NET-KARD PROJECT

Practical Guide for Media professionals

to prevent discrimination against the Roma communities

With financial support from the Fundamental Rights and Citizenship Programme of the European Union
Project Code Number: JUST/2012/FRAC/AG/2848

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Title: Practical Guide for Media professionals to prevent discrimination against the Roma communities

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Date: July 2014

Disclaimer:
This project has been funded with support from the European Commission. This publication reflects only the views of the authors and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Layout and printing: Pardedós.

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Introduction

The NET-KARD Project

The main aim of the *Net-Kard* Project*: Cooperation and Networking between Key Actors against Roma Discrimination* is to prevent discrimination of Roma communities and to improve assistance to victims by promoting cooperation and networking among the key players involved in defending the right to equality and by improving and transferring the already existing body of methodological experience in this connection to the different countries taking part in the project.

This project is under the umbrella of the *Fundamental Rights and Citizenship Programme of the European Union* and involves the following partners: Fundación Secretariado Gitano (lead partner, Spain), Portuguese European Anti-Poverty Network (EAPN Portugal) (Portugal); High Commission for Immigration and Intercultural Dialogue (ACIDI, I.P.) (Portugal), Centrul de Resourse Juridice (CRJ) (Romania), Fundatia Secretariatul Romilor (Romania), Ufficio Nazionale Antidiscriminazioni Razziali (Italy), and Istituto Internazionale Scienze Mediche Antropologiche e Sociali (Italy)

Aim of this Guide

This guide targets media professionals and its main aim is to provide resources, rules and guidelines to offer prejudice-free, knowledge-based information to prevent discrimination against Roma Communities. The contents of the Guide are the result of a series of focus groups and interviews conducted in Portugal, Spain, Romania and Italy by the partners of this project and all the information was organized to help media professionals at European level.

The Guide has two important aims: first, to raise the awareness of media professionals as to the dual role that media play in shaping the collective representation and misrepresentation of Roma and as a vehicle to inform society of their rights and the marginalized conditions they face; and second, to provide a set of resources, best practices and useful information to media with a view to achieving greater accuracy when reporting on the Roma communities.

The ultimate objective aim is to help enhance the quality of information in the media regarding the Roma communities and to prevent and tackle discrimination against them.

Methodology used

This Guide was drafted based on the key findings of focus groups and interviews conducted within the NET KARD project and on contributions from the project's other partner countries - Spain, Romania and Portugal.

Information on the following key questions was gathered from the following sources; focus groups, interviews, European legislative archives, European research and studies and contributions from professionals and other experts:

- *How do you work in your organization to ensure accurate information regarding the Roma community?*
- In your professional experience, what are the main obstacles to enforcing anti-discrimination laws and what is proposed to overcome the barriers identified (relating to Roma access to their rights)?
- *Can you explain the dynamics and previous experience of your professional work in guaranteeing rights and non-discrimination on grounds of ethnic or cultural background, especially as concerns Roma?*
- *Can you provide or identify tools, methodologies and models of cooperation between the different key players or good networking practices with other agents, governments and others, in relation to the Roma?*
- *Do you know of good practices relating to cooperation or adapted services for Roma (in your territory or elsewhere)?*
- Describe the training needs of media professionals reporting on the Roma community to ensure their rights?

- In your experience, what measures have been taken to avoid misrepresentation of Roma communities?
- Do you see the need to incorporate codes of conduct into the operating procedures of media groups to avoid discrimination or hatred in the representation of Roma?
- Observations, Comments

Experts from Spain (Unijepol and FSG), Romania (Centrul de Resurse Juridice and Fundatia Secretariatul Romilor) and Portugal (Portuguese European Anti-Poverty Network and the High Commission for Immigration and Intercultural Dialogue - ACIDI, I.P.) also contributed with ideas and comments.

Structure of the Guide

The guide starts with a presentation of the current situation regarding information on the Roma community and a compendium of the prevailing prejudices and stereotypes, with a focus on the influence that uncontrolled mass media has on exacerbating these situations. The Guide provides examples of the negative effect produced by mass media information about Roma, examples of anti-discrimination actions and projects and includes recommendations published by International Organizations regarding mass media and Roma. It is intended as a vade mecum for journalists, i.e. a handbook to encourage and facilitate responsible media coverage of diversity in order to promote understanding between different groups and cultures. Lastly, the Guide offers content, resources, tools and a glossary to help bring journalists up to speed on this topic.

Context

Roma is the largest ethnic minority in Europe with a population of between 10-12 million living in nearly every European country. Since the middle ages they have been dispersed across Europe and developed diverse communities, some with specific dialects. Roma have been persecuted throughout their history and were victims of the Holocaust. As officially declared by the Council of Europe, the ethnonym ROMA is conventionally used as are the various different sub-ethnic minority names such as Sinti, Kale, Travellers, and other groups connected to them. Discrimination, hate crimes and social exclusion are still part of the lives of

most Roma even today. They face high levels of unemployment, poverty, illiteracy and have the highest infant mortality rate in Europe. As emphasized on several occasions at EU level, the situation of many Roma and Sinti people continues to be characterized by discrimination, social exclusion and extreme poverty.

According to a number of reports published by European organizations (ECRI[1], ERRC[2], Council of Europe[3], FRA[4], Amnesty International[5], European Court of Human Rights[6], European Commission[7], OSCE[8], ENAR[9]) Roma Communities are one of the ethnic groups most vulnerable to situations of discrimination in many countries of Europe.

Eurobarometer Report 263 about Discrimination in the EU[10] shows that 77% of Europeans think that being Roma is a disadvantage in society. Moreover, the survey highlights that awareness of the existence of anti-discrimination laws remains quite low in the European Union[11].

As shown in the 2012 Eurobarometer survey[12] on the attitude of Europeans towards discrimination, despite a significant improvement since May 2009 ethnic

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1.- Recommendation No 13 on anti-gypsyism: http://www.coe.int/t/dghl/monitoring/ecri/activities/GPR/EN/Recommendation_N13/default_en.asp

2.- http://www.errc.org/

3.- Human Rights of Roma and Travellers in Europe http://www.coe.int/t/commissioner/source/prems/prems79611_GBR_CouvHumanRightsOfRoma_WEB.pdf
http://www.coe.int/t/dg3/romatravellers/archive/documentation/recommendations/MiscCOCEN-guidelineseu_en.asp

4.- http://fra.europa.eu/en/theme/roma

5.- http://www.amnesty.org/en/roma

6.- http://www.echr.coe.int/Documents/FS_Roma_ENG.pdf

7.- http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52010DC0133:en:NOT

8.- http://www.osce.org/odihr/102598

9.- http://cms.horus.be/files/99935/MediaArchive/policy/GPP_7_Roma%20FINAL%20adopted.pdf

