

RACISM AND CULTURAL DIVERSITY IN THE MASS MEDIA

An overview of research and
examples of good practice
in the EU Member States, 1995-2000

on behalf of the

European Monitoring Centre
on Racism and Xenophobia, Vienna
(EUMC)

by

European Research Centre
on Migration and Ethnic Relations
(ERCOMER)

Edited by Jessika ter Wal

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PREFACE

The research interest in analysing the way mass media report on ethnic issues has increased in the Member States over the last decades. And for this reason the EUMC decided to bring together the major research reports and their findings over the last five years in this report "RACISM AND CULTURAL DIVERSITY IN THE MASS MEDIA - an overview of research and examples of good practice in the EU Member States, 1995-2000".

The project has been carried out by Dr Jessika ter Wal, at Ercomer, Utrecht University, the Netherlands. I would like to express my sincere gratitude to her for her excellent work. The report underlines the importance of media research in the area of racism and diversity.

The mass media, and especially the news media, have an unequivocal position in society when it comes to establishing and disseminating common cultural references. The mass media have an influence on people's attitudes as well as our common knowledge, but not always in the expected and desired ways.

The active democratic role of the mass media in society can be influenced by a number of factors. The way the mass media represent, focus and give voice to different actors and incidents in society could have the unintentional result of strengthening a racist discourse instead of fighting against it. Mass media reporting is especially sensitive when it comes to ethnic, cultural and religious relations in our society.

The mass media organisations in the Member States take different initiatives to promote cultural, ethnic and religious diversity, such as developing codes of conduct, recruiting broadcasters from the migrant and minority communities and training the personnel from multiethnic societies.

The report has already attracted a lot of interest from researchers, from journalists as well as from media organisations. I hope that the report will be of practical use to all those interested in the fight against racism and especially those working in the media.

Beate Winkler

Director of the EUMC

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4.7 IRELAND

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The 1990s saw a dramatic change in Ireland's migration patterns. Generally perceived as a migrant *producing* country, Ireland began to experience a significant inflow of immigrants for the first time in three centuries (other than periods of return migration). This new body of people living in the state posed many questions for Ireland and challenged its capacity to fulfil international and moral obligations to ethnic and national minorities. This challenge was reflected and reported in the news coverage of the mass media.

Several publications and reports have been produced in recent years on the subject of racism and the print media, but no research has yet been undertaken on the role and impact of broadcast media (radio and television). Although few quantitative or qualitative research projects have been conducted, expert opinion among journalists, journalists' organisations and non-governmental organisations is agreed on the reality of the problem of racism in Ireland and the significant role played by the media. Despite the lack of media-focused research, several academic centres are engaging with the issue of racism in Ireland as it affects Travellers, refugees and other ethnic minority groups.

4.7.1 A DIVERSE IRELAND

For most of the past 150 years the island of Ireland has experienced significant net emigration, the exceptions being periods of recession in Britain in the 1970s and early 1980s when returning emigrants outnumbered the new departures. (Hereafter we use the term Ireland to refer to the Republic rather than the island). Figure 1 illustrates the increase in *immigration* matched against the corresponding decrease in *emigration* since 1988. For a variety of rea-

sons there was a particularly dramatic decline in the numbers leaving Ireland in 1989-91, several years before the emergence of the 'Celtic Tiger' phenomenon in the mid-1990s, which resulted in a further but slower decline. There was a net inward migration for the first time in 1992, and this has been the case in every year since 1996.

