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# How do media on both sides of the Mediterranean report on migration?

Preliminary findings, draft conclusions  
and draft recommendations

# ABOUT EUROMED MIGRATION IV AND THE STUDY

## “How do media on both sides of the Mediterranean report on Migration?”

This study is work in progress, it is carried out by the Ethical Journalism Network and commissioned in the framework of EUROMED Migration IV (EMM4, 2016-2019). The objective of this project, financed by the European Union and implemented by ICMPD, is to support EU Member States and ENI Southern Partner Countries in establishing a comprehensive, constructive and operational dialogue and co-operation framework, with a particular focus on reinforcing instruments and capacities to develop and implement evidence-based and coherent migration and international protection policies. In order to achieve this objective, EUROMED Migration IV builds upon the results of the first three phases of the project (2004-2015) and tailors its activities

around two pillars: the first pillar facilitates effective North-South and South-South regional dialogues and co-operation in the four main fields of migration and international protection-related matters (legal protection, irregular migration, migration and development and international protection). The second pillar focuses on capacity-building by applying a new outcome-oriented approach that includes sub-regional activities, tailor-made national training programmes and targeted technical assistance packages for committed partners. Both pillars are supported by a horizontal and cross-cutting thread aimed at accumulating evidence-based knowledge and establishing effective communication in order to contribute to a more balanced narrative on migration.

**The full report will be made available in February 2017.**



Countries covered in this study

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The Ethical Journalism Network (EJN) was commissioned to conduct this study.

# How do media on both sides of the Mediterranean report on Migration?

## Preliminary findings, draft conclusions and draft recommendations

### Draft Executive Summary

For more than 2000 years the Mediterranean has been a focal point of endeavour, civilisation and progress, with restless peoples constantly on the move between its shores. In recent years its long history as a crossing point for humanity has been scarred by headlines that focus on the tragic and appalling loss of life that has accompanied the biggest mass movement of people in recent history.

More than a million people bound for Europe made the migration trek across and around the eastern Mediterranean in 2015. But in 2016, according to Frontex, the European border agency, the number of migrants fell dramatically. Nevertheless, the tragedy intensified with more than 5,000 people killed and drowned in what was the deadliest year on record.

On both the northern and southern shores of the Mediterranean, media have faced stern tests of their professionalism in covering the tragedy of migration in a turbulent year. This report provides an insight into how they have responded to the crisis. It is based upon expert reflections from within journalism on the performance of media across all platforms and, in the spirit of peer review, includes recommendations for improving coverage.

Writers from 17 countries, mostly around the Mediterranean, have examined the quality of media coverage from a national perspective. They highlight examples of good work marked by careful, sensitive and humanitarian reporting and also expose the darker side of media driven by political bias, hate speech and opportunism.

The conclusions from many different parts of the Mediterranean are similar; there are inspirational examples of journalism at its best – stylish, resourceful, and painstaking – and equally powerful instances of media stereotyping and social exclusion.

But everywhere the report paints a picture of journalism under pressure: media under-resourced and unable to provide the time and money needed to tell the story in context; journalists poorly trained and uninformed about the complex nature of the migration narrative; newsrooms vulnerable to pressure and manipulation by voices of hate, whether from political elites or social networks.

This report also reveals how in all countries journalism is a distorting lens as much as a magnifying glass. On the one hand it can expose inhumanity and corruption in the way that migrants are treated, and on the other it is able to follow an agenda that inspires discrimination and hate that intensifies the suffering of the victims of migration.

The migration story is told in two voices. The emotional coverage of human loss through iconic images of human suffering and the hard realities of massive movements of population that have the potential to disrupt the living conditions, security and welfare of host communities.

What is unquestionable is that media around the Mediterranean tell very different stories. Many countries have been built on migration, but often media appear to lose sight of the migrants in their midst and give them no voice in their coverage.

This absence of voice is also felt in countries where the status of migrants is changing. In some countries

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of North Africa, for instance, places formerly regarded as stopping off points by sub-Saharan migrants on their way to European destinations, are now becoming host countries, but often media seem reluctant to embrace this new reality.

In some European countries political leaders have welcomed new arrivals and media coverage has ebbed and flowed according to a political tide. The enthusiasm for migration in countries like Sweden, Germany and France has weakened in the face of acts of terrorism or rising public concern over the impact of new arrivals on settled communities.

Everywhere media struggle to detoxify the migration issue. Journalists will often strike-out racism and avoid repeating the hate-speech of political extremists, but others worry if boycotting hostile and bigoted voices inadvertently leads media to play down legitimate public concerns over the negative impact of migration.

Across the region the guiding hand of politics is at work. Conservative voices that are hostile to refugees arriving on their doorstep and left-leaning parties that focus on the humanitarian crisis look to their friends in

the media to help them make political capital out of the crisis.

In this situation, policymakers and political leaders themselves have a role in shaping the public discourse. Everyone with an interest in this issue, not only journalists, has a responsibility to avoid playing on people's fears and uncertainties, to eliminate the language of confrontation and hostility and to encourage national dialogues on how to meet the challenges of migration.

This is crucial because most often the story is told in the context of national experience. To some, as in Hungary, it is a new phenomenon, to others, such as Palestine and Israel, coverage is framed in the sharp focus of long-running regional conflicts.

In many countries the political temperature has cooled as numbers of migrants on the move has declined, but some media still foment public fears and uncertainty. However, here is some optimism as well as examples, such as coverage of Lesbos in Greece, which shows that global media attention, celebrity visits and a sense of history can help media shape the migration story into a positive, even inspiring expression of human solidarity.



## Draft Conclusions

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1. Media coverage is vital to shaping people's opinions on migration and the plight of refugees and asylum seekers;
2. Undue political influence, self-censorship inside newsrooms and a prevailing lack of resources hampers the preparation of in-depth, well-researched editorial needed for reporting in context;
3. As a result much of the media coverage of migration reflects political bias and is superficial, simplistic and often ill-informed;
4. The migration story follows two media narratives:
  - » Emotional and highly-charged reporting of the plight of migrants as victims with almost daily human interest focus on tragic events and
  - » The story of numbers, and the potential threat migrants pose to the security, welfare and cultural standing of host communities;
5. Media coverage tends at first to reflect empathy, solidarity and goodwill towards migrants fleeing war zones or those who are victims of tragic events, but in time, the tone changes to become more concerned and even hostile towards migrant communities with use of stereotypes or a negative focus on crime, threats of terrorism and anti-social behaviour;
6. The language of reporting is often laced with hate-speech and loose language, talk of "waves", "invasions" or "tides" and ignorance of the correct terminology to describe migrants, refugees, displaced persons and their status;
7. Media coverage has a strongly national focus, with a lack of detailed reporting on the context and complexities of migration, or reflection on wider social and political issues affecting both sides of the Mediterranean;
8. Media staff at all levels are often ill-equipped and inadequately trained in migration reporting. Often they work in precarious conditions and there is a reliance on badly-paid freelance workers;
9. Media struggle to provide balanced coverage when political or community leaders at national or regional level respond with a mix of panic and prejudice to the movement of migrants and refugees across national borders;
10. In a majority of the countries covered by the study media fail to give adequate voice to migrants themselves and often media reporting relies too heavily on single, official sources of information. Often there are problems of access to reliable data on migration numbers and conditions.
11. Some countries of North Africa, formerly major transit points for people moving from sub-Saharan Africa and the Middle East are becoming host countries, but this development is not adequately monitored and covered by media;
12. In most countries the longer-term focus on migration questions such as connection with the national diaspora or the impact of remittances has been obscured by the media focus on the recent crisis, nevertheless in some countries these remain present on the editorial agenda;
13. Social media and online sources often influence media coverage and encourage a "rush to publish" through the dissemination of rumour, speculation and alarmist information that feeds more fear and ignorance within the public at large.
14. Most media strive to avoid reporting racist and extremist propaganda over migration, but some journalists are concerned that this may inhibit reporting of legitimate fears from people living in host communities;
15. There is an urgent need for new initiatives, including new forms of public funding and support, to help media to better explain the process of migration, its role in human history and contribution to national and regional development;
16. Policymakers, community leaders and people in the public eye have a role to play to promote a civil public discourse and to eliminate hate-speech, intemperate language and provocative actions that exploit fears and uncertainty within society at large.

## Draft Recommendations

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### Reinforcing positive examples and approaches

To promote existing best practice examples and to encourage use of available information and data including relevant research, glossaries and fact-based materials as set out in the analysis of available material included in this report.

In particular, efforts should be made to

- » Examine whether national initiatives, such as the Charter of Rome in Italy and the Greek Charter of Idomeni, can be applied in other countries in the region;
- » Promote exchange of media best practice from countries where the migration crisis is most acute, such as Lebanon and Jordan and other Southern Mediterranean countries
- » Encourage journalists, media support groups and media organisations to develop regional and sub-regional initiatives to improve migration reporting, including use of the Ethical Journalism Network's guide to migration reporting and its 5-point test for hate speech;
- » Encourage prizes and awards at national and regional level to provide examples of professionalism in reporting migration on all platforms of journalism;
- » Promote fresh research by academics on media and migration to identify trends and to highlight developments on different aspects of migration, including the media reporting of refugees and displaced person.