10.- http://ec.europa.eu/justice/discrimination/files/eurobarometer_263_sum_en.pdf

11.- Special Eurobarometer 263. Discrimination in the EU. See footnote 10 2007.http://ec.europa.eu/public_opinion/archives/ebs/ebs_263_sum_en.pdf

12.- http://ec.europa.eu/public_opinion/archives/ebs/ebs_393_en.pdf

origin remains the most widely perceived ground for discrimination in the EU (56% down from 61% in 2009). Also, while the survey shows that three out of four Europeans agree that Roma is a group at risk of discrimination, the most inclusive attitudes towards their integration are found in Sweden where 87% agree that society could benefit from better integration of the Roma people. Broad support in this connection is also found in Finland (78%), Lithuania (74%) and Hungary (72%). Conversely, Italy and Cyprus are the only two Member States where an absolute majority of respondents (51% and 50%, respectively) disagree that society could benefit from better integration of Roma. Public opinion is evenly divided in the Czech Republic (47% agree vs. 48% who disagree), Austria (43% vs. 42%) and Ireland (37% vs. 38%).

By asking respondents to indicate on a scale from 1 to 10 how comfortable citizens in their country would feel if their children had Roma schoolmates, the survey measures how well the Roma are accepted in the Member States. Indirectly, the question also captures respondents' own feelings towards the Roma. Overall, 34% think citizens in their country would feel uncomfortable, 28% believe they would feel fairly comfortable and 31% believe citizens in their country would feel comfortable. However, further analysis reveals that people's attitudes towards Roma differ considerably from country to country. For example, more than half of the respondents in Slovakia (58%) and the Czech Republic (52%) believe citizens in their country would feel uncomfortable if their children had Roma schoolmates. A majority also say that citizens in their country would feel uncomfortable in Luxembourg (49%), Italy (48%), Hungary (46%), Belgium (44%), Denmark and Cyprus (both 42%), France (41%), the Netherlands (38%), Bulgaria (35%) and Ireland (33%).

According to a report published jointly by the European Union Agency for Fundamental Rights (FRA) and the United Nations Development Programme (UNDP)[13] in 2012, many Roma continue to face discrimination and social exclusion across the EU. The report entitled, *The situation of Roma in 11 EU Member States,*[14] draws on surveys about the socio-economic situation of Roma and non-Roma living in the same geographical area in 11 EU Member States and in neighbouring European countries.

13.- http://www.undp.org/content/undp/en/home.html

14.- http://fra.europa.eu/en/publication/2012/situation-roma-11-eu-member-states-survey-results-glance. For more information about FRA see paragraph 3.

The report shows that in the 11 EU Member States surveyed, the situation in employment, education, housing and health is unsatisfactory and on average it is worse than that of their non-Roma counterparts living close by. Roma also continue to experience discrimination and are not sufficiently aware of their rights guaranteed under EU law.

The relationship between the media and Roma is particularly important owing to the role that media play in portraying these communities. The need for a neutral portrayal of Roma in the framework of the right to information is crucial in preventing any form of discrimination in the news which could run the risk of feeding stereotypes and prejudice against this ethnic group.

1. The current situation: the media and the Roma communities

1.1 Free press is responsible press

Journalism has always played a fundamental role in the development of democratic life by denouncing human-rights abuses anywhere they occur and promoting respect for human rights while remaining independent of the prevailing powers that would deny these rights. Over the last ten years, journalistic information has started playing a major role in influencing one's interpretation of reality, bringing with that a new responsibility due to the political, social and cultural impact that news can have in a global world. Any discussion on the media's responsibility to refrain from publishing discriminatory messages always runs the risk of endangering (or actually endangering) freedom of information. For this reason, ethic principles in the news industry must not only start with formal codes of conduct but also with an acute awareness of the consequences of inaccurate or stereotyped information.

News stories covering Roma may sometimes be plagued by oversimplifications, stereotyped portrayals or scapegoating, with the rare and exceptional case of Roma seen in a positive light in everyday reporting. This same negative portrayal of Roma in the media is widespread in many European countries. A partial or misrepresented image of an individual behaviour involving a Roma individual can easily contribute to the construction of a negative social attitude towards Roma that has a major impact on the collective image of a people.

Therefore, stereotyped information about Roma that is widely disseminated could affect the way journalists construct their stories thus perpetuating the criminal image of a minority.

1.2 Words with weight

Recently, anti-Roma prejudice in the media has been reported, inter alia, in the Czech Republic, Denmark, Estonia, Germany, Italy, Latvia, Lithuania, Poland, Romania, Serbia and the United Kingdom"[15]. Anti-Roma stereotypes arise in the media in the form of social categories and negative labels such as: **nomadic people, beggars, burglars, drug dealers, responsible of human trafficking, child exploiters**, etc.

Misrepresentation and sensationalist headlines and stories can fuel prejudice and foster anti-Roma sentiment and discriminatory behaviour. **This misleading information accounts for a large part of the growing atmosphere of intolerance endured by the Roma people today**.

The stereotyped portrayal of Roma communities can be either heightened or tempered by the role played by the mass media.

It is important to stress that anti-Roma prejudice and their exclusion from society are based on structural and historical factors that cannot be resolved simply by better media coverage. However, **accurate information can help to overcome stereotypes and diminish collective anxiety, help tackle human rights violations and support social cohesion and inclusion policies**.

The media have a crucial role to play in moving away **from dealing with the Roma phenomenon solely when the story is a headline-grabbing drama, inappropriate both politically and institutionally** in addition to being subject to emotional distortion and manipulation.

It is therefore crucial for the media to promote all activity liable to prevent discrimination, intolerance, hatred or violent messages against Roma.

Furthermore, the media can play a crucial role in eliminating anti-Roma bias by offering **impartial information, explaining the multiple discrimination faced by the Roma in different areas of daily life and employing media campaigns to help eliminate prejudice that gives the Roma a negative image**.

15.- Council of Europe, Human Rights of Roma and Travellers in Europe, Strasbourg, 2012.

1.3 About numbers

Over the years, equality bodies have been receiving or detecting complaints. Of the 1600 cases of discrimination received in 2012 by UNAR, the Italian anti-discrimination equality body[16], **22% of them are from the media sector**, with a huge number of cases of cybercrime and cyber discrimination. As part of its effort to tackle discrimination in both traditional and new media, the UNAR has monitored and presented complaints directly involving newspapers, magazines, radio and television channels and web sites. Of the approximately 1600 cases of discrimination managed by the UNAR contact centre in 2013, 139 complaints were received for discrimination against Roma citizens, **32 of which were in the area of the media**. In 2012 and 2013, a total of 192 cases involving Roma were collected, 44 of these in the area of the media.

