



EUROPEAN ROMA INFORMATION OFFICE

Recommendations of the European Roma Information Office (ERIO) on *Media and Roma*

1. WHAT MEDIA CAN DO

1.1 News production/content production

- **Mainstream diversity.** Ensure that existing media programmes and productions mirror the wide diversity of society and depict fundamental rights.
- **Participation of the Roma.** Include the perspective, opinion and expertise of Roma people through consultation and dialogue during the production of programmes. Civil society organisations could provide helpful assistance in locating Roma communities.
- **Aim for ethical high quality journalism and programming** which promote Roma inclusion.
- **Consultation and involvement of external structures and civil society.** In addition to internal monitoring structures, ensure that external structures such as civil society (i.e. especially Roma NGOs and representatives) and trade union representatives are effectively involved in monitoring Roma coverage. Develop knowledge and share good practices accomplished by the different structures in order to improve news-room performance.

1.2 Human resources

- **Inclusive recruitment policies.** Include positive actions in human resources strategies as a way to promote the recruitment of Roma people.
- **Promote intercultural information, training and activities** to all media staff in order to develop their knowledge about the general situation of Roma in Europe and give them the skills to avoid stereotypes in their reporting.
- **Use existing material for journalists** such as manuals, guidelines providing advice to mainstream journalists on how to work with Roma and with positive practices in order to raise awareness about Roma issues and promote a positive understanding of intercultural diversity.

1.3 Organisation/strategy

- **Ensure an ethical code of conduct free of stereotypes and prejudices** in order to avoid any form of discriminatory reporting. Make sure it includes guidelines on how to denounce hate speech from journalists and public authorities.
- **Promote information sharing and exchange of experience** between media partners at EU and international level.

2. WHAT CIVIL SOCIETY ORGANISATIONS CAN DO

2.1 Interactions with media

- **Consultation and involvement of the media.** Media experts, journalists and academics should be consulted and involved throughout all stages of the preparation of any media Roma related activity, including during the final evaluation.
- **Provide media training** to staff working on media Roma related activities in order to develop their knowledge about media and reporting and on how to establish media partnerships promoting Roma integration.
- **Consult and get involved with media** to provide them with expert knowledge, resources and assist them in designing and producing Roma related programmes.
- **Get involved in the monitoring** of Roma coverage programmes with the media.
- **Promote and raise awareness of Roma and discrimination issues** by translating good quality resources such as handbooks and guidebooks.
- **Increase the capacity building in media Roma related activities** by creating sustainability strategies for media Roma related projects, exchanging best practices of joint projects with media partners and developing guidelines for media partners' selection for media Roma related activities.

2.2 Across the diversity spectrum

- **Raise awareness and inform about Roma discrimination** based on ethnic origin and also in access to education, healthcare, employment and the right to adequate housing.
- **Raise awareness of Roma multiple discrimination.** Promote awareness of the gender dimension and address the multiple discrimination (e.g. racial, sexual, class) of Romani women.
- **Raise awareness and promote the idea of cultural diversity** as an increasingly important characteristic of European society.
- **Promote collaboration between groups dealing with diverse forms of discrimination** (e.g. gender, sexual orientation, disability, ethnicity, race, belief etc.) in developing opportunities for dialogue with media organisations on how to cover Roma issues.