



Recommendations

The inaugural **National Migration Media and Integration on /Social Cohesion Conference** from the 31 May - 1 June drew together leading decision makers, thinkers and Multicultural specialists to discuss and debate key issues that related to misrepresentations of migrant communities in the mainstream media.

The conference was jointly organized by the African Media Australia (AMA), The National Ethnic and Multicultural Broadcasters' Council (NEMBC), the University of South Australia.

Diversity in the media is about more than just representation on the screen and in newspapers. It's about the stories that get told, the issues that get covered, the voices that get heard. It's about creating a range of voices, accents, languages, and, most importantly, values.

Full Recommendations and Actions from the National Migration Media and Integration on /Social Cohesion Conference (NMMI) are:

From the Media Side:

The Commercial and Public Sector

- Recruiting more journalists from a multicultural background (both cadets and experienced journalists)
- Have a (multicultural) diversity officer appointed within media outlets to work with the upper management to clarify, strategize and meet diversity goals within the organisation
- Train current journalists on diversity, cultural competency and better engagement with new and emerging migrant communities.
- Organise site visits by migrant groups to meet with journalists, sub-editors and editors and spend some time together at their work place
- Appoint one person within the organisation (it could be the diversity officer) that community leaders and concerned members can contact to discuss matters relating to media publication of any types (both pre and post publication discussions). Such a contact can also help journalists access people in the community who may help them with information about any developing story etc...
- Encourage journalist to proactively meet multicultural groups outside of any publication related matter (this can be at a celebration, sports event etc...)
- Allocate a small budget to help the organisation reach out to multicultural communities such as covering a festival or a graduation ceremony or anything positive for the community, where they would normally not do that because of limited resources and time. It is possible to obtain funding from the government to help with this and the communities can assist in this process

Community Media: Make better use of the strength of community media

- There is evidence that alternative media does build connection between media organisations and the connections that develop between individuals do create stronger representation in the media, but it is subtle and could be more systematic.
- Alternative media recognise the need to accelerate skills and provide a bridge to entry level positions in media
- Work in the community media to sector to gain skills and develop employment pathways.

From The Community

- Be more proactive in engaging with journalists, sub-editors and editors, with a focus on community leaders to develop relations with media outlets outside of any controversial issues
- Be more proactive in reacting to contentious reporting or misrepresentations. The media need to be aware when their publications are not factual or distorted in some ways
- Use the power of social media to flood media with protest or praise when it matters. Media are now measuring the success of their publications through social media metrics and this provides an avenue for powerful engagement from the community
- Take steps to encourage more information, education and training of community members to help them media skills and also assist students and other young people with interest in the media to develop skills through community media with a aim to go mainstream
- Work with politicians and other socio-cultural leaders to continue to promote more diversity and fairer representations of (new and emerging) migrants in the media. This should be seen as a long term goal as change in this space will not be achieved overnight
- Encourage members of the community with higher professional skills (such as Doctors, engineers, lawyers etc...) to work in close collaboration with community media outlets to write and talk about things that matter to them and circulate such publications through social media to increase the number and quality of (positive) media output from the community.
- Lobby politicians to advocate for more and better training of mainstream media on diversity in the media and cultural competency.
- Work with media and community engagement officers within respected not for profit media organisations to develop activities, strategies and publications to help promote more diversity and better representations of migrant communities in the media.

Government and Regulators

Regulation and Policy

- Code of conduct needs to be a code of ethics; recognising that journalism has changed. Balance and fairness is more about ethics and a responsibility on the journalist
- Involving regulators and academics particularly to increase awareness of the situation through further research and monitoring. Scanlon Foundation I know already does good work on multicultural issues but perhaps it could be more directed with research about the media

Universities and Organisations

- University partnerships with multicultural organisations and SBS, i.e. Deakin, SBS and ECCV
- Training – both for people who want to be involved in media, and for ethnic media producers wanting to reach the mainstream (e.g. Indira's tips on timing, using images, type of story, who to contact, press releases etc). Perhaps develop a booklet on this to send out to media workers.
- Involving academics particularly to increase awareness of the situation through further research and monitoring. Scanlon Foundation already does good work on multicultural issues but perhaps it could be more directed with research about the media.
- Hold a Roundtable meeting of interested Academic's

Recognise and use data

- Power of analytics
- Use research to validate and challenge media coverage.

Networks

- Develop a partnership to address the key issues
- Build 'clusters' to be proactive – more interaction and cooperation between alternative media producers and sectors.
- Social Media usage and start a Facebook site.
- Press Council; become involved with the Press Council
- Mentoring Campaigns such as ECCV model with SBS and Deakin University

Addressing Racism

- Campaigning: How to run a campaign and respond to negative media.
- Organisational Development and strategy: Use the same framework as MINDFRAME – Mental Health and Suicide Prevention program: ie educate media on racial terminology
- John Seale from the Human Rights Commission was a good idea about different communities making visits to media outlets; especially around the time of reporting's on racism.
- Racism Finder like ABC Fact Finder.
- The NEMBC has a very good booklet on how to respond to negative media and how to develop a campaign
- The community needs practical things they can do especially when facing large media outlets.

Outside the box

- Use comedy
- Telling stories and a positive narrative
- Don't take it personal! Wisdom from Indira Naido

- Develop 'contacts' and 'relationships' with people in mainstream media, get to know them so you can talk to them about issues.

Use POSITIVE Narratives on what works well:

- Encourage youth to be proactive and positive in confronting the mainstream media
- Run community events
- Advertise success stories
- Positive images of your community
- Diversity strengthens decision making
- Diversity strengthens business, show examples

Strategy for Action

- Use the conference as springboard for more action in this area, including more forum, lobbying, community awareness, engagement with media etc...
- Social Media usage and start a Facebook site following the NMMI conference and build a 'community' of interested people.
- Start a campaign with a view to set up an organisation or movement of the type of "Mind Frame" that will be dedicated to promoting more diversity in mainstream media and a fairer representation of migrant communities and other vulnerable people
- The movement will focus on building a large social media following which will be encouraged to take both proactive and reaction steps to promote diversity and fairer representations
- Work with very visible people such as celebrities, comedians, politicians and others as ambassadors for the "cause"