In this same vein, the most recent Spanish report entitled "Discriminación y comunidad gitana" compiled by the Fundación Secretariado Gitano[17], **identifies the media as the field where the most cases of discrimination against Roma are found** (28.1% in 2009 and 36.6% in 2010). In its Guide for Journalists this same organization explains that **between 15% and 20% of news stories "contain inadequate or unprofessional information** (i.e. the mention of the ethnic group of the people involved in the story when this is irrelevant). The appearance of Roma in the media for decades in news items about **murders, delinquency, drugs, aggression, prisons, conflict, etc., is undoubtedly an important factor in this social image problem"**[18]. In Spain as well, journalists should be conscious of their role in furthering the negative social image of the Roma community.

1.4 New media and racism

"Cyber racism is a new and growing phenomenon which, given its potential as a vehicle for the widespread dissemination of hate speech and racist ideology, requires immediate and urgent attention by the legislature and policy makers"[19].

16.- http://www.unar.it. For more information see paragraph 3.

17.- http://www.gitanos.org. For more information see paragraph 3

18.- FSG, A practical Guide for Journalists. Equal treatment, the media and Roma community, Fundación Secretariado Gitano, 2010, pag.48.

19.- NASC, In from the margins. Roma in Ireland. Addressing the structural discrimination of

Equality bodies and human rights associations are registering an increase in the number of complaints about racial hatred on the Internet, including anti-Roma material, and they are registering the worst level of prejudice and stereotypes to date against migrants and ethnic minorities. On the internet, cyber-racism is disseminated through written content, videos, photos and drawings, blogs, and on-line comments. Additionally, racist comments, images or language can be found in text messaging or on social networks such as facebook, twitter, or emails. In this latter case it is more difficult to pinpoint who is responsible and there is a strong need for cooperation with the postal police and Web providers and with social networks providers, like in the following case:.

"For example, we recently received a report from Ireland about what could only be termed a racist Facebook page, entitled "Athlone Con Artists". This page was set up to urge the good citizens of Athlone to come together to "kick the Roma out of town". Supporters of this page were asked to take photos of Roma in the town and post them on the page, which they did. In a few short days the page had almost 200 followers. The contents of the page were racist and abusive and the language extremely inflammatory. To close the page, Nasc (The Irish Immigrant Support Centre) staff made a formal complaint to the Gardaí - as did members of the Roma community in Cork - that was sent to the Athlone Garda Station where it was investigated. The site was removed from Facebook within 24 hours of the submission of the complaint but not before it caused extreme anger and grief to all Roma who viewed its contents".

A similar event took place in Italy regarding the web site www.stormfront.com which was full of hate-filled postings with hate materials against immigrants and Roma. In 2013 the managers of the site were each sentenced to 2 years imprisonment.

1.5 Criminal penalties for new media

Tackling hate speech and racist messages on social networks and the Internet in general is possible. Together with Directive 2000/43/EC on equal treatment, effective for traditional media, a specific and effective procedure for the Internet is offered under Articles 14 and 15 of Directive 2000/31/EC of the European Parliament and of the Council of 8 June 2000 on certain legal aspects of

the Roma Community in Ireland, 2013, p. 39.

information society services, in particular electronic commerce, in the Internal Market ("Directive on electronic commerce")[20]. The equality body is authorised to intervene not only directly against cybercrime and with the help of the Postal Police, but also by informing the host provider regarding the illegal content on their web space with an explicit request for the deletion of content having a negative impact in another Member State

Moreover, Article 5 of the Convention on "jurisdiction and the enforcement of judgments in civil and commercial matters" of 27 September 1968, provides that "A person domiciled in a Contracting State may be sued in another Contracting State: in matters relating to tort, delict or quasi-delict, in the courts for the place where the harmful event occurred. Hence, the hosting provider can be brought before the court of any EU Member State where the delict had an impact. Where the host provider resides in the USA, federal courts there interpreted Section 230 of the Communications Decency Act of 1996 (a common name for Title V of the Telecommunications Act of 1996), giving the hosting provider the power to delete unlawful postings if informed and where the procedure does not entail any legal responsibility on the part of the hosting provider arising from specific contracts with the customer. In this case, European legislation and the regulatory instruments of some European countries are more effective against cybercrime and discriminatory Web content, but the principle of responsibility of the hosting provider where it is aware of the unlawful content can be guaranteed to same extent also in the case of hosting providers outside the European Union.

20.- http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:32000L0031

2. Barriers to the provision of information on Roma free of prejudice and main challenges to overcome

2.1 Sensationalism and misinformation

In the 2008 OSCE ODHIR Status Report[21] monitoring the implementation of the Action Plan, the OSCE ODHIR contact point on Roma highlighted that "good journalism that follows a code of ethics for reporting news stories involving Roma can alter the public perception of Roma communities. The mass media have a responsibility, as well as an interest in maintaining their own credibility, to report as fairly and accurately as possible, and not to cling to convenient stereotypes that distort reality". In any case, in their analysis of how the media address Roma issues, they found various cases where Roma were still portrayed as a "**threat, as instigators of violence and social unrest, as nomadic and migrants, as criminals, and as relying on and exploiting multiple forms of welfare"**[22]. There is a risk of "**perpetuating and exploiting negative representations of Roma and Sinti in the media, with such reporting often going unchallenged. Examples of this type of reporting include disproportionate reactions of hate in the media to Roma and Sinti migration or single acts of violence by Roma and Sinti individuals"**[23]. Sometimes "**Roma became a target of media hostility as a response to popular fears against alleged mass immigration of Roma to the United Kingdom following the EU enlargement in 2004 and 2007"**[24].

21.- OSCE's Office for Democratic Institutions and Human Rights, Implementation of the Action Plan on Improving the Situation of Roma and Sinti Within the OSCE Area, 2008, pag.27

22.- OSCE ODHIR – Status Report 2008, p. 27

23.- OSCE ODHIR – Status Report 2008, see previous page.

24.- OSCE ODHIR – Status Report 2008, see previous page.

We would draw attention to an incident that took place in Italy. On May 21, 2008 a decree was issued by the Presidency of the Council of Ministers concerning the state of emergency surrounding the settlement of "nomadic communities" in the regions of Campania, Lombardy and Latium. In November 2011, Council of State judgment No. 6050 of 16 November 2011 declared the decree null and void as well as all acts carried out in exercising the so-called civil protection emergency powers. But since 2008, in the framework and with the implementation of this discriminatory act, **a great many media began portraying Roma in a negative manner** supporting the political activities carried out on the field **describing Roma as void of morality and parents as negligent**, stressing only **dramatic risk situations** connected with a community of criminal families exploiting their children to steal from tourists, kidnap children, begging and criminal activities[25]. As underlined by the OSCE 2008 Status Report, and in the aftermath of a murder that involved a Roma man, Italy's media coverage demonstrated the media's power and impact on authorities and law-makers, forming a strong alliance which included racist statements in public discourse which, in turn, contributed to a rise in hate-motivated violence.

