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**OSCE Conference on anti-Semitism
EU intervention in session 4:
Information and awareness raising: the role of the media in
conveying and countering prejudice.**

The European Union has long recognised the importance of the media and the use of new technologies, including the internet, in supporting activities to combat racism, xenophobia and anti-Semitism. As a positive tool new technology does support educational and awareness raising activities, enables networks against racism and provides key databases of information for wider and public dissemination.

Media, through its ever-increasing role in influencing public attitudes, is, if properly used, a most powerful tool in the combat against racism and anti-Semitism. In this respect, it should fully examine the nature of its reporting on certain events and the need to report in such a way that it does not either inflame a volatile situation or misrepresent the subjects of its reporting. Training of journalists on these matters and more effective application of voluntary codes of conduct are some suggestions that can be taken up.

The continuing issue of the use of the internet to disseminate racist and anti-Semitic material will require business taking more responsibility on this issue and ensuring that inadvertently it does not support racism and anti-Semitism. Banning the sale of certain goods and materials has been a welcome step by many internet auction companies, but if need be, anti-racism measures could be supported by the presence of large numbers of consumers.

It is time to consider how media can play a more effective role in the fight against anti-Semitism. The role of the media under the title 'Cultural Diversity - Against Racism' was a subject of a media conference organised by the EU's European Monitoring Centre on racism and Xenophobia, Westdeutscher Rundfunk, the European Broadcasting Union and the European Media Institute in 1999. The conference examined a variety of issues related primarily to media

influence on racism and positive examples and approaches in the media to overcome racism. The Conference produced recommendations relating to areas such as training and information, creating networks between journalists and experts, cultural sensitive reporting of events and the exchange of good practice. This was followed up by the EUMC in 2002 with a study on racism and cultural diversity in the mass media which sought to provide an overview of research and examples of good practice in the EU Member States.

The Acceding Countries Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, the Slovak Republic and Slovenia and the Associated Countries Bulgaria, Romania and Turkey align themselves with this statement.