Le Gong, Le Monde, Le Mouv', Liaison Franco Africaine, Libération, Mangembo FM, Ma6tvachanger.fr, Migrations, Migrations société, Radio Droit de cité, Radio France, Radio Orient, Radio Pluriel, Radio Rencontre, Respect magazine, RFI, RFI Antenne Monde, Saphirnews.com, TF1, TV5 Monde...

**In Italy** - Asteriscoradio.com, El Noticiero - Telegenova, LiguriaSat, Etnoblog, Expreso Latino, Extra, Gazeta Romaneasca, Gazzetta del Mezzogiorno, E'tv, Romagna, Il Messaggero, Il Passaporto, immigratiabologna.it, Indymedia, Koinè - Libertà, Teledibertà, La Stampa - Torino, Melting Pot Europa, Metropoli - La Repubblica, Migra, Migranews / Altri, Mundo Brasil, Network, Nur, Parole Comuni, Piceno 3M, Piemondo, Tele Tirreno, Grosseto, Popolare Network, Radio for Peace, Radio Popolare, Radio24, Raï, Shukran, Sienadiaspò, Svizzera, Tam Tam Times, Telecivitavecchia, TG3 Toscana, Vision Latina, Volontari per lo Sviluppo...

**In the Netherlands** - Beauty expressions, Bedrijfsfonds voor de Pers, Chines Radio Amsterdam, Contrast, De Journalist, Ethio TV, Fun X, Generation Now, IKON, Llink, Llink De nieuwe Omroep, Lokaal mondiaal, M'zine, Management Team, Marrein Uitgeverij, Mavis productions BV, Media Blackberry, Moesson, MTNL, NPS, OHM hindoe media, Omroep Brabant, Onfile, Onze wereld, Palazzina, PALM, Palm bestuur, Radio Nederland, / NPS, Ronteltap Film & TV productise, RVU, Selamnetwerk Ned, SiS, Spreekbuis, Stichting iNSnet, Surya Radio, The African Bulletin, Time Media Group, Wereldomroep...

**In Belgium** - Agenda Interculturel, Le Soir, Radio Al Manar, Radio Panik, Radio Si, Binfikir, RTBF - Milles et une culture, Télé-Bruxelles, Télé Matongé...

**In Germany** - H1 (H-eins) TV, WDR Radio, Offener Kanal Berlin...

**In Portugal** - Bussula, Centro Local de Apoio ao Imigrante / Radio Ribatejo FM, Diario de Manha, Diaspora, El Publicó, Expresso, Mayak, O Brasileiro, Programa Etnias, Programa "Nós" (RTP1, 2 & Africa), SIC TV, Tropical FM, Tshass Aba Vciom, Vozes de Leste...

**In Spain** - Attawassul, El periodico de Catalunya, Group of Independant Media Makers, Infusion, Program "El tren" (Radio Gracia), Radio Paca, Radio Siutat de Badalona, Revista Catalina, RNE...

**In Sweden** - El Gringo, Indvandrer TV...

**In the United Kingdom** - Asians in Media, BBC, Culture Wise, Somali Eye Media...

**In the United States** - Ang Newspapers, New America Media, Youth Outlook...

In collaboration with



lavie

Le Monde.fr



## BY WHO?



INSTITUT PANOS PARIS - [www.panosparis.org](http://www.panosparis.org)

Established in 1986, the Institut Panos Paris is the leader organisation in charge of the European co-ordination of the *Mediam'Rad* programme. The Institut Panos Paris is a non-governmental organisation focusing on giving support to Media pluralism.

The Institut Panos Paris endeavours to foster a media environment that reflects the diversity of our contemporary societies, where all communities, including the most marginalised, are able to express their point of views, exert their influence and contribute to local and international public debates.

During the period 2007-2010, three main programmes are being implemented in Europe, in Central Africa and in the MENA region (North Africa and Middle East). *The Mediam'Rad project* is a component of the International migrations & media (MIME) programme.

Reynald Blion - *Programme director*  
Claire Frachon - *Projects manager - Journalist*  
Nedjma Meknache-Boumaza - *Projects officer*  
Virginie Sassoon - *Studies & Publications officer*

## WITH?



MIRA MEDIA - [www.miramedia.nl](http://www.miramedia.nl)

Created in 1986 and partner of the programme, MiraMedia (Utrecht, Netherlands) is in charge of the programme development in Northern Europe.