The negative stereotypes of Roma expressed in these articles were so pervasive that they had an impact on every sphere of their lives, feeding a climate of widespread discrimination. Also, as stressed in a report from the **+Respect** Project[26] financed by the Fundamental Rights and Citizenship Programme, even when the message was more positive it spread the idea that Roma were communities still desiring to live in a free, wild, nomadic way. Both ideas lack substance and base themselves on fallacies.

25.- To gain a better understanding of that situation, see the FRA report "Incident report: Violent attacks against Roma in the Ponticelli district of Naples, Italy" (2008) providing the basic facts on these violent attacks as well as background information regarding the situation of Roma in Italy and indicating the titles of national Italian newspapers that ran the story. It also describes efforts by the Italian Authorities and the International Community to address the situation, in particular the European Parliament, the Council of Europe, the OSCE, and Civil society organizations. http://fra.europa.eu/en/publication/2008/incident-report-violent-attacks-against-roma-ponticelli-district-naples-italy

26.- Petronella S., Combating anti-Roma Prejudices and Stereotypes through Media. Knowledge-Based Guidelines for Media Professionals, +Respect, 2008. http://www.morespect.eu/en2/category/awareness. For more information about the project see paragraph 3

2.2 Ignorance regarding Roma reality

Frequently it is a profound lack of knowledge about Roma that feeds clichés, prejudices, and causes negative press coverage, i.e. always seeing Roma always linked to extreme poverty, or "closed to nature". There is also a lack of context and background that reinforce stereotypes about Roma. They are usually seen as "gypsies" or travellers[27] but actually no longer have a travelling lifestyle. Quite the contrary, children are going to school and Roma adults are holding down jobs.

Unfortunately, the negative representation of Roma persists and shapes the collective image of this community throughout Europe.

2.3 The ethnic issue

"The media, sometimes unconsciously (and all too often consciously) spread anti-Roma sentiment. When reporting on a crime, **mention of the ethnic background of the perpetrator does not serve any constructive purpose**."[28].

While one can understand that media may want to mention ethnic group when reporting acts of violence or similar involving Roma, this should be an exception and not the rule. News stories often include needless information that has a negative effect on groups of people insofar as it can contribute to the stigmatisation process. Moreover, considering that the facts used by the media should be proven, we would question the identification of a person as Roma given that in many European countries it is forbidden to formally register one's ethnic background. For this reason, it is difficult to use ethnicity in a proper, evidence-based manner. We should also consider that the placement of the news story referring to Roma origin has an impact as does underlining and the use of bold lettering in headlines, not to mention the inclusion of a photo of Roma settlements. If the article appears on the front page of a newspaper, for instance, it will also have a much greater social impact. We must be aware that **an individual behaviour can be attributed to an entire group when a person's ethnic background is**

27.- Petronella S., see footnote 26

28.- "Dosta! Tool kit of the Council of Europe against prejudice towards Roma" – "Is this a stereotype? A tool for fighting stereotypes towards Roma", Council of Europe, Strasbourg, p.5; http://www.coe.int/t/dg3/romatravellers/source/documents/toolstereotypesEN.pdf; for more information about "Dosta" see paragraph 3

mentioned thus demonizing an entire community without offering any added value to the comprehension of the news story.[29]

2.4 Fighting amongst political parties

In its second Status Report released in 2013[30], the OSCE - ODIHR assessed the implementation of the OSCE Action Plan regarding progress made by Member States in the inclusion of Roma and in addressing other more serious situations affecting Roma and Sinti. The Status report stressed that in the last years "far-right political parties in some participating States have scapegoated Roma in difficult economic conditions to promote or capitalize on anti-Roma sentiment among majority communities. These parties — and, in some instances, mainstream parties as well — have used anti-Roma rhetoric, including that of "Gypsy criminality". These same negative stereotypes of Roma also persist in some media". "In media discourse, including in mainstream media, Roma immigration is often equated primarily with trafficking in human beings and the exploitation of Roma women and children for begging and prostitution, as well as creating added burdens for welfare systems. All of this reinforces negative stereotypes about Roma"[31].

29.- FSG, A practical Guide for Journalists, for more information see paragraph 3

30.- "Implementation of the Action Plan on Improving the Situation of Roma and Sinti Within the OSCE Area", Status Report 2013, p. 25; http://www.osce.org/odihr/107406

31.- OSCE Area, Status Report 2013, see footnote 30

3. Prejudice-free information: how to overcome stereotypes

The 2008 OSCE ODHIR Status Report pointed out that in some States, public and private media are slowly changing the way they present Roma and Sinti, starting with using the terms they prefer to describe themselves and avoiding labels such as “Gypsies” or other negative tags. They are taking more care to remove biased representations or generalizations that portray Roma as a single homogenous entity.

However, the 2013 OSCE ODHIR Status Report again recommended “Encouraging the media to show positive aspects and present a balanced portrayal of Roma life, refrain from stereotyping Roma and Sinti people and avoid inciting tension between various ethnic groups” and “organizing roundtables between media representatives and Roma and Sinti representatives to promote this objective”.

The aim of this section is to provide media operators, journalists, and other stakeholders with tools, ground rules and ideas - fruit of laws, ethical codes and professional journalist Codes - to produce impartial and balanced information while avoiding discrimination and prejudice towards Roma. It will also provide some examples of European projects that can be useful to get an idea of what has been done to improve the image of Roma.

3.1 Drafting accurate copy about Roma: 15 tips to avoid stereotypes[32]

- Use appropriate terminology which complies with national and international law so as to provide readers and viewers with the most truthful report on all events which are the subject of media coverage, avoiding the use of inappropriate terms.
- Avoid the use of stigmatizing words such as clandestine, gypsy, nomad, etc.
- Avoid spreading inaccurate, simplified or distorted information. Superficial coverage would include associating different news items in an inappropriate manner and could engender unwarranted public concern.
- Become familiar with anti-discrimination legislation.
- Provide background information and investigate documents in the public domain.
- Put facts in context.
- Portray people as human beings instead of representatives of religious or ethnic groups.
- Safeguard asylum seekers, refugees, victims of trafficking and migrants who choose to speak with the media by adopting solutions as regards their identity and image so as to ensure that they are not identifiable. Asylum seekers, refugees, victims of trafficking and migrants who are identifiable – as well as the latter's relatives - may face reprisals on the part of the authorities in their country of origin, of non-state entities or of criminal organisations. Moreover, individuals who belong to a different socio-cultural context, where the press plays a limited role, may not be aware of global media dynamics and may thus be unable to foresee all the consequences of their decision to appear in the media.
- Whenever possible, consult experts and organisations with specific expertise on the subject so as to provide the public with information which