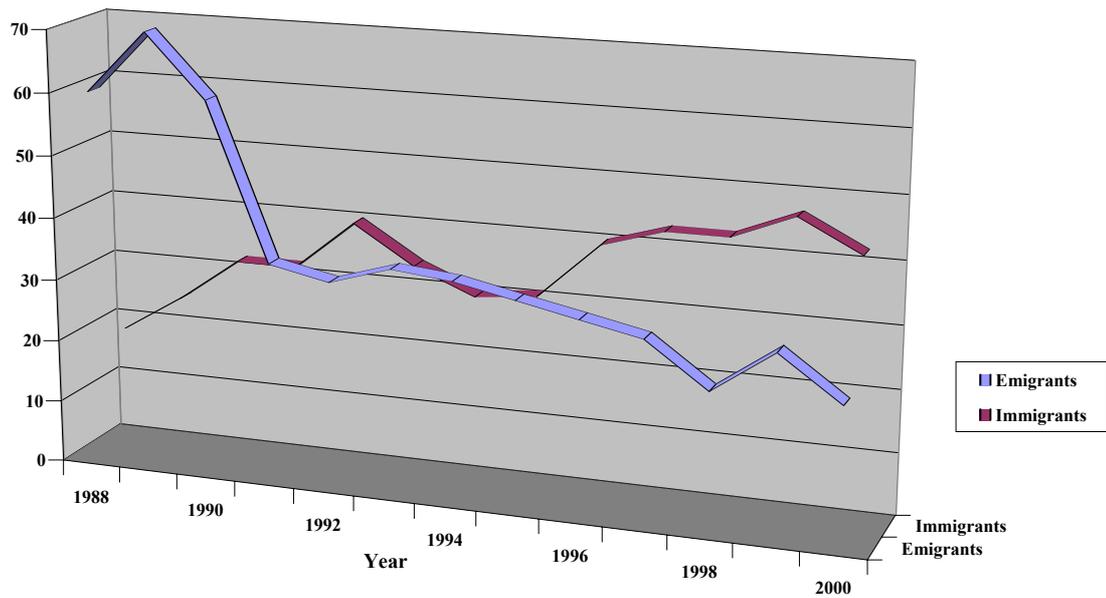
It is useful to consider this change in relation to Ireland's experience of racism since, as this paper will illustrate, the increase in numbers of immigrants in the state overall corresponds with an increase in the coverage of racism and minority related issues in the media.

The data in Figure 2 details the origin of immigrants. The estimate for the year 2000 is 42,000, less than in any year since 1996. The largest percentage originates in the UK although this figure has decreased since 1999, as have all figures except the rest of the world category. This data is of limited value in that it does not provide a breakdown of the ethnic origin of Ireland's immigrant population: it is known, for example, that the UK figure includes many returned Irish emigrants. To put these figures in context, while the EU as a whole has 2.3 per cent non-EU nationals in its population, Ireland has only 1.4 per cent who is neither Irish nor British nationals (i.e. including other EU nationals).

4.7.1.1 ASYLUM SEEKERS

The immigration statistics cited do not include the growing number of asylum seekers in Ireland. Since 1995 the number of people seeking asylum has been growing steadily (see Figure 3); it is still a small total but it is the second-highest in the EU as a proportion of the state's population. There are currently 12,000 people from over 80 countries awaiting determination of their asylum applications, and, according to the Department of Justice, 5,000 new applications have been received in the year 2000 up to September. Most of the recent applicants are from Nigeria, Romania and Poland. While an underlying theme in negative media coverage of asylum seekers has been that they are arriving in the hope of sharing in Ireland's recent economic prosperity, the Irish media has neglected to explain the context of an increasingly homogenised and restrictive

Figure 1. Migration Estimates 1988-2000



	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Emigrants	60	70	60	35	33	36	35	33	31	29	22	29	22
Immigrants	19	25	32	32	40	34	30	31	40	43	43	47	42

Source: Central Statistics Office, Dublin

Figure 2. Migration estimates, thousands, classified by country of origin

	UK	Rest of EU	USA	Rest of World	Total
1995	15.6	6.3	3.8	5.5	31.2
1996	17.6	7.2	6.4	8.0	39.2
1997	20.0	8.1	6.6	9.3	44.0
1998	21.1	8.7	4.9	9.3	44.0
1999	21.6	10.0	5.7	10.2	47.5
2000	16.4	9.8	4.6	11.5	42.3

Source: Department of Justice, Equality and Law Reform

asylum policy developing in other European countries over the same period.

Figure 3. Asylum applications 1995-2000

	1995	1996	1997	1998	1999	2000
Asylum applications	424	1,179	3,883	4,626	7,700	5,000 to Sept.

Source: Department of Justice, Equality and Law Reform

4.7.1.2 *THE TRAVELLER COMMUNITY*

Ireland is unusual in Western Europe in that its largest ethnic minority is an indigenous nomadic population, the Travellers. The Traveller community is estimated at approximately 27,000 by its main representative organisations, the Irish Traveller Movement (ITM) and Pavee Point.

