



Tuning into Diversity 2010 Conference
How media professionals and civil society can make the media more diverse?
Budapest, 25-26 February 2010

Making the media more diverse and truly reflecting the European multicultural society is a responsibility of both the media and organisations representing third-country nationals living in Europe. To achieve this change both the parties should participate in constructive dialogues to support the interculturalisation process of the media. How can journalists and media professionals develop parallel work to make the media more diverse? Which tools and methodologies are in place to make this change? What is working at community and local level and what can be changed at national and European level?

By answering those and other questions, the ***Tuning in to Diversity 2010 Conference*** offers journalists and other media practitioners, to representatives of immigrant and minority organisations and to researchers in the field of media and diversity an unique occasion to meet, exchange, and learn from each other. Around 200 participants from 14 EU countries are expected to join this international conference taking place at the Millinaris Center in the heart of Budapest on the 25th and the 26th of February 2010.

The programme will start on the **25th February afternoon** with a “*diversity happening*”; special focus will be on the situation of Roma minorities in Europe. After the opening keynote speech, a *live talk show* presented by Kriszta Toth, anchorwoman of MTV, will start the discussion amongst the representatives of the parties involved in the change: institutions, media and civil society. An amazing interactive show, the *Gipsy Labyrinth*, and introductory workshops for all the participants will follow; after a joint dinner for all the guests, the evening will finish with the screening of two episodes of the *new EBU Roma series*, an exclusive European premiere. An *information market* with Hungarian and international media and integration projects will take place in parallel to the other Conference’s activities.

The Conference will continue on the **26th February**. During the whole day media professionals and representatives of immigrant and minority organisations will participate in workshops for around 25 people each, exchanging good practices and ideas on themes such as “*Reaction to hypes: when the media get it wrong*” or “*How can civil society influence and change media policies?*” or “*How can public broadcasters create stronger and stable connections with communities?*”. There will be separate workshops for NGOs, for researchers and for public broadcasters and other media, but there will also be space for discussions and dialogues between the parties. After the joint dinner, the evening will end with a show of the Roots&Routes International project.

Tuning in to Diversity 2010 is a working conference for journalists and other media practitioners and for spokes persons and representatives third-country nationals organisations from Belgium, Bulgaria, Czech Republic, Denmark, Germany, Greece, Hungary, Italy, the Netherlands, Poland, Romania, Slovakia, Slovenia, Sweden. Two main training tools – the Diversity Toolkit for PSBs and the Diversity Toolkit for NGOs – will be presented and available for all the participants. Translations will be arranged for non English speaking participants. Translations for non-English speaking participants will be arranged on request.