

NEWSLETTER 1

MILD PROJECT



Journalists play an important role in society

- ✓ Journalism has the power to inform, influence, and transform. To ensure fair and respectful representation of migrants, refugees and racialized people, it's essential to upskill mainstream media professionals, and train future journalists early in their careers.
- ✓ The MILD project is founded on the understanding that stereotypical and discriminatory portrayals of migrants and racialized individuals in the media are closely tied to their underrepresentation.
- ✓ The project's partners aim to address this gap by increasing awareness of discriminatory media practices, improving knowledge of such practices, enhancing media skills among CSO workers, activists, and journalists, and fostering cooperation through campaigns with the aim to promote more inclusive, equitable, and responsible coverage.



How to prevent discrimination in the media ?

- Although the four countries involved have different contexts, the project kick-off meeting revealed some shared issues. Migration is often shaped by political agendas, which tend to frame it in a negative light. The media also plays a role, often using stereotypical and stigmatising language when talking about migrants and racialised communities.
- Another key point was that people from these groups are rarely seen as sources of information or as journalists who can tell their own stories. The MILD project's partners aim to change this by promoting accurate and fair reporting. It does this through sharing good practices, co-creating and testing a new training program, and running an awareness campaign that includes all key groups.



Project objectives

MILD seeks to:

- ✓ **Improve** collaboration between civil society, racialized communities, and the media by combating racism,
- ✓ **Strengthen** communication and media skills,
- ✓ **Promote** tools to counter misinformation,
- ✓ **Encourage** multi-level networking,
- ✓ **Support** civil society actors in building strong media relations.



Advancing Accuracy, Reducing Bias in the media

- MILD Activities are based on the needs and view-points of journalists, migrants, refugees and racialized people in 3 areas



The activities

Research : The consortium will collect and analyze local, national, and EU-level experiences in addressing media misrepresentation. As part of this process, interviews will be conducted with 60 journalists, activists, and racialized individuals across Malta, Spain, Italy and Greece.

Training: Online training will be available in Italian, Spanish, English, Maltese and Greek, reaching a minimum of 400 users, including mainstream media journalists, journalism students, and civil society actors.

Awareness Campaign :Talk shows involving key actors of media and minorities will be organised in each participating country, with around 30 participants per event. Additionally, an online campaign will support these efforts through the production of a series of videos, infographics, and targeted social media content.



- ✓ In April 2025, partners from Italy, Greece, Malta, and Spain came together in Rome for the first workshop of the MILD project. The meeting focused on tackling the negative portrayal of migrants in the media and officially launching the initiative. The workshop led to a shared understanding of the key challenges and priorities, laying the groundwork for collaborative action. As a next step, the partners will begin developing a joint training program aimed at promoting fair and inclusive media narratives.



www.lunaria.org



ANTIGONE
INFORMATION AND DOCUMENTATION CENTRE
on Racism, Xenophobia, Prejudice and Non-Violence
www.antigone.gr

**Associazione
CARTA di ROMA**
www.cartadiroma.org

MALDITA.ES
www.maldita.es



www.africanmediamalta.com



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the National Agency Erasmus+ INDIRE. Neither the European Union nor the administering authority can be held responsible for them.