Mira Media's overall aim is to combat racism and other forms of discrimination, and to promote a rich and diverse media culture that will meet the aspirations and needs of multicultural societies.

Miramedia work focuses on equal participation of minority media professionals in the audio-visual, print and digital media labour market and multicultural awareness among all media professionals.

Giovanni Massaro - *Programme manager*  
Brechtje Clarissa Smidt - *Mediam'Rad Project officer*



COSPE - [www.cospe.it](http://www.cospe.it)

Established in 1983, COSPE is associated to the programme, COSPE (Firenze, Italy) is in charge of the Mediam'Rad programme development in Southern Europe.

COSPE's overall objective is to contribute to the fight against discrimination and the promotion of an intercultural dialogue. In Italy, the main projects supported by COSPE aim at the promotion of empowerment and participation of ethnic minorities. At the International level, COSPE develops activities in the field of international co-operation and awareness education. Finally, COSPE is playing an active role in international solidarity networks and campaigns.

Anna Meli - *Programme co-ordinator*  
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## CONTACTS

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## Mediam'Rad...

### IN PRINT MEDIA...

**Le Monde**, *Les médias de la diversité récompensés* - Martine Delahaye - 2 Feb. 2007  
**Cité Black** - *Rencontres médiatiques européennes, Strasbourg accueille la diversité*, July/Aug. 06  
**Asians in media magazine** - *As Europe changes, will the media follow suit?* July 06  
**Afrik.com** - *Quand les "média de la diversité" partagent leurs expériences*, 13 May 06  
**Pilibo mag** - *L'Institut Panos pour une meilleure visibilité des médias de la diversité*, March/April 06  
**New America Media** - *France's Parallel Media Universe: Ethnic Media*, 09 Dec. 05  
**Le Monde Télévision** - *Combattre le repli identitaire*, 28-29 Aug. 05  
and more than thirty other articles...



### ...ON AIR...

**France Inter**, *Prix Panos des médias de la diversité - Emissions Périphéries*, Edouard Zambeaux - 4 March 2007  
**France Info** - *L'Europe au quotidien* - Chronique France Info - 16 July 06  
**RFI** - *Médias du monde*, July 06 / *Media, diversité et pluralisme* - Reportage pour RFI France - RFI Brésil, July - September 05  
**Radio Aligre** - *Libre antenne : media & diversité* - 60' - Paris, 24 October 05  
**Beur FM** - *Media, diversité et pluralisme* - Reportage Journal Beur FM, 5 July 05  
and more than fifteen other radio shows...

### ...ON TV

**Le 19/20 - France 3 National** - *Reportage sur la presse féminine noire en France* - Sept.05  
**Télé Suisse Romande** - 12h45 / *Journal d'information - Media et Minorités* - Genève - 20 April 07  
**TVP 3** - Polish television - *Europa To Tu* - "Here is Europe" - *The intercultural dialogue* - 28 May 07



is also...

### ...PUBLICATIONS

**Media & Information, practices and realities of diversity in France (Fr & Eng), in the Netherlands (NI, Fr, Eng) & in Italy (It, Fr, Eng)** - May 2006  
**Mediam'Rad Focus France** - April 2006 & November 2006  
**Mediam'Rad Focus Europe (Fr & Eng)** - June 2006 & April 2007

### ...A FIELD OF SHARING KNOWLEDGE & EXPERIENCES

**Two national workshops** (in France, in Italy and in the Netherlands) - 2005-2006, **two european meetings** at the INSTITUT DU MONDE ARABE (Paris, 2005) and in the COUNCIL OF EUROPE (Strasbourg, 2006) and **a public Debate Ethnic MEDIA / MAINSTREAM MEDIA, Bridges for plurality and pluralism** (Oct. 2005)  
The first French **Ethnic & diversity media award** (31 Jan. 2007)

## Coming soon...

Publication of the first **French ethnic & diversity media directory** - *MediaDiv* - June 2007

Creation of an **online database** on ethnic & diversity media in Europe

Organisation of the third **European media meeting** - Council of Europe in Paris - 26 & 27 June 2007

Organisation of the third **national workshop** of professional productions in France - Radio France - 3 & 4 July 2007

Publication **comparative analysis** on information content, audiences and editorial priorities



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Mediam'Rad  
Media, diversity & pluralism,  
bridges to build...

Ethnic & diversity media in Europe

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