32.- Charter of Rome Resources, http://ethicaljournalisminitiative.org/assets/docs/068/223/47dfc44-3c9f7df.pdf; Guidelines for the application of the Charter of Rome, (outcome of a project started by UNAR and targeting Italian media professionals; journalist coordinator Anna Meli) http://www.integrazionemigranti.gov.it/Documenti/Documents/Giornalismo%20e%20immigrazione/Linee%20guida%20carta%20di%20Roma.pdf;
Petronella, S., see footnote 26. For more information about resources see subsequent pages of this section.

is clear, comprehensive and which also analyses the underlying roots of the phenomena addressed,

- Report and condemn discriminatory articles: enhance credibility of the media.
- Inform about positive stories: do not associate Roma only with exclusion and illegality.
- Make media monitoring a long-term ongoing process; a constant training exercise.
- Consider the consequences of inaccurate information; it fosters discrimination.
- Let the voice of Roma be heard; involve Roma as sources, write their stories with them.
- Build stronger ties with Roma communities and civil society; participation is a crucial factor.
- Pay attention when reporting speeches made by public figures that instigate or incite racist movements or xenophobic acts; their dissemination is particularly damaging.
- Pay attention to the use of images such as street vendors, etc. when addressing the issue of immigration because this could convey or reinforce stereotypes and generalizations about communities and people of foreign origin.
- Try to participate in training courses and information sessions organized, for example, by associations or institutions, to remain up to date on the appropriate terminology and the dynamics of social migration and asylum in Italy.

3.2 Tools and useful resources

In Other W.O.R.D.S. Web Observatory & Review for Discrimination alerts & Stereotypes deconstruction[33]

The in Other Words Project was first conceived as people became increasingly aware of the role played by mass media across Europe, how they influence intolerant behaviour and how, on the other hand, they can potentially contribute

33.- http://www.inotherwords-project.eu/

to combating discrimination and promoting cultural diversity. The in Other Words project focuses on the role of mass media in disseminating accurate information through the use of precise and non-discriminatory language. The project seeks to react to the current situation where the media are vehicles for the dissemination of stereotypes and help improve the appropriateness of media discourse and messages. The project is co-funded by the European Commission and was developed by the local Italian institution called Provincia di Mantova in collaboration with other partners from Italy, France, Spain, Romania, Estonia, and Portugal. In 2011 one of the partners, Association Articolo 3, released the four year Activity Report featuring 12,000 articles monitored in the Lombardy region and 43 newsletters published annually. Articolo 3 has consolidated and expanded its editorial work and now produces a weekly newsletter attracting more and more followers including the Anti-Discrimination Desk which has dealt directly with 24 cases, disseminated best practices and received a positive response to a complaint lodged before the Lombard Order of Journalists. Moreover, it has organized many training sessions in schools, participated in conferences and seminars and collaborated with other organizations. In 2011, the Observatory became a regional UNAR hub (National Bureau against Racial Discrimination, Equal Opportunities Department - Presidency of the Council of Ministers) and has started working for the European project "In Other Words" (Web Observatory and Review for Discrimination alerts and the dismantling of stereotypes) developed by the Province of Mantua, Articolo 3 being its model of best practices; its work methodology has been exported to five countries.

The DOSTA! Campaign[34]

The Dosta! (Enough! in Romany) campaign started as part of a wider Council of Europe/European Commission Joint Programme "Equal Rights and Treatment for Roma in South Eastern Europe" and has been implemented in Albania, Bosnia and Herzegovina, Montenegro, the Republic of Serbia, and the former Yugoslav Republic of Macedonia in 2006 and 2007. Launched as a regional campaign, "Dosta!" later sparked interest in other Council of Europe Member States. Consequently, in 2008-2009 it was launched in Ukraine and Moldova and formed partnerships in other Council of Europe member States. Thus, Italy (May), Romania (June), Croatia (July), Slovenia (September) joined the campaign in 2008, followed by Latvia in January 2009 and Bulgaria and France in April

34.- See footnote 28; http://www.coe.int/t/dg3/romatravellers/source/documents/toolstereotypesEN.pdf

2010. Prizes and toolkits were distributed and training courses organized for media professionals over the last several years in some Member States.

"Diversity Toolkit for factual programmes in public service television"[35]

In 2008, the European Union Fundamental Rights Agency (FRA) published a Toolkit, developed by media professionals under the direction of the European Broadcasting Union (EBU). The Toolkit contains a wealth of information on how to promote the principles of cultural diversity in broadcast organisations and TV programmes. It brings together practical elements (checklists, references) and advice on good practices. The Toolkit comes in the form of a handy ring binder and is available free-of-charge from FRA. It includes a DVD with examples from news and current affairs programmes and associated documentation from a dozen European countries illustrating some of the difficulties facing journalists when they report on minorities. The Diversity Toolkit brings together the collective knowledge of TV professionals and may be used for non-commercial purposes by journalists and programme producers in their daily work or as a tool for training sessions and workshops.

The Charter of Rome

The Charter of Rome[36] was approved by the Italian Order of Journalists (in cooperation with FNSI, UNAR and UNHCR) in 2008 and deals specifically with the way media professionals should behave with regard to asylum seekers, refugees, victims of trafficking and migrants, encouraging journalists to exercise great care when dealing with this kind of information in Italy and elsewhere. Specifically, the Charter of Rome recommends "adopting appropriate terminology which reflects usage in national and international law so as to provide readers and viewers with the greatest adherence to the truth as regards all events which are the subject of media coverage, avoiding the use of inappropriate terms; avoid spreading inaccurate, simplified or distorted information; consult experts and organizations with specific expertise on the subject so as to provide the public with information which is clear and comprehensive and analyze the underlying roots of the phenomena".

35.- http://fra.europa.eu/en/publication/2008/diversity-toolkit-factual-programmes-public-service-television

36.- http://ethicaljournalisminitiative.org/assets/docs/068/223/47dfc44-3c9f7df.pdf

Guidelines[37] for the application of the Charter of Rome

These Guidelines aim to translate the principles contained in the Charter of Rome into practical information for journalists. For example, the document features recommendations on how to deal with immigration-related issues in the news, how to conduct interviews of asylum seekers, migrants and refugees, how to report on political and public debates about immigration; how to report on statistics and data; how to select sources and how to involve journalists of non-Italian origin; how to feature useful and practical information in the local media, addressing migrants in particular. It focuses on the language used and the importance of using appropriate terms and includes a section on specific minority groups, namely the Roma and the children of non-Italian parents.

+Respect[38]

Project +Respect is responsible for the publication entitled "Combating anti-Roma Prejudices and Stereotypes through Media: Knowledge-based Guidelines for Media Professionals".[39] This is a set of fact-based guidelines for media professionals drawn up in the framework of an international project and offers a set of 10 basic, simple, fundamental rules for media professionals to be used when reporting on Roma communities (e.g., abide by codes of conduct and international standards, maintain professionalism, avoid generalizations and simplifications, ban stereotypes and prejudices, abstain from sensationalism, etc.