### Training

To develop comprehensive training programmes for media and journalists including workshops and online methods to encourage ethical reporting with a focus on:

- » Use of correct terminology;
- » Understanding international humanitarian law and legal rights of migrants, refugees and asylum seekers;
- » Avoiding hate-speech and political bias in reporting of migration concerns
- » Use of images, video and photography;
- » Providing balanced coverage of the migrant issue from the standpoints of arrivals and host communities;
- » Ensuring presence of diverse voices in media coverage, particularly from migrant groups (settled and new arrivals) as well as from host communities;
- » Targeting media managements, including editors in chief and media owners, to show how migration can be placed in the mainstream of editorial work;
- » Developing diversity in sources of information.

### Media Action

To develop support programmes for media organisations and to strengthen their capacity to report on migration issues. In particular, by:

- » The appointment of specialist migration correspondents in all newsrooms;
- » Improving the conditions of journalists and media workers, including freelance staff;
- » Providing resources for research and in-depth journalism to report on the complexities of migration;
- » Promoting national media partnerships for coverage of migration;
- » Preparing and circulating glossaries on handbooks on migration reporting for newsroom and journalists working across all platforms of media. Make them available in real time in languages used by the media and have them updated regularly;

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- » Encouraging the appointment of people from migration background to work in media;
  - » Promoting media action to give more voice to migrant communities through support for media initiatives targeting migrants and refugees (settled communities and new arrivals) including radio programmes in appropriate languages; blogs, columns and articles by migrant commentators;
  - » Strengthening the capacity of public service media to report on migration particularly by providing special news and information resources for displaced people from war-zones to help them keep in touch with their home communities;
  - » Establishing regular and continuing media monitoring and reporting on how media cover migration;
  - » Encouraging newsrooms to move beyond coverage of the migration “crisis” and move into coverage of issues of integration that will assist normalisation of migrants in the public sphere.

### **The Role of Policymakers**

To encourage policymakers, community and civil society leaders to play a more active role in creating space for tolerance and dialogue in public discussion of migration. In particular:

- » Policymakers should examine how they can fund and support better journalism without compromising the editorial independence of media;
- » Political leaders and people in public life who feature in the media should be restrained in the language and terminology they use;
- » All officials and agencies providing information to media should check facts and verify information and assist media to prepare balanced reports.

### **Building Dialogues: Understanding Migration and a Culture of Civil Discourse**

To promote sharing of information and experience between countries and new dialogues at national level aimed at improving understanding in media and the public at large by:

- » Organising national workshops and conferences with journalists and media on the challenges of covering migration, to share experiences and to identify possible joint programmes of editorial work;
- » Organising regional media “summits” or sub-regional conferences to exchange information on the challenges facing journalists and media in different countries;
- » Promoting activities for dialogue involving all stakeholders – migrant communities, civil society groups, academics, media and policymakers – on the need for a common approach to:
  - combat hate-speech, stereotyping and misinformation in public discourse;
  - awareness and understanding of migration as a natural process with historical roots in all communities;
  - the importance of independent and inclusive media coverage to creating peace and stability;
- » Inserting migration issues into existing programmes to support public education and training in media literacy;
- » Developing research and media monitoring programmes with universities, media support groups and media to create reliable and useful information on migrant conditions;
- » Encouraging the creation of independent and alternative media voices inspired from within migration communities.

# REVIEW OF AVAILABLE MATERIAL ANALYSING AND PROVIDING GUIDANCE ON Media Coverage of Migration in Europe, Middle East and North Africa

## Introduction

The objective of this research – carried out between November 2016 and January 2017 – was to review the major writings and analysis of how media in Europe, the Middle East and North Africa cover the story of migration.

The review focuses on analysis of migration coverage and guidance on how to cover migration with a bias toward what is most relevant for journalists and does attempt to analyse coverage of migration, as this is the role of the 17 country chapters of this report.

The review is structured in the following way:

- » Key findings across all regions
- » Codes of ethics, glossaries and guidelines on reporting migration
- » Recommendations for and from media
- » Campaigns and awards on migration reporting
- » Review of Analysis of Media Coverage of Migration in Europe, Middle East and Africa

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## Key findings across all regions

As the desk research was conducted largely in English far more information is available on European media rather than the output from Middle East and North Africa. A follow up to this work looking at content in French and Arabic would be valuable.

### 1. Academic and policy rather than media perspectives

Existing analyses of media coverage of migration in Europe, the Middle East and North Africa, are largely academic in nature and are rarely written from the point of view of journalists and media professionals. What is often missing is an appreciation of the extent and impact of self-censorship, political influence and how the market conditions and precarious nature of journalistic work affect the way media work, news-room priorities and the framing of the news agenda.

### 2. The media's role in public attitudes to migration

Analysis of public attitudes to migration and of editorial angles (positive, negative or more balanced) is common in many countries. However, research often stops short of investigating the role of media in shaping these attitudes. More research is needed to

map the media coverage of migration against public attitudes over longer periods. Studies often do not detail whether policies and media coverage of migration (positive or negative) is driven by public opinion or the other way around. This is important to establish as policymakers often justify anti-migration policies on the grounds of public opinion. In some countries, Hungary for instance, some reports indicate that state-media played a deliberate role in promoting anti-refugee attitudes for political advantage.

### 3. Tone, language and hate speech

There are many campaigns directed at media coverage and the work of journalists by the policy and NGO community, especially on the questions of inappropriate language and hate speech against migrants. Most are national campaigns and some with a cross-border focus, but the impact of these activities on media is unclear with little monitoring of response.



Further research is needed to understand:

- » How much working and active journalists are involved in such campaigns;
- » Whether the engagement of news industry figures or the active participation of journalists, their unions and associations makes a significant difference?
- » Whether some striking national initiatives – such as the Charter of Rome in Italy and the and the Greek Charter of Idomeni – have an impact beyond Italy and Greece?

#### **4. Workshop and seminars appear to far outnumber published studies**

Human rights, journalism and media development organisations are actively promoting conferences and workshops to discuss migration coverage and to provide training. The study found that these are too rarely followed up with practical guidance for journalists. Often the nature of the debates and outcomes

are hard to define. The number of activities, training and workshops were so numerous that only a select few have been included in the study.

#### **5. Misleading and false information**

False and fake news is becoming a problem for all media but it can have serious consequences when refugees and vulnerable people are the victims; even causing violence against refugees as documented in one example in this study. More research is needed into the specific issue of propaganda and fake news about migration in order to fully understand the extent of the problem and how to address it. With so many of the migrants entering Europe from predominantly Muslim countries, fake news about Muslims is especially common. This illustrates how understanding coverage of migration must be seen within the wider issues facing media.

Fake news about migration is a growing issue but this study focuses on literature directly related to migration.

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## **Codes of ethics, glossaries and guidelines on reporting migration**

### **Carta Di Roma (2014). Code of Conduct Regarding Asylum Seekers, Refugees, Victims of Trafficking and Migrants**

See: <http://www.cartadiroma.org/wp-content/uploads/2014/10/CODE-AND-GLOSSARY-ENGLISH.pdf>

The National Council of the Journalists' Association (Consiglio Nazionale dell'Ordine dei Giornalisti, CNOG) and the Italian National Press Federation (Federazione Nazionale della Stampa Italiana, FNSI) Charter of Rome invites Italian journalists to "exercise the highest care in dealing with information regarding asylum seekers, refugees, victims of trafficking and migrants living in Italy and elsewhere".

### **Deutsche Welle (2016). Study reveals shortcomings of Arab media**

See: <http://www.dw.com/en/study-reveals-shortcomings-of-arab-media/a-19310209>

This article gives some details of guidelines for improving Arab coverage of the refugee crisis that were adopted in Beirut by media professionals from the Middle East and North Africa. The guidelines, which are based on a study by the DW Akademie, state that journalists should "report in a responsible manner, supported by facts, without exploiting the suffering of the refugees in an unprofessional, biased or exaggerated manner." (The full guidelines could not be found on DW website. An inquiry has been made.)

### **Ethical Journalism Network (2016).**

#### **Five-point guide for migration reporting**

See: <http://ethicaljournalismnetwork.org/ejn-launches-new-migration-reporting-guidelines-gfmd>

Launched at the Global Forum for Media Development in Jakarta in September 2016 the EJN's five-point guide for migration reporting is available as an infographic in over 10 languages. The guidelines were developed by journalists and advisers to the EJN with input from the International Organisation for Migration (IOM) and have been circulated within IOM circles.

### **Ethical Journalism Network (2014).**

#### **Five-point test for hate speech**

See: <http://ethicaljournalismnetwork.org/resources/publications/hate-speech>

See: <http://ethicaljournalismnetwork.org/resources/infographics>

In 2016 the EJN's five-point test for hate speech was translated into Arabic, French and many other languages spoken in the region, including Albanian, Bosnian, Croatian, Czech, Dutch, Finnish, Italian, Macedonian, Montenegrin, Portuguese, Serbian and Turkish. It is increasingly used in education and training programmes for journalists.



## European Broadcasting Union (2016). *Big Data: a tool for journalists to fight stereotypes and prejudice?*

See: <https://www.ebu.ch/news/2016/10/big-data-a-tool-to-fight-stereotypes-and-preconceptions>

This major network of public service broadcasters in Europe and North Africa has developed materials to assist journalists using data to cover migration. Infographics can give audiences a new outlook such as through "Migrants, mi-hommes" created by Sylvain Lapoix of #DataGueule whose video's objective was to "fight stereotypes in media storytelling on refugees and migrants and to present them not just as 'mi-grants' but as real people, as hommes".

## European Federation of Journalists (2016). *8 tips for migration coverage*

See: <http://europeanjournalists.org/blog/2016/11/28/8-practical-tips-for-migration-coverage/>

At the 10th edition of the Civil society media seminar held by the European Economic and Social Committee (EESC) in Vienna on the subject of "Communicating Migration", Michael O'Flaherty, the Director of the EU Agency for Fundamental Rights, shared practical tips for journalists covering migration. Inspired by Michael O'Flaherty's speech the EFJ developed eight practical tips for migration coverage.

1. Collect impeccable data: big picture is known but we know little about the details and the lack of quality information is a problem when we write about human stories.
2. Report the whole story about migration policies by reporting on local communities and challenge myths about migrants.
3. Produce videos where refugees speak and explain their situation, give a voice to local communities.
4. Use correct wording: 3/5 people are coming from the top 10 refugee camps in the world, by deduction we can clearly say that the majority of them are fleeing persecution; instead of writing "migrant or refugee crisis" which makes the people a problem it's better to write "crisis of migrant policy"; instead of talking about the "EU / national values" or "moral values", it's better to talk about the "universal values which Europe hold dear"
5. Correct misleading images: refugees and migrants are not young strong men using smartphones or tourist family members travelling with expensive luggage. The fact is 9/10 migrant children are unaccompanied, they are tired, exhausted, hungry and need urgent help.
6. Use international tools like FRA's Media Toolkit, EJN's ethical guidelines on migration reporting, Charter of Roma, Charter of Idomeni... to enhance your reporting skills on migration.
7. Develop better skills on media literacy, help your audience better understand how to consume your contents and counter fake news or propaganda.
8. Engage with social media and accept the fact that you can't fully cover and understand that world.



**International Organisation of Migration (2011). *IOM, Glossary on Migration, International Migration Law Series No. 25***

See: <http://www.iom.int/key-migration-terms>

The IOM's publications section has no reports on communications. The IOM defines a migrant as any person who is moving or has moved across an international border or within a State away from his/her habitual place of residence, regardless of (1) the person's legal status; (2) whether the movement is voluntary or involuntary; (3) what the causes for the movement are; or (4) what the length of the stay is.

For more migration definitions from the IOM see: <http://www.iom.int/key-migration-terms>  
<https://www.iom.int/sites/default/files/about-iom/IOM-definition-of-a-migrant-15March2016.pdf>  
<http://www.iom.int/migration-law>

**ILO (2014). *Media-Friendly Glossary on Migration***

See: [http://www.ilo.org/global/topics/labour-migration/publications/WCMS\\_310235/lang--en/index.htm](http://www.ilo.org/global/topics/labour-migration/publications/WCMS_310235/lang--en/index.htm)

The ILO is using the Media-Friendly Glossary on Migration glossary created by Panos-UNAOC in 2014 as the basis for an Arabic language glossary, which is expected to be launched in early 2017.

**UNHCR. *Reporting on Refugees: Guidance by & for journalists***

See: <http://www.unhcr.ie/images/uploads/pictures/pdf/reportingonrefugees.pdf>

According to the UN <http://refugeesmigrants.un.org/> definitions although often used interchangeably by the general public, there are crucial distinctions between the terms "refugee" and "migrant".

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## Recommendations for and from the media industry

**AFP (2012 to present). *Covering the refugee crisis***

See: <https://correspondent.afp.com/covering-refugee-crisis>

The AFP Correspondent blog aims to take readers behind the scenes at the global news agency Agence France-Presse with a focus on handling the migration story.

**Al Jazeera (2015). *Why Al Jazeera will not say Mediterranean 'migrants'***

See: <http://www.aljazeera.com/blogs/editors-blog/2015/08/al-jazeera-mediterranean-migrants-150820082226309.html>

Barry Malone an online editor at Al Jazeera English wrote in August 2015: The umbrella term migrant is no longer fit for purpose when it comes to describing the horror unfolding in the Mediterranean. It has evolved from its dictionary definitions into a tool that dehumanises and distances, a blunt pejorative [...] Migrant is a word that strips suffering people of voice. Substituting refugee for it is – in the smallest way – an attempt to give some back.

**Centre for Policy Studies (2013). *Pushed to the edge. Research Report on the Representation of Roma Communities in the Hungarian Majority Media, 2011.***

See: [http://cps.ceu.hu/sites/default/files/publications/cps-working-paper-pushed-to-the-edge-2013\\_o.pdf](http://cps.ceu.hu/sites/default/files/publications/cps-working-paper-pushed-to-the-edge-2013_o.pdf)

"The original report was published in Hungarian with the title 'Szélre tolva. Kutatási zárójelentés a roma közösségek többségi médiaképéről, 2011'. This working

paper discusses results of a content analysis of the coverage of Roma by the mainstream media in 2011. The analysis is a continuation of the authors' two decades' long cooperation uncovering and analysing the ways in which mainstream media represents Hungary's Roma communities and contributes to the reproduction of public stereotypes about this ethnic group. The research analysed a wide range of media including largest political dailies, weekly papers, tabloid dailies, internet news portals, and TV news programs. Special attention was paid to the thorough analysis of the visual images published in newspapers and TV news programmes.

**Central European University (2015). *Infiltration of political meaning – production: security threat or humanitarian crisis? The coverage of the refugee 'crisis' in the Austrian and Hungarian media in early autumn***

See: <https://cmds.ceu.edu/sites/cmcs.ceu.hu/files/attachment/article/1041/infiltrationofpoliticalmeaning.pdf>

**DW Akademie in Lebanon**

See: <http://www.dw.com/en/dw-akademie-in-lebanon/a-19109424>

DW Akademie: Working with its local partners, Basmeh & Zeitoon and the Maharat Foundation, DW Akademie is supporting the creation of an online community platform in the Shatila refugee camp in Lebanon. Community journalists are being trained here and local trainers are being qualified. Standards for reporting on sensitive topics such as displacement and migration are collaboratively being developed and applied.



The **media have a responsibility** journalists should not forget about when reporting and writing articles. **Inaccuracy should be avoided**, as it might build a misleading portrait of the public opinion or, even worse, have a negative influence on it.

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**Ethical Journalism Network (2015). *Moving Stories – An International Review of How Media Cover Migration*. p12/112.**

See: <http://ethicaljournalismnetwork.org/wp-content/uploads/2016/09/moving-stories-ejn.pdf>

See: <http://ethicaljournalismnetwork.org/resources/publications/moving-stories/recommendations>

The EJN report argues that media can help audiences “better understand the complex migration story by applying ethical principles, avoiding crude stereotypes, developing good newsroom practice and engaging with the audience.” When covering migration journalists should abide by the five core principles of journalism in their work; accountability; humanity; impartiality; independence; and accuracy. The recommendations also cover; newsroom practice and the role of unions and associations; how to engage with the media audience and connect with migrants; challenge hate-speech; and the need to demand access to information.

**Ethical Journalism Network (2015). *Refugee Images – Ethics in the Picture***

See: <http://ethicaljournalismnetwork.org/resources/publications/ethics-in-the-news/refugee-images>

See: <http://ethicaljournalismnetwork.org/wp-content/uploads/2017/01/ejn-ethics-in-the-news.pdf>

Misja Pekel and Maud van de reijt examine what decisions are made before photographs of refugees and war victims appear in our newspapers, or as video and stills on our computers, mobiles and television screens. They ask whether journalists should be more critical when publishing and interpreting such pictures.

**European Broadcasting Union (2016). *How public service media are helping public understanding of the refugee crisis***

See: <https://www.ebu.ch/contents/news/2016/04/how-public-service-media-are-hel.html>

This EBU talk in Brussels, focused on how its members are contributing to understanding of the refugee crisis are bringing together refugees and locals. The work of ERT (Greece), ARD /WDR (Germany) and SR (Sweden), are highlighted as examples.

**European Journalism Centre (2013). *How journalism can rid migration of its sour reputation***

See: <http://ejc.net/magazine/article/how-journalism-can-rid-migration-of-its-sour-reputation#.WC8PxenLdSU>

“To what extent do the media reflect the public opinion, and to what extent do they shape it? In both cases, the media have a responsibility journalists should not forget about when reporting and writing articles. Inaccuracy should be avoided, as it might build a misleading portrait of the public opinion or, even worse, have a negative influence on it.” The EJC highlights some common mistakes and good practices that should be taken into account when writing about migration.

**European Federation of Journalists (2016). *More solidarity needed while reporting on migration issues***

See: <http://europeanjournalists.org/blog/2016/10/25/more-solidarity-needed-while-reporting-on-migration-issues/>

The EFJ has called for more solidarity while reporting on migration issues and has been increasing the attention it gives to improving coverage of migrants and refugees for the last few years. Regarding specific actions from our affiliates the EFJ highlights the Idomeni Charter in Greece (involving the Greek Union Esiemth) and the Carta di Roma in Italy (involving the Italian union, FNSI). They also expect that this issue will be part of their current DG Justice Project on Hate Speech.

**Hungarian Europe Society (2016). *The Refugee Crisis and the Reactions of the Visegrad Countries***

The Hungarian Europe Society conducted comprehensive and comparative research in the Czech Republic, Poland, Slovakia and Hungary examining the arrival of mostly Muslim asylum seekers from the Middle East into Europe. The report analyses the how the V4 countries responded. The research included a survey that found that, according to the answers, received migrants arriving from the conflict zones were most usually referred to by the media as migrants (71%) and as refugees (65%) while the label of illegal migrants was



also rather frequently used (51%). Less used terms were economic immigrant (29%) and asylum-seekers (14%).

### **Independent (2016). Nazi language becoming increasingly common in Germany's discussion of refugee crisis, researchers say**

See: <http://www.independent.co.uk/news/world/europe/nazi-language-germany-refugee-crisis-far-right-racism-a7429921.html>

"Rise in use of Nazi phrases comes amid unprecedented growth in number of attacks on asylum seekers and refugee accommodation [...] Words belonging to the years of the Third Reich are increasingly being used by German politicians and members of the public to criticise their government's response to the refugee crisis. The increase in the use of Nazi terminology comes amid an unprecedented rise in the number of attacks on asylum seekers and refugee accommodation."

### **International News Safety Institute (and The Dart Centre)**

See: <http://dartcenter.org/event/workshop-covering-immigrants-and-mental-health>

The International News Safety Institute has launched a survey into the psychological impact on journalists covering the migrant crisis, following anecdotal evidence that some journalists are finding it is taking a high emotional toll on them. The project has featured in the BBC and Guardian. Awareness about this began in 2013 when the Dart Center hosted a workshop for journalists to improve news coverage of immigrants and refugees, with a special focus on mental health.

### **Le Monde (2016). Journalistes à Calais : la loi de la « jungle » ?**

See: [http://www.lemonde.fr/actualite-medias/article/2016/10/27/journalistes-a-calais-la-loi-de-la-jungle\\_5021114\\_3236.html](http://www.lemonde.fr/actualite-medias/article/2016/10/27/journalistes-a-calais-la-loi-de-la-jungle_5021114_3236.html)

In this article published on October 27, 2016, Le Monde journalists criticise coverage of the "Jungle" camp and reflect on their own coverage about how their journalists experienced covering the dismantling of the camp. The article describes how reporters felt covering the story, what they saw and how they thought journalists in general were behaving while reporting on the migrants stranded at the camp in Calais. The report makes the journalists part of the story. It compares the journalists wrapped up in ski jackets and woollen hats and the migrants wearing only sweaters and plastic sandals. It is a self-critical article highlighting how the journalists – and they are 800 of them, 48 for the BBC alone – have little regard for the privacy of the migrants walking into their shacks and shoving microphones into their faces.

The Le Monde journalists explain that it is often difficult to get the balance right between getting the

information and respecting the dignity of the person that is the subject of the story. They say that whenever there is a big media event (and this could be a natural disaster or a terror attack or just the dismantling of the "jungle" camp) the larger the number of journalists, the tougher the competition, the sooner fundamental principles, even the law are thrown aside. "If the others do it, what not me?" The article concludes that doing anything for the story as if the journalist's life depended on it is always disturbing but especially so if the life of those covered in the story is really on the line.

### **Organisation of News Ombudsmen**

ONA (2010). *Policy change on illegal immigration terminology.*

See: <http://newsombudsmen.org/columns/a-policy-change-on-illegal-immigration-terminology>

ONA (2011). *The debate over immigration language.*

See: <http://newsombudsmen.org/columns/the-debate-over-immigration-language>

ONA (2013). *LA Times updates guidelines for covering migration.*

See: <http://newsombudsmen.org/columns/l-a-times-updates-guidelines-for-covering-immigration>

### **South East European Network for the Professionalisation of Media (2016). OSCE Representative issues recommendations on rights and safety of members of the media reporting on refugees**

See: <http://seenpm.org/osce-representative-issues-recommendations-rights-safety-members-media-reporting-refugees/>

### **PICUM (2001), Ethical Guidelines**

See: <http://picum.org/en/resources/ethical-guidelines/>

After workshops on migration reporting PICUM – the Platform for International Cooperation on Undocumented Migrants – published guidelines in five languages; English; Français; Español; Italiano; Nederlands.

### **Refugee Journalism Project (2016). A project from the London College of Communication and the Migrants Resource Centre**

See: <http://migrantjournalism.org/>

"By bringing together disparate individuals, The Refugee Journalism Project aims to create a network that reaps the benefits of collaborative working. Whether it's a UK journalism student filming with a Syrian translator; an Afghan film-maker reporting on location in Calais with an Irish journalist; or an Eritrean producer working within a global media organisation, these unions create a reciprocal flow of understanding and learning, ultimately helping to aid integration."

# Communications campaigns and competitions

## A Day Without Migrants' social media campaign

**Run by:** IOM and launched in 2016

**Location:** Global

In 2016 IOM launched a social media campaign, 'A Day Without Migrants,' in partnership with the Egyptian award-winning click-funding innovators Bassita, to highlight the real and positive impacts that migrants have on the communities that host them. See: <https://www.iom.int/news/iom-launches-day-without-migrants-social-media-campaign>

## A Day Without Migrants

## Arab Media Hub against Hate Speech

**Run by:** EIJ and launched in 2015

**Location:** North Africa and Middle East

Hate speech is growing in Arabic language media including against migrants. A meeting of the hub organised by the Ethical Journalism Network, The American University in Cairo (AUC) and Egypt Media Development Programme (EMPD) in Cairo in December 2016 resolved to find new ways to challenge hate speech across all platforms in Arab media. See: <http://ethicaljournalism-network.org/turning-page-hate-arab-world>

## Award for Excellence in Reporting Fairly on Labour Migration

**Run by:** ILO

**Location:** Global

ILO annual media competition to recognise exemplary media coverage on labour migration. See: [http://www.ilo.org/global/topics/labour-migration/news-state-ments/WCMS\\_522341/lang-en/index.htm](http://www.ilo.org/global/topics/labour-migration/news-state-ments/WCMS_522341/lang-en/index.htm)

## "I am migrant"

**Run by:** IOM

**Location:** Global

The IOM's campaign aims to provide an easy to access alternative to negative stories on migration so that journalists can find positive individual stories of migration, according to Leonard Doyle the IOM director of communications. See: <http://iamamigrant.org/about>

## FAIRWAY

**Run by:** ILO

**Location:** Gulf

The FAIRWAY project develops research to inform policy making, to support implementation of laws and policies, and to work with the media and through advocacy campaigns to reduce discrimination against migrant workers. See: <http://www.ilo.org/beirut/projects/fairway/lang-en/index.htm> and [https://www.youtube.com/watch?v=Yv8oXfh\\_tCI&feature=youtu.be](https://www.youtube.com/watch?v=Yv8oXfh_tCI&feature=youtu.be)

## MedMedia

**Run by:** EU-funded programme implemented by a consortium led by BBC Media Action and comprising the International Federation of Journalists, IREX Europe, the Blanquerna School of Communications and the Jordan Media Institute and Launched: 2014

**Location:** North Africa and Middle East

MedMedia aims to facilitate the progress of media reforms in the MENA region by offering policy-makers, regulators, broadcasters and union leaders access to relevant experience and know-how from both sides of the Mediterranean. <http://www.med-media.eu/projects-database/>

## Migrant Voice

Migrant Voice a UK NGO hosted a debate on migration and media coverage at its third annual conference focusing this year on media and immigration. Media, academics, migrants and the public engaged in an inclusive debate on migration, examining public attitude and media representation of migrants, and raising alternatives voices and messages. See: <http://www.migrantvoice.org/>

## Media Against Hate

**Run by:** EFJ and launched in 2015

**Location:** Europe

#MediaAgainstHate is a Europe-wide campaign led by the European Federation of Journalists (EFJ) and a coalition of civil society organisations. We aim to counter hate speech and discrimination in the media, both on and offline, by promoting ethical standards, while maintaining respect for freedom of expression. Its objectives include improving media coverage related to migration, refugees, religion and marginalised groups. See: <http://europeanjournalists.org/mediaagainsthate/>

## The Migration Dilemma

**Run by:** Deutsche Welle and launched in 2016

**Location:** West Africa

DW's new multi-media project traces the dangerous journey to Europe undertaken by West African refugees. Reporters look into the social consequences of this exodus on the families and communities that have been left behind, and they discuss alternatives to fleeing with African youths and decision-makers. See: <http://www.dw.com/en/dws-new-multimedia-project-for-west-africa-the-migration-dilemma/a-36410361>

## World Refugee Day

**Run by:** UNHCR and launched in 2000

**Location:** Global

In 2015 public service media across Europe collaborated with UNHCR and European Broadcasting Union partner association COPEAM to raise public awareness about World Refugee Day 20 June. See: <http://www.un.org/en/events/refugeeday/>

*The complete literature review is available via a link at [www.icmpd.org/EMM4migration\\_narrative](http://www.icmpd.org/EMM4migration_narrative)*





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