

# Discrimination of Minorities in the Media - Reality or Paranoia?

FIRST MEDIA CONFERENCE OF ITS KIND DEBATES THE ISSUES  
28<sup>TH</sup> AND 29<sup>TH</sup> MAY 2008

11 March 2008: **How far does mass media go in influencing our perceptions of society today and how concerned should we be at the discrimination and misrepresentation of minority groups within the media?**

To debate these questions, a ground-breaking conference, 'Discrimination of Minorities in the Media – Reality or Paranoia' to be held on 28<sup>th</sup> and 29<sup>th</sup> May will, for the first time, address the issues surrounding the discrimination of ethnic minority groups in today's media.

Representing the inaugural of a series of annual media conferences, the two day event will set the stage for a unique collection of voices to share ideas and opinions on this very current and controversial issue, while providing the opportunity to network with peers from industry and politics.

A number of leading topics by keynote speakers will include:

- The historical relationship between the black community and the media
- Media discrimination against the Muslim communities after 9/11 and 7/7
- The role of the Press Complaints Commission
- Cultural Diversity Public Service Broadcasting and the National Conversation
- How the lack of knowledge of communities leads to discrimination

The conference addresses all of these issues across a range of media. It aims not merely to answer questions, but to provide a forum for discussion and debate and quite possibly a solution. It is expected to attract media researchers and producers, leaders of religious and cultural groups, members of local and national Government and blue chip companies.

*Discrimination of Minorities in the Media* will take place at London's Business Design Centre, in the borough of Islington.

Delegates interested in attending the event should visit the Conference website, [www.media-conference.co.uk](http://www.media-conference.co.uk), to obtain details about registration and costs.

*Editor's Note*

About the Organisers

**Pink Kiwi** ([www.pinkkiwi.co.uk](http://www.pinkkiwi.co.uk)) is a unique ethnic marketing specialist organisation with offices in the Middle East, South Asia, North Africa and Europe. *Shayesteh Rabbani*, the brainchild behind Pink Kiwi, has a huge passion for challenging negative perceptions and creating a solution for positive change.

*"...Britain is constantly growing and changing faster than ever. Its inhabitants are more and more diverse, yet there continues, it seems, to be a lack of understanding between the media and the different communities. We are extremely excited and proud to be joining forces with The Media Conference 2008. The event has come at a very crucial time when there is a tremendous amount of misunderstanding and misrepresentation of minorities in the media. We believe that this event will be pioneering, responsible and provide a positive catalyst for social change..."*

**Shy Rabbani**, December 2007

CEO of the **Arab British Holding Group** and **The Media Conference**, *Younes El-Ghazi* has already made his mark across the international marketplace. With an extensive career within public affairs, consultancy and entrepreneurship across Canada, France, UK, Netherlands and Arab Countries, Younes aim is to build strong economic and cultural bridges between the Arab and Western world. The Media Conference was born as a result of his vision to establish a unique opportunity whereby the media, community stakeholders and organizations could share a common platform to bring about deeper understanding between the media and minority groups.

*"...This is a comprehensive event tackling all aspects of relationships between the media and different communities constituting today's British society. We want to bring in the 'movers and shaker's and stakeholders - from politicians, academics, human rights activists & journalists to community leaders and corporate executives - to contribute to this timely debate with the aim to orchestrate & change perceptions for the good of all our communities..."* **Younes El Ghazi**, Nov 2007

For further information and for media interested in covering the event, please contact either Zarina McCulloch or Karen Roberts as follows:

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