OsservAzione

In 2006 the Association OsservAzione wrote a report for OSCE/ODIHR and CPRSI[40] on the Political Participation and Media Representation of Roma and

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37.- The new Guidelines are the outcome of a project started by UNAR and targeting Italian media professionals; coordinating journalist Anna Meli. http://www.integrazionemigranti.gov.it/Documenti/Documents/Giornalismo%20e%20immigrazione/Linee%20guida%20carta%20di%20Roma.pdf

38.- +Respect was a project co-financed in 2010 by the EU's Fundamental Rights and Citizenship Programme led by Cittalia in partnership with COSES (Consorzio per la Ricerca e la Formazione), ENTP (European New Towns Platform), ERIO (European Roma Association Office), the Region of Extremadura, FDP (Foundation for People Development), the Municipality of Puerto Lumbreras, Regione Puglia, Regione Veneto, RomSinti@Politica, Sucar Drom. See note 26.

39.- http://www.morespect.eu/en2/project-results/

40.- OsservaZione, Political Participation and Media Representation of Roma and Sinti in Italy**.** *The case studies of Bolzano-Bozen, Mantua, Milan and Rome.* Research coordinator: Nando

Sinti in Italy. In the four case studies (Milan, Bolzano-Bozen, Mantua and Rome), the research explores three dimensions: the media coverage of Roma and Sinti issues during the most recent local election campaign; the role of the "Roma issue" in the political platforms and electoral campaigns of the main political parties and coalitions; and Roma and Sinti views and experiences with political participation in local elections and local politics in general. The relatively large number of articles on Roma and Sinti during the electoral campaign bears witness to the importance of this topic. Moreover, it can be observed how some right wing parties use this issue to mobilise public fear and discontent for political gain. The media articles monitored mainly refer to Roma and Sinti by using the term "nomad". A simple reading of the article is sometimes not enough to identify which groups they are referring to given that Italian Roma and Sinti are never specifically referred to in these articles. This is an important point which we will come back to later when presenting the views of local NGOs and support groups. Aside from the fact that the term "nomad" implies a characteristic, i.e. being constantly on the move and living without a fixed abode which in most of the cases does not apply to the people it is intended to describe, this descriptive category is completely void of any sort of national or ethnic connotation. Indeed, only in few cases does the writer clarify whether s/he is referring to foreigners or Italians, irregular migrants or regular residents, Romanian, Kosovo or Bosnian Roma. Media coverage of Roma and Sinti is typically biased, incomplete and lacking any sort of depth. Most articles cover petty crimes, antisocial behaviour, begging and folklore. Together with these, nomad camps are by far one of the main topics of the articles. Local demonstrations and right wing party initiatives against nomad camps and politicians' concern, anger or solidarity when incidents happen either inside and outside these areas, are the most recurrent subjects. A key aspect of local press coverage is the absence of the voice of Roma and Sinti. Despite the significant number of news stories published, they rarely have the opportunity to speak out in the media. Following are some recommendations included in the report as regards local media: make a serious effort to offer an image of Roma and Sinti that is not biased by prejudice and stereotypes; give Roma and Sinti the opportunity to express their views on events concerning their communities; use more appropriate and precise language when reporting on events concerning Roma and Sinti and avoid using the label "nomads" which is a generic and misleading category.

Sigona Research team: Lorenzo Monasta, Francesca Saudino, Nando Sigona and Andrea R. Torre, Research and drafting was funded by the OSCE/ODIHR and CPRSI, 2006.

Sodalitas Award[41]

Given to media professionals who distinguish themselves by studying and reporting relevant and important social issues. The aim is to increase a culture of information focusing on social problems and to attract greater media attention to this area.

Anello debole (Weakest link) international prize[42]

The Anello debole (Weakest link) international prize is promoted by the Fermo Community of Capodarco and is awarded to the most acclaimed journalistic and fictional short films (audio and visual), focusing mainly on social and environmental sustainability issues. The aim of the prize is to promote the creation and growth of high calibre audio and video productions on topics relating to the most vulnerable and marginalized members of society. Despite their importance, seldom are such issues dealt with adequately. The overall aim is to enrich communication and to draw everyone's attention to all aspects of today's reality.

Media4ME International[43]

The European network Media4ME International is a group of organizations set up in multicultural neighbourhoods in six countries. Media4ME International helps initiate and facilitate intercultural dialogue and counterbalances the negative portrayal and stereotyping of these neighbourhoods and their residents. Social media and other media techniques are used to combat racism and xenophobia and to bring citizens from minority and majority groups into contact with one another. The national partners work together internationally in the field of methodology development, exchange of experiences and research. Media4ME International strengthens mutual respect and understanding through existing local structures and focuses on local situations and needs. Media4ME International is supported by partners in the Netherlands, United Kingdom, Belgium, Italy, Czech Republic and Romania. Media4ME International supports and trains workers from local organizations. The target groups are schools, libraries, community centres, self-help organizations, religious organizations, youth centres, housing

41.- http://www.sodalitas.it/sostenibilita/premio_sodalitas_giornalismo_per_il_sociale.aspx

42.- http://premioanellodebole.it

43.- http://www.tuningintodiversity.eu/media4me/

associations and local media. Indirect target groups are the residents of multicultural neighbourhoods in the participating countries.

Associazione 21 luglio[44]

Associazione 21 luglio is an independent non-profit organization committed to promoting the rights of Roma and Sinti communities in Italy. It monitors media, blogs and websites across Italy in search of discriminatory messages or incitement to racial hatred towards Roma and Sinti. Where necessary, the Observatory sends letters to the subjects involved informing the competent agencies. Following are the results of their latest analysis of cases of discrimination in the media against Roma from 1/9/2012 to 15/5/2013, 258 days in total: 482 cases of misleading information and 370 cases of hate crime speech for a total of 852 cases. The results differed greatly from the data gathered for that same period by UNAR, the National Office against Racial Discrimination. The discrepancy between sets of data on discriminatory messages sparks a wide-ranging debate on exactly what advocacy organizations, institutional equality bodies and press associations consider "right of information" and "discrimination". Advocacy and human rights associations together with the institutions responsible for respect of human rights should first of all agree on what discrimination is and the boundaries between the right of information and the right to not suffer discrimination and the perception of discrimination among victims.

The Association of Journalists of Perugia[45]

To raise media awareness of prejudice against Roma, in 2010 and 2011 the UNAR and the Association of Journalists of Perugia carried out training courses for journalists in various Italian cities in the framework of the Dosta! Campaign, with the participation of hundreds of journalists, aimed at fostering discussion on the way media typically broadcast news concerning Roma communities and developing a knowledge-based approach to breaking down stereotypes and gaining greater insight into the Roma world. Based on this experience and thanks to a partnership between the Community of St. Egidio[46] and the Journalists' Association of the School of Perugia and the support of the Lazio Region, in 2012 the Roman Press Association produced a handbook for journalists called

44.- http://21luglio.org

45.- http://www.associazionegiornalisti.it/

46.- http://www.santegidio.it

"I have seen happy Gypsies too". Designed to counter the press' prevailing tendency to speak "infrequently and badly" about Roma and Sinti, the guide provides media professionals with some insights into this community in the belief that journalists and communicators play a crucial role, that their objectivity and preparation have a direct affect on the spread of prejudice and stereotypes and conversely, in nurturing the public's ability to interpret reality in an unbiased manner. In these tool-kits, as in "I have seen happy Gypsies, too", it was deemed necessary to likewise explain the differences between the Sinti and Roma communities (in terms of origin, religion, educational level, housing, and socio-economic conditions); the distortions linked to the use of 'camps' and the terms "travellers" and "gypsies"; the dangers underlying representations that radicalize the relationship Roma people have with the majority community and vaguely romantic and idealizing narratives; without losing sight of the issue of statelessness and stressing the importance of promoting the direct participation of Roma and Sinti in the production of information .

Fundación Secretariado Gitano[47]

The Fundación Secretariado Gitano (FSG) is an intercultural non-profit social organisation that provides services for the development of the Roma community in Spain and in Europe. Its mission is to promote the access of Roma to rights, goods and services and social resources on an equal footing with all other citizens. To this end, the FSG develops all kinds of actions that contribute to achieving the full citizenship of Roma, to improving their living conditions, to promoting equal treatment and to preventing any form of discrimination, while promoting the recognition of the cultural identity of the Roma community. The overarching mission is the integral promotion of the Roma community.

UNAR[48]

UNAR is the Italian Office against Racial Discrimination. Operating since November 2004 for the purpose of promoting equal treatment and eliminating all forms of racial and ethnic discrimination, UNAR monitors the impact of discrimination on men and women and explores the relationship with other forms of discrimination such as those based on culture or religion. UNAR pays specific attention to

47.- A practical guide for journalists. Equal Treatment, The media and Roma community http://www.gitanos.org/upload/76/03/GUIA_english.pdf

48.- http://www.unar.it

monitoring hate speech and stereotyped and discriminatory messages in the media at local and national level and in social media.

3.3 Other initiatives

- There are organizations in Central Europe that run training programmes for Roma journalists through the INTRINSIC project and co-operate with other Roma press centres throughout the region (Czech Republic, Slovakia, and Hungary).
- Media campaigns against racism targeting Roma have been implemented in several countries by state institutions and international organizations. The anti-discrimination council in Romania ran a campaign called "Racism spoils the game. Violence destroys lives". Activities were carried out in Bulgaria under the Council of Europe's "All Different – All Equal" campaign.
- Highly innovative initiatives and actions have been introduced in various countries in recent years with the aim of expanding the degree of protection and support for victims, including awareness-raising campaigns, especially on Holocaust Remembrance Day, in addition to supporting the numerous actions taking place on International Roma Day (8 April) in various European cities thanks to strong collaboration among institutions, CSO's and the media.
- In Romania, the Centre for Independent Journalism organized a journalism training program for young Roma. Young Roma people there attended an intensive 7-month specialized journalism training program where courses were taught by experienced journalists. Some program graduates (2000 - 2005) have been hired by national and local press agencies.[49]

49.- For further information about this program see: http://www2.cji.ro/articol.php?article=83

4. Recommendations by international organizations regarding media information on Roma issues

The new policies launched by the European Commission in favour of Roma inclusion since 2008 have bolstered this new trend. This is in addition to the EU Framework for National Roma Integration Strategies up to 2020 launched by the European Commission on 5 April 2011[50]. Through **Communication 173/2011**, Member States have been invited to prepare or revise National Roma Integration Strategies in order to improve the conditions of Roma communities.

Moreover, in December 2013 all 28 European Union Member States committed to implementing a set of recommendations proposed by the European Commission to step up the economic and social integration of Roma communities. The Council Recommendation of 2013 reaffirmed the strong commitment to combat discrimination already ensured in every Member State through the implementation of Directive 2000/43/EC[51] and called for effective measures to combat anti-Roma rhetoric and hate speech, addressing racist or otherwise stigmatizing language or other behaviours that could constitute incitement to discrimination against Roma.

This is the most recent international policy response in favour of non-discriminatory information. However, important recommendations have emerged in recent years calling on the media to employ better knowledge-based information.

Journalists have an important role to play in defending and promoting high standards of human rights, particularly the right to free expression under Article 19 of the Universal Declaration of Human Rights (UDHR, 1948) and

50.- Communication "An EU Framework for National Roma Integration Strategies up to 2020" COM (2011) 173; http://europa.eu/legislation_summaries/employment_and_social_policy/social_inclusion_fight_against_poverty/em0049_en.htm

51.- http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32000L0043:en:HTML

the International Covenant on Civil and Political Rights (ICCPR, 1966) and Article 10 of the European Convention on Human Rights (ECHR, 1950). The right to free expression also forms part of the Charter of Fundamental Rights of the European Union (Article 11).

It is worth noting that at its Fifty-seventh session in the year 2000, The United Nations Committee on the Elimination of Racial Discrimination (CERD), with the aim of improving the adoption and implementation of national strategies and programmes designed to improve the situation of Roma and protect them from discrimination by State bodies or any person or organization, recommended the implementation of media measures in every State, able to:

- act as appropriate for the elimination of any ideas of racial or ethnic superiority, of racial hatred and incitement to discrimination and violence against Roma in the media, in accordance with the provisions of the Convention;
- encourage awareness among professionals of all media of the particular responsibility to not disseminate prejudices and to avoid reporting incidents involving individual members of Roma communities in a way which blames such communities as a whole;
- develop educational and media campaigns to educate the public about Roma life, society and culture and the importance of building an inclusive society while respecting the human rights and the identity of the Roma;
- encourage and facilitate access by Roma to the media, including newspapers and television and radio programmes, the establishment of their own media, as well as the training of Roma journalists;
- encourage methods of self-monitoring by the media, through a code of conduct for media organizations, in order to avoid racial, discriminatory or biased language.

