MEDIA FOR GOOD

PROMOTING A NARRATIVE FOR INTERFAITH DIALOGUE
PERCEPTIONS

- Muslims as citizens vs. Muslims as foreigners
- Imams not speaking the language of the country
- Dress code Arabic vs European (even with a veil)
- Muslims only seen as a faith-group, not other dimensions (business people,)
- Ignorance of “the other” perception and tradition
- Only negative stories
MESSAGING

- Citizens or foreigners?
- Identifying the problems, changing concepts
- Right language: explaining Arabic concepts
- Words: they can be offensive, sometimes without knowing
- Risk: getting angry, falling into the trap “we and them”
- Oversimplification of Muslims as a block - ignorance
- Who speaks on behalf of Muslims?
DIVERSITY IN THE NEWSROOM

• Muslims for the show: Used to pretend there is diversity, by political groups

• Engaging minorities, offering different perspectives

• Multiple voices

• Also experts

• What kind of media? General, more and more niche, people don’t read the newspaper…
WHAT CAN BE DONE?

My experience through Foro Abraham
BROADER VISION

- Develop networks and give them a voice:
  - Network of “good” religious leaders
  - Network of “good” university experts and academics
  - Network of “good” community leaders
  - Network of “good” artists and intellectuals
  - Network of “good” civil society organisations: faith-based associations; charities; cultural organisations; think tanks; migrants, foreign workers, asylum, anti-racism, etc.

- Use their knowledge to identify problems and find solutions
- Make the network available for journalists
- Build synergies between networks
## MEDIA CLEAVAGES

<table>
<thead>
<tr>
<th>GENERAL INFO</th>
<th>SPECIALISED / NICHE</th>
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<tbody>
<tr>
<td>Religion in Social/Religion section</td>
<td>Faith-based publications, programmes, websites</td>
</tr>
<tr>
<td>Security/police angle</td>
<td>Bulletins or public activities organised by associations or official representatives</td>
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<td>Geopolitical perspective</td>
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<table>
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<tr>
<th>TRADITIONAL MEDIA</th>
<th>NEW MEDIA</th>
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<tbody>
<tr>
<td>Newspapers, radio, TV (also series)</td>
<td>Internet, Youtube</td>
</tr>
<tr>
<td>+ Arts and cinema</td>
<td>Social media (Facebook, Twitter)</td>
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GENERAL MEDIA

• Get new people speak
• Try to get good stories in the news
• Help to develop sources
• Try to go local and give a good story
PILGRIMAGE IN SPAIN
SPECIALISED MEDIA

• Bridge the gap

• They always think they are not being portrayed in a fair way: Maybe “the other” feels the same?
Fuenlabrada se adentra en el corazón de su mezquita

La comunidad islámica abre sus puertas a los fuenlabreños

Fotografía: @Fuenlabrada. Directora de la mezquita Fuenlabrada.

"Los terroristas se han destacado en nuestra religión, pero no nos representan."
MIXING NICHE GROUPS
# NEW, SOCIAL MEDIA

<table>
<thead>
<tr>
<th>RISKS</th>
<th>ADVANTAGES</th>
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<tbody>
<tr>
<td>No general overview</td>
<td>Direct access to info</td>
</tr>
<tr>
<td>Narrow vision</td>
<td>Crossing borders</td>
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<tr>
<td>Hate speech</td>
<td>Positive stories</td>
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<tr>
<td>Disseminating false/biased info</td>
<td>Giving the floor to new voices</td>
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<tr>
<td>Reinforced behaviour</td>
<td>Sharing contacts</td>
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<tr>
<td>Spreading fear</td>
<td>Developing networks</td>
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</table>
FALSE
CONTROVERSIES
OPPORTUNITIES

• Call journalists
• Call religious leaders
• Address issues that are wrong
• Offer good information and sources
• Use Facebook and Twitter to mix groups and undo stereotypes
SOCIAL MEDIA FOR THE GOOD

• Powerful Videos and Visuals
• Sharing positive stories (Facebook and Twitter)
• Sharing best practices
• Crowd-funding
• Job offers in the field, call for papers
• Fellowships
• Hashtags: improve use of Twitter
• Create a global public opinion, raise awareness (why We are all Paris and not Beirut?)
SUCCESSFUL CAMPAIGNS
WHAT NETWORKS CAN DO

- Multidisciplinary approach
- Create Synergies
- Bilateral projects
- Act as cultural interpreters in social media
- Offer speakers
DEVELOP COMMON PROJECTS

Combining networks and using the fellows’ networks and expertise