



**European Week of Media and Diversity:
Equal opportunities for all!
19th-25th March 2007**

(For Immediate Release)

**Working together towards a more diverse and equal European media
landscape**

From 19 to 25 March, organizations from more than 10 EU countries, will join the **European Week of Media and Diversity**. The Week was launched four years ago by **Online/More Colour in the Media (OLMCM)**, the European network for media and diversity based in the Netherlands. The goal was then, and still is, to promote public dialogue about representation of diverse groups in the European media and to empower multicultural audiences.

During this week, countries participating around Europe organize different events with a common guideline following the core of the week's purpose: media and diversity. OLMCM acts as the network umbrella, coordinating the promotion of these different activities through its website and mailing lists. NGOs and community media will use the European Week as a platform to start co-operations with journalists and media organisations to improve the intercultural dialogue that can support a greater social cohesion in our societies.

Like the previous editions, the fourth **European Week of Media and Diversity** will stage a wide range of events: presentations of media monitoring reports, conferences on the role of the media in promoting cultural diversity and pluralism, visits of students to different media outlets, dedicated radio and television broadcasting, screening of films made by minorities groups and students in the field of media, antiracism march's, musical concerts and much more.

Main actors of all these events will be NGOs, community broadcasters and other institutes devoted to media and diversity issues. They are involving in their initiatives agents and organizations that can make the European media more diverse and multicultural: journalists, editors and other media professionals, local and national institutions and public officers.

"Nobody can deny the impact of media on the relationships between minority and majority groups in our societies" says Ed Klute, Chair of Online/More Colour in the Media "NGOs and community media can use the European Week to underline this importance on national and international level. It offers to NGOs and community media great opportunities to start dialogues with media stakeholders and raise awareness of the negative sides of this media impact".

The 2007 edition of the **European Week of Media and Diversity** is presented this year under the same slogan that the European Union has chosen for 2007: **“Equal Opportunities for all!”**. The European Union celebrates this year of **Equal Opportunities for all** fomenting the celebration of diversity and ensuring quality.

Vladimír Špidla, EU Commissioner for Employment, Social Affairs and Equal Opportunities said *“Europeans think discrimination remains rife and they are ready for stronger measures to fight prejudice, intolerance and inequality. I am confident that the 2007 European Year for Equal Opportunities for All will spark a lively debate on diversity, giving a new impetus to tackling discrimination effectively”*.

For an up-to-date overview of the activities of the European Week of Media and Diversity please check the Section “European Week of Media & Diversity 2007” on Online/More Colour in the Media website
<http://www.olmcm.org/section.php?SectionID=18>

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The European Week of Media and Diversity
“Equal opportunities for all!”

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