On 24 June 2011 the European Commission against Racism and Intolerance (ECRI) adopted General policy Recommendation No 13[52] on combating anti-gypsyism and discrimination against Roma. Noting with concern that some media convey a negative image of Roma, it highlighted in point 10 of the Recommendation the need to combat anti-Gypsyism expressed in the media

52.- http://www.coe.int/t/dghl/monitoring/ecri/activities/gpr/en/recommendation_n13/e-RPG%2013%20-%20A4.pdf

while acknowledging the principle of their editorial independence. In so doing it calls on them to:

a. ensure that the legislation is indeed applied to those media that incite discrimination, hatred or violence against Roma;
b. encourage the media not to mention the ethnic origin of a person named in articles or reports when it is not essential for a good understanding of events;
c. encourage the media to adopt a code of conduct for preventing, inter alia, any presentation of information that conveys prejudice or might incite discrimination, hatred or violence against Roma;
d. encourage the media to refrain from broadcasting any information likely to fuel discrimination and intolerance towards Roma;
e. support all initiatives taken to impress the dangers of anti-Gypsyism upon media professionals and their organisations;
f. encourage the professional bodies of the media to offer journalists specific training on questions relating to Roma and anti-Gypsyism;
g. promote the participation of Roma in the media sector in general by taking steps for journalists and presenters from among Roma communities to be recruited and trained.

In its Opinion of 02/2013 concerning the impact of the Framework Decision on the rights of the victims of crimes motivated by hatred and prejudice[53], including racism and xenophobia, the FRA illustrated how hate crime may range from everyday acts committed by individuals on the street or over the Internet to large-scale crimes carried out by extremist groups or totalitarian regimes. In its Opinion, the FRA devoted two specific actions to encouraging information and programmes supporting non discrimination:

Action 19: EU Member States should encourage the media – while respecting media freedom – to take self-regulatory measures and ensure that the information and programmes they publish or broadcast do not contribute to the vulnerability of victims and to breeding a climate of hostility towards individuals sharing protected characteristics.

53.- http://fra.europa.eu/sites/default/files/fra-opinion-2-2013-framework-decision-racism-xenophobia_en.pdf

Action 20: EU institutions should consider introducing amendments to Article 6 of the Audiovisual Media Services Directive, which obliges Member States to ensure that audiovisual media services do not contain any incitement to hatred based on race, sex, religion or nationality. The directive does not refer to hatred based on disability, age or sexual orientation.

Some recommendations for action by participating States were suggested in the second OSCE ODIHR Status Report[54] (2013, 71):

36. Launch information and awareness-raising campaigns with a view to countering prejudices and negative stereotypes of Roma and Sinti people.

37. In order to foster freedom of expression, encourage training of Roma and Sinti journalists and their employment in media outlets with a view to facilitating wider access to the media for Roma and Sinti people.

38. Encourage the media to show positive aspects and present a balanced portrayal of Roma life, refrain from stereotyping Roma and Sinti people and avoid inciting tension between various ethnic groups. Organize round tables between media representatives and Roma and Sinti representatives to promote this objective.

In conclusion, it is important to recall that recommendations, rules, ethical codes and guidelines should be more than mere suggestions or troublesome duties. They should be taken as 'food for thought' for media professionals. The process should begin in journalism schools addressing the need to reflect and confront colleagues on the importance of knowledge and evidence-based information in daily professional activity. A good point of reference for everyone is Recommendation No 97 of the 21st Committee of Ministers of the Council of Europe made to Member States on the media and the promotion of a culture of tolerance. The Recommendation stresses the commitment to guarantee the equal dignity of all individuals and the enjoyment of rights and freedoms without any discrimination, and considers it essential to recall that the principle of tolerance is Europe's guarantee of a continued open society respecting cultural diversity. In this respect, the Recommendation recalls that the media can make a positive contribution to the fight against intolerance, especially where they foster a culture of understanding between different ethnic, cultural and religious

54.- See footnote 30

groups in society. Measures to promote tolerance and understanding might be implemented in schools of journalism, media organisations as well as in the context of the exercise of the media professions. A new alliance is needed for overcoming discrimination in the media and requires the help of all the actors mentioned in the Recommendation: press, radio and television enterprises, as well as the new communication and advertising sectors; the representative bodies of media professionals in these sectors; regulatory and self-regulatory bodies in these sectors; schools of journalism and media training institutes.

Without interfering in any way with the principles of independence and autonomy of media professionals, in line with Article 10 of the European Convention on Human Rights we are convinced that accurate and knowledge-based information is the basis for overcoming stereotyped images of Roma communities in Europe, a prerequisite for better and swifter social inclusion in the society of every Member State.

Glossary[55]

ROM

"Rom" means "man of the Roma ethnic group" or "husband", depending on the variant of Romani or the author. The feminine of "Rom" in the Romani language is "Romni". However, in English "Rom" is used for both a man and a woman. In English both "Roma" and "Romani" are used as adjectives: a "Roma(ni) woman", "Roma(ni) communities". However, it is recommended that Romani be restricted to the language and culture: "Romani language", "Romani culture".

SINTI

"Sinto" (or Manush in French) comes from the word "Sind" (an ancient Indian name). The Sinti are to be found primarily in the German-speaking regions (Germany, Switzerland, Austria) where they settled in the 15th century, and in Benelux and Sweden. Sinti/Manush represent 2 to 3% of the total Roma population (generic sense) in Europe.

GYPSIES

The term "Roma/Gypsies" was used for many years by the Council of Europe, before the decision was taken to no longer use it in official texts in 2005, in particular at the request of International Roma associations who find it to be an alien term, linked with negative, paternalistic stereotypes which still pursue them in Europe. Consequently, in the majority of European states, it is

55.- "Council of Europe Descriptive Glossary of terms relating to Roma issues", version dated 18 May 2012; http://hub.coe.int/web/coe-portal/roma

N.B - The term "Roma" used at the Council of Europe refers to Roma, Sinti, Kale and related groups in Europe, including Travellers and the Eastern groups (Dom and Lom), and covers the wide diversity of the groups concerned, including persons who identify themselves as Gypsies

recommended that the word “Gypsy” or its equivalent no longer be used, as it is felt to be pejorative and insulting by most of the people concerned (although it is true that it may depend significantly on the context in which it is used).

TRAVELLERS

“Travellers” proper are found in Ireland and Great Britain and are ethnically distinct from the Roma/Sinti/Kale. In Ireland, they are officially regarded as an indigenous community, which is not distinct from the majority in terms of race, colour, ancestry or ethnic origin. The various Traveller groups nonetheless have one point in common. They are not necessarily itinerant. Originally, the Travellers in Ireland were itinerant, but 80% are now sedentary. In France, one third of people termed Travellers are sedentary. For people who identify themselves as Travellers, the term corresponds to an ethnic identity, distinguishing them from the rest of the population. Lastly, in Norway, Travellers are nowadays sedentary while the Roma move around.

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Useful information

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The Council of Europe: Protecting the rights of Roma in Europe
http://www.coe.int/AboutCoe/media/interface/publications/roms_en.pdf

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Alto Comissariado para a Imigração e Diálogo Intercultural, I.P. acidi

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With financial support from the Fundamental Rights and Citizenship Programme of the European Union
Project Code Number: JUST/2012/FRAC/AG/2848