Travellers are widely acknowledged as one of the most marginalised and disadvantaged groups in Irish society. Travellers fare poorly on every indicator used to measure disadvantage: unemployment, poverty, social exclusion, health status, infant mortality, life expectancy, illiteracy, education and training levels, access to decision making and political representation, gender equality, access to credit, accommodation and living conditions. It is not surprising therefore, that the Economic and Social Research Institute concluded that '...the circumstances of the Irish Travelling people are intolerable. No humane and decent society, once made aware of such circumstances, could permit them to persist' (ESRI Paper no. 131, July 1986).

Although the media has concentrated much of its analysis of racism on the experience of the non-Irish national, the ideology, structure and theories of superiority, which underpin racism clearly impact upon the lives of the Traveller community. As discussed below, the Travellers have been subjected to extensive abuse and vilification in the mainstream media.

4.7.2 **LEGISLATIVE FRAMEWORK FOR RACISM AND THE MEDIA**

Until 1999 the legal framework to protect against racism overall was very weak. The only existing piece of legislation prior to 1999 was the Prohibition of Incitement to Hatred Act, 1989. Donnacha O'Connell, director of the Irish Council for Civil Liberties, outlined the ineffectiveness of this Act in a chapter on legal protection against racism in the Irish report of the preparatory conference for the European and World conferences on racism (O'Connell, 2000). The core provision of the Act states:

It shall be an offence for a person -

- (a) to publish or distribute written material,
- (b) to use words, behave or display written material -
 - (i) in any place other than inside a private residence, or
 - (ii) inside a private residence so that the words, behaviour or material are heard or seen by persons outside the residence,

or

- (c) to distribute, show or display a recording of visual images or sounds if the written material, words, behaviour, visual images or sounds, as the case may be, are threatening, abusive or insulting and are intended or, having regard to all the circumstances, are likely to stir up hatred.

Clearly, such a provision could be expected to have had a strong impact on the language and tone of mass media reports in Ireland. However, O'Connell explains that 'although well intentioned, [the Act] has proven demonstrably unequal to the challenge of deterring some of those who indulge their racism through hate speech or providing a remedy for others who are the objects of such hatred' (ibid.). Similarly, the National Consultative Committee on Racism and Interculturalism has described the Act as being 'completely inadequate to address racially motivated crime/incitement to crime' (NCCRI, 1999).

There has, in fact, been only one successful prosecution under the 1989 Act; the case, which involved abuse by a Dublin bus driver rather than any media manifestation of racism, resulted in a conviction in September 2000. While on-line media are not currently regulated by Ireland in relation to 'hate speech' against minorities, a Department of Justice Working Group on Illegal and Harmful Use of the Internet recently identified the 1989 Act as a possible legal way of dealing with racist web sites.

4.7.3 DEFINING ETHNIC MINORITIES IN THE NEWS

Two focal points have emerged in the mainstream media in relation to the reporting of racism and ethnic minority issues, namely, Irish Travellers on the one hand, and migrants and refugees on the other. During the 1990s it became commonplace for journalists or media organisations to write articles or reports on 'anti-Traveller racism' or alternatively, 'racism as experienced by immigrants', as though two distinct forms of oppression existed, or indeed, as though one group was less affected by racism than another.

In 1998, the National Union of Journalists, in association with the National Consultative Committee on Racism and Interculturalism (NCCRI), hosted a conference in Dublin as part of the European Year against Racism. The objective was to respond to what was perceived as the alarming rise in racism in general and to determine the role of the media in this, while also attempting to improve the understanding of racism overall. They also sought to attempt to develop a coherent strategy on anti-racism for NUJ members. The report of the conference (NUJ, 1998) addressed the issues of racism as they were covered by the media and, through examining newspaper headlines, began to detail the change in the way the press covered these issues.

The report showed that media coverage of racism and ethnic minority issues had evolved, but not necessarily in a positive way. It stated that, when significant numbers of programme refugees arrived in Ireland in the early 1990s, media coverage of this new community was not hostile:

In 1992 when the first 200 Bosnians arrived in Ireland the overall media response was largely positive, attempting to demystify the origins of this population and attempting to create a stronger political understanding of their situation. As a result of the global media coverage at this time people had a general understanding of this population and the Irish media industry were able to feed into this knowledge base and provide a better understanding of the Bosnian community here in Ireland. (NUJ, 1998)

The NUJ's further examination of newspaper headlines from the early 1990s displayed recognition of the existence of racism being reflected in the print media here and a use of largely positive language:

'Operation rescue for refugees underway'- *Irish Independent*, 15 August 1992

'Bosnians to bloom in Cherry Orchard'- *The Star*, 31 August 1992

'Bosnian boys on the ball'- *Sunday Tribune*, 10 January 1993

'The Irish are a melancholic people. The racism I've experienced here has been very hurtful'- *The Irish Times*, 28 January 1993

'Rights of minorities must be recognised, Breathnach says'- *The Irish Times*, 1 May 1993

'Race bias here says Minister'- *Irish Independent*, 2 June 1993

'Amnesty worried at Irish treatment of refugees'- *Cork Examiner*, 13 August 1993

As the numbers of refugees and asylum seekers continued to rise over the next few years, the media coverage of their situation and experience in Ireland grew and the use of negative terminology in headlines became more explicit. By 1997, the headline opportunities had reached a peak, as a small selection from the NUJ report illustrates:

'Inmates lobby to stay in jail as refugees fill up hotels'- *The Irish Times*, 10 May 1997

'Services face overload as refugee flood continues'-*Sunday Business Post*, 18 May 1997

'Floodgates open as new army of poor swamp the country'-*Sunday World*, 25 May 1997

'Crackdown on 2,000 "sponger" refugees'-*Irish Independent*, 7 June 1997

'Refugees flooding maternity hospitals'-*Evening Herald*, 16 June 1997

'Riots will happen in Ireland if we ignore our race problems'-*News of the World*, 1 June 1997

'Border checks weed out illegal immigrants'-*The Irish Times*, 8 August 1997

During these years, the media began to develop a common vocabulary for issues related to racism and ethnic minorities. It was generally negative in tone and usually based on volume, such as: refugees flooding Ireland, waves of immigrants and armies of the poor. According to the mainstream media, in 1997-98 Ireland was being swamped, invaded and conned on an almost daily basis.

The response of the Irish media to the arrival of large numbers of asylum seekers in recent years has been characterised by inconsistencies, inaccuracies, exaggerations and generalisations. In their search to find stories to fill a quiet news day, newspapers have on numerous occasions denigrated an entire category of vulnerable people. (Cullen, 1999)

In evidence to an interdepartmental committee on refugees, the *National Consultative Committee on Racism and Interculturalism* (NCCRI, 1999) said that while '[some] reports and programmes have helped to highlight diversity in Ireland positively, others have contributed to a climate of fear by printing or broadcasting alarmist and inaccurate stories on "floods of refugees" or by labelling refugees as "scroungers" or that all or most refugees are involved in criminal activity'.

Similarly, the language used in both headlines and articles on the Traveller community illustrates the position they hold in the minds of some journalists and in the perception of the general public. O'Connell (1997) quotes from a number of key articles which, he argues, create a foundation for racism and maintain racist discourse in the media and the general public.

'The conflict is not between settled and Traveller. It's between decent people and "knackers"-from an article headed 'Good relations knackered', *Sunday Independent*, 31 August 1996
'They are dirty and unclean. Travelling people have no respect for themselves and their children'-a County Councillor quoted in *The Irish Times*, 13 March 1991

'These people have been a constant headache for towns and cities throughout the country'-a County Councillor quoted in *Cork Examiner*, 13 June 1990

'Killarney is literally infested by these people'-a County Councillor quoted in *Cork Examiner*, 18 July 1989

'They are a constant problem, moving from one open area to another and creating problems'-a County Councillor quoted in *Cork Examiner*, 13 June 1990

'The sooner the shotguns are at the ready and these travelling people are put out of our county the better. They are not our people, they aren't natives'-remarks of a Fianna Fáil Councillor at a Waterford County Council meeting, *Sunday Independent*, 14 April 1996

'Deasy suggests birth control to limit Traveller numbers'-headline in *The Irish Times*, 14 June 1996

O'Connell argues that although in these instances the journalists are quoting the spokesperson and not making the racist comment themselves, the use of such language in headlines simply reproduces and reinforces the comment in the mind of the public. This can be seen in the last example, above, a particularly offensive commentary from a politician who in 1996 suggested that contraception be actively promoted by the state in order to limit the numbers of Travellers.

4.7.4 COMMON TRENDS

While all newspapers have seen inconsistencies in their reporting styles and most could be judged to have reinforced racist ideology and opinion at some time, it is clear that not all newspapers carried the same volume or quality of reportage. Two noted journalists, Paul Cullen (1999) and Andy Pollak (1999), are clear in their identification of the Independent Newspapers Group - which is responsible for more than two-thirds of Irish daily newspapers sold - as having taken a lead role in the anti-refugee, anti-asylum coverage.

While critical of existing trends in reporting Pollak also drew attention to the evolving nature of reporting on racism and refugee-related issues. The majority of journalists in Ireland had not

addressed issues of racism in reporting before the late 1990s and, as already stated, the presence of refugees and asylum seekers in Ireland in significant numbers is a relatively new phenomenon. Many journalists, although clearly not all, would have learned a great deal during the past few years in how to report on issues of racism.

The issues of refugees and racism are relatively new to Irish journalists. We have much to learn about the potentially dangerous nuances of language in this situation, about being aware that a careless phrase, a sensational headline, an insufficiently checked source can reinforce prejudice and ignite racial hate. My impression is that most of us were much more conscious of the sensitivities involved at the end of 1997 than we were at the beginning. (Pollak, 1999)

However, despite this, inaccurate reporting continues to dominate the media. Throughout the 1990s, there were many complaints by NGOs as to the use of the terms refugee, asylum-seeker and immigrant in the media and apparent confusion as to the legal position they hold in Ireland. This misinformation has contributed to the overall negative opinion of 'black', migrant and ethnic minority people living in Ireland.

The Integra/We Can media forum, as part of its wider investigation of social exclusion in the media, monitored the print media for a six-week period from 2 February to 29 March 2000. Recording and evaluating the media experience of groups such as drug users, the homeless, people with disabilities, Travellers and the long term unemployed, it found that issues related to immigration received significantly more coverage than all other social exclusion issues, and that the trend in confused labelling of immigrants continues.

One of the striking features of all of the media analysis was the way in which the terms immigrant, refugee and asylum seeker were used interchangeably on many occasions. This was true both within the media, as evidenced, for example, by the use of different terms in headline and text, and by the wider society as reported in the media. (Integra/We Can, 2000)

The overall framework of the Integra/We Can report, *The challenge of covering social exclusion in the media*, was structured around interlinked questions relating to the issues of Voice, Visibility, Focus and Securing Coverage. The questions posed by the report under these headings provide a useful framework for examining the media's role in relation to social exclusion, and Niall Crowley, chief executive of the Equality Authority, discussed this in a chapter. The issue of Voice poses such questions as who are the decision makers, the designers and the reporters within the media organisations? From what societal groups are they drawn? What training do they have in relation to informing their understanding of poverty, exclusion and inequality? In relation to Visibility, the focus is on what criteria have been established for choosing what is defined as news or as entertainment. Who is chosen as being important or worthy of mention and against what criteria?

The issue of Focus challenges the values and assumptions that underpin what is being communicated; to what extent do they reflect a diversity of norms rather than a single dominant and exclusionary form? What topics are deemed to be a priority for debate and against what criteria is this decided? The issue of Coverage is about how often those who seek to communicate messages about poverty and inequality end up colluding with negative assumptions and stereotypes in the search for coverage. How often do creative approaches to securing coverage end up trivialising the issues? Does the search for coverage mean that the message is tailored to fit the dominant norm? Is the choice of commentator based on assumptions about who gets heard?

The report and its work formed a set of recommendations on media coverage of issues of social exclusion. These include:

- *The provision of a media forum;*
- *Provision of resources for community and voluntary groups* - resources for media training targeted at organisations working with social exclusion would help facilitate greater interaction and positive results;
- *Resourcing specific groupings in the media* - targeting different groupings of media workers for specific issues, such

- as sub-editors and their role in determining language usage;
- Putting social exclusion in context - developing new ways to create interaction between the news makers and those who are featured within news stories;
- *Investigate 'right of reply' mechanisms* - and determine international best practice;
- *Specialist media correspondents for social exclusion issues*;
- *Focus on pre- and in-service training* - social exclusion issues should be inbuilt within third level and practical training courses for the media and at all levels of training;
- *Awards and bursaries* - the existing awards schemes could be broadened to include specific awards for reporting of social exclusion and bursaries provided to encourage freelance reporters to tackle these issues.

These recommendations, although focused on the Irish experience and derived from a wider pool of social exclusion than specifically racism and the media, nevertheless form a valuable basis for developing future anti-racism strategies.

4.7.5 CREDIBLE SOURCES

A central focus of inaccuracies in the method of reporting racism-related issues is the choice of sources and spokespersons in articles. It is still rare to find direct quotations from representatives of refugee or migrant organisations, and even rarer to find Traveller representatives quoted, in articles dealing with issues of concern to them; the local press, in particular, very often carries articles dealing with Traveller encampments as a 'problem' giving only the viewpoints of (named or anonymous) members of the settled population. Pollak (1999) draws close attention to the use of unsustainable sources and unproven generalisation in recent media reporting of immigration issues:

And what about this for a paragraph full of unconvincing sources, unsourced claims and menacing innuendoes? 'Sources at the forefront of the battle to cope with the influx of refugees said they were being overwhelmed by the sheer weight of numbers, many of them apparent bogus asylum seekers, and

warned that the genuine refugees, who account for only one in ten by international standards, were facing the danger of a backlash because of the wave of immigrants' (Irish Independent).

Pollak also quotes Seamus Dooley, Irish organiser for the National Union of Journalists, who has criticised the manner in which too many Irish journalists have relied on unnamed official sources and have failed to challenge highly prejudiced statements from civil servants, politicians and policemen. Referring to a headline in the Star newspaper (which later proved to have been prompted by the comments of one single member of the police force), 'Refugee rapists on the rampage', Dooley stated:

the failure in that story - apart from the deeply offensive headline - was the uncritical acceptance of the Garda's [police officer's] statement. Did the statement 'They (the refugees) should be deported immediately rather than be let back onto the streets where they will strike again' represent more than the extreme view of one unenlightened Garda? Why was such a strong and extreme statement not challenged?

4.7.6 JOURNALISM CONSTRAINTS AND GUIDELINES

The Integra/WeCan Media Forum took the novel approach of asking journalists about their job and why they felt that issues of social exclusion do not always receive the balanced approach they appear to deserve. The constraints of news-making have implications for content well beyond the stereotypical image of the individual journalist striving for the truth. The journalists interviewed in the Integra/WeCan study cited constraints as diverse as the time allowed to research a story; the sub-editors' independence; the allocation of financial resources in the newsroom to news leads which, although worthy, may not generate news stories; and the social class of journalists.

The manner in which people are taught to gather news constrains the content of stories, determining that the background details of the central individuals are mentioned in the first para-

graphs, according to tradition. This places unnecessary emphasis on the characteristics of the person involved and may have repercussions for the social groups to which they belong. [An interviewee considered] that to believe that neither journalists, nor the audience who has come to expect such details, can change their habits in regard to this issue, is to underestimate the flexibility of both parties. (Integra/WeCan, 2000)

In April 1996 the National Union of Journalists, working in partnership with the Irish Traveller Movement (ITM), developed a new mechanism in the fight against racism—the NUJ guidelines on Traveller issues. These guidelines were intended to complement and reinforce the NUJ code of conduct. The impact of the guidelines has not been measured but it is clear from the continued experience of Travellers in the media that the guidelines have not been capable of eradicating racism.

I think that if nothing else the guidelines have had an awareness raising impact. More and more journalists would now ring the Irish Traveller Movement and other groups for a comment when there is something going on. It hasn't had the effect of preventing certain journalists from writing anti-Traveller articles but it has had an effect in terms of making journalists more aware that there are two sides to a story. (Thomas McCann, ITM, quoted in NUJ, 1998)

The Integra Forum placed a particular focus on journalist guidelines. The overarching consensus of the journalists and media workers interviewed, as part of the forum was that guidelines were not effective on their own.

Guidelines were rejected on the grounds that they would be too constraining. One interviewee argued that the Irish media is already too over constrained and that further guidelines would be resented. (Integra/WeCan, 2000)

The Integra Forum also noted that guidelines might simply be ignored, wilfully or because of the pressures of working in a busy newsroom. The Forum suggested a number of additional measures:

- A concerted effort to educate and raise awareness of social exclusion issues should be targeted at those who occupy editorial positions.
- Target chief sub-editors who are responsible for stylebooks that contain existing guidelines.
- Implement an awards scheme for journalists.
- Hold a media forum on a more regular basis. It was recommended that these gatherings might examine the findings of a media monitoring exercise undertaken in the previous six or twelve months.

Thomas McCann also views the guidelines as only one part of an ongoing media strategy for the Irish Traveller Movement. He sees their role not only as educative for journalists but also as an empowering tool for ITM member organisations. To allow members of his organisation better access to the media the ITM has published a training pack for Traveller organisations dealing with the media.

The NUJ in Ireland (North and South) is a region of the British-based NUJ, and as such its members are provided with a code of conduct and a set of guidelines for the coverage of ethnic minority issues. As in Britain, however (see United Kingdom chapter), journalists writing on such matters do not appear to rely on the guidelines, but on their own judgement and on the reporting policy of their newspapers.

4.7.7 MONITORING

At present there is no overall monitoring body on racism and the media in Ireland. However, a range of organisations monitors media sources as a wider part of their work. Due to a lack of published information on monitoring, the following information is based on interviews with the organisations.

The *Irish Centre for Migration Studies* in University College Cork maintains an important on-line resource for migration related studies and has a particular focus on the asylum issue. It monitors all national news services and provides an on-line news-clipping

source. Updated almost daily, its website details immigration- and racism-related articles from all major national newspapers and includes an archive of articles since 1997. It is available for free consultation at <http://www.migration.ie>.

The *National Consultative Committee on Racism and Interculturalism* (NCCRI) also maintains an extensive news clippings service, which is available for consultation to researchers and organisations. It also monitors current trends in the reporting of ethnic and racial issues and all of its work contains a clear strategic media strand. The NCCRI is actively pursuing a partnership approach to combating racism in the media. It has organised a series of important measures since its establishment in 1997, including national media awards, conferences, press conferences, training and regular newsletters on media related issues. Through its small grants scheme it has been able to facilitate other organisations to strengthen their capacity to respond to media related issues, and to facilitate work that would otherwise be impossible to undertake. The NCCRI and the Department of Justice, Equality and Law Reform launched a national awareness raising campaign with a particular media focus in Autumn 2000.

Pavee Point and the *Irish Traveller Movement* are both actively engaged in monitoring and commenting on coverage of Traveller issues in the media, as well as lobbying on wider racism and ethnic minority issues including refugees and asylum seekers, and for greater diversity within the media. The culmination of many years' work in the area of racism and the media by Traveller groups was the establishment of a three-year media and awareness raising campaign entitled *Citizen Traveller*. This national campaign, funded by the Department of Justice, Equality and Law Reform, seeks to address issues of racism and discrimination experienced by Travellers while combating the negative image Travellers have received in the media to date. The campaign is in its second year of the three-year cycle and results of its work will be evaluated and reported in year three.

METRO Éireann is Ireland's first minority-led newspaper. Established in early 2000 it is managed and edited by a group of

non-Irish journalists who wish to respond to the growing racism in Ireland, who reflect the diversity of communities now established in Ireland, and who are not represented in the mainstream media. METRO Éireann receives small amounts of funding from a number of sources including the NCCRI and relies heavily on its capacity to attract advertisers to the monthly publication. The paper recently launched an on-line version at <http://www.metroeireann.com>.

Other organisations such as the *Irish Refugee Council* and the *Association of Refugees and Asylum Seekers* in Ireland maintain an active watch on the mainstream media. They are not resourced to provide a comprehensive national monitoring role but are actively engaged in media related work.

4.7.8 CONCLUSION

Although this paper has not been able to draw on an extensive range of research findings, the existence of racism in the state and its relationship with the media has been adequately demonstrated through the work of NGOs, individual journalists and journalism organisations active in the field. A strong partnership approach to the issue has begun to emerge among these same constituencies. Although racism in the media is still clearly a major issue in Ireland, it is increasingly recognised as a problem within society. It is no coincidence that the major commentators on racism in the Irish media are journalists, or NGOs and bodies working in collaboration with journalists, such as the National Consultative Committee on Racism and Interculturalism. Rather, it is the result of strategic and ongoing work of bodies such as these to build alliances within the media, in the long-term fight against racism.

4.7.9 REFERENCES

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4.7.10 CONTACT ADDRESSES

ON-LINE RESOURCES

- Irish Traveller Movement: <http://www.itmtrav.com>
- Pavee Point Travellers Centre: <http://www.iol.ie/~pavee>
- Centre for Migration Studies, University College Cork: migration.ucc.ie
- National Consultative Committee on Racism and Interculturalism: <http://homepage.eircom.net/~racismctee>
- The Equality Authority: <http://www.equality.ie>
- METRO Éireann: <http://www.metroeireann.com>
- Integra/WeCan: <http://www.wecan.ie>