

Mapping Minorities and their Media: The National Context – Italy¹

COSPE, Italy
(Co-operation for the Development of Emerging Countries)

¹ Originally published under the title 'The Multicultural Productions in Radio, TV and Printed Media in Italy' for the EC-funded research project Tuning Into Diversity, pursued by the network OnLine/More Colour in the Media. We thank the network – and COSPE in particular – for their kind permission to use this report.

1-Introduction

The purpose underlying this first attempt at a national review of the available media information specifically aimed at immigrant citizens is an initial systematisation of the variety of situations that are known to be present all over Italy, with initiatives of varying natures.

Just as any other initiative in embryo, which represents new social phenomena, we felt there was the involvement of hundreds, maybe thousands of practitioners; but as often happens when such phenomena are not clearly visible, we failed to define their precise sizes and features; an essential knowledge if we want to go beyond the experimental phase, made of passion and overweening ambitions, arrogance and overlapping ideas.

The aim of the present paper is, therefore, to provide an initial snapshot of what exists that will allow us to know how wide the field of information for immigrants is; what the settings are; where this information is created; who the authors are and which tools are used; what the narrative formulas adopted are and, above all, what the contents are that need to be disseminated.

Notwithstanding the different positions on the subject of migration phenomena, the necessary policies and the perspectives of socio-cultural changes that such phenomena are bringing about, there is no doubt that information is the basic resource to ensure everyone has an initial form of social inclusion, even before tackling the issue of integration and co-existence within differences. Without any information a so-called “citizen” is not in fact such, having no possibility for freedom of action, which is the minimum requirement for citizenship; he/she cannot start any relational network, that is the necessary framework for the creation of social relationships and the construction of a rapport with the new territory and the new political and social context.

Each individual is inevitably caught in an information flow offering news on where one is, on the main features of the context, on the economic and cultural forms that characterise this context. However, without adequate organisation of this information, through patterns that have meaning for him/her – think of the language barrier – that information flow drifts by without ever touching him/her.

The definition of specific information processes, therefore, becomes an indisputable need, as they have to become an important setting for gaining awareness and hence building that social capital which everyone needs to be able to act.

Thus, information is a primary commodity in order to gain independence, and in this sense it is increasingly considered as the first right of citizenship; to ensure its provision means offering a public service that cannot be refused due to ethical reasons, as well as for obvious reasons of political and institutional opportunities.

The ways in which such information is provided, therefore, depends on various factors, among which we believe we should include:

- 1) the nature of the Italian media system;
- 2) the preferred mindset for social inclusion, stemming from the ways in which information for immigrants is provided.

Any information medium fits within a more comprehensive media system. If we briefly analyse the Italian media system, we can soon identify specific features that affect information for immigrants. We will point out two of them that we believe to be especially relevant for our purpose:

- 1) a weak presence at the local level;
- 2) lack of service information.

If we analyse the printed media sector and, even more, if we examine the radio and television system, a historical weakness at the local level can be detected.

For the printed media this fragility has its historical roots in the centralised national quality of modern Italian journalism since its birth, which goes back to the Unification of Italy.

The press model which was built and still exists – though with the inevitable changes that have occurred over 140 years – is the regional daily newspaper that, as an editorial policy, has its focus in the national chronicle. Local information is sacrificed to the need for building a national political identity which is believed to be lacking. This entails the supremacy of an educational and elite view of journalism that prefers comment, opinion, political struggle and the ideological prejudice to the straightforward account of the facts. Even over the last decades, when many local newspapers were set up, the capacity for constructing chronicle information, capable of grasping the immediate needs of the citizens and representing them, proved to be weak.

This vacuum might have been filled by the local radio and television system, which instead – for reasons that we haven't room to expand upon in this paper – developed an exponential growth of broadcasters, against a solid dual monopoly at the national level, which are very vulnerable to turnover and consequently weak in terms of investments and production quality.

The evanescence of the local dimension produces, as a direct consequence, the modest presence of service information, which, in order to root itself needs to be at the centre of the chronicle dimension, to be oriented to the audience and to have top priority given to the territory.

Why do these two marginal dimensions – the local one and the service information - of the Italian media system produce remarkable effects in information for immigrants? When we speak about information for immigrants we are not referring to the wider issues of the media representation of immigrants, whose characters are mainly defined by the operations of the big media², but about a more specific planning which belongs more naturally to a more defined territorial catchment area and to the logic of the service.

It is at this level that information projects oriented towards the immigrants and/or run by immigrants are placed.

If we analyse the patterns of social inclusion of immigrants through the information programmes especially devoted to them, and often managed by them, we can distinguish two types: we have defined the first type as *assisted inclusion* and the second as *guaranteed inclusion*.

In the first case, access to media is brought about by an initial thought that “people in the field” – long-time immigrants with the role of co-ordinating and leading other newly arrived immigrants, volunteers and professionals working in the reception facilities and immigration services, media staff who are particularly sensitive – elaborate about the need for representation of such linguistic and cultural minorities. It is here that the output of broadcasts on the radio and/or television comes about, or the start of newspaper production with a more or less regular frequency. We are face to face with heterogeneous phenomena, which are characterised mainly by ethical, political and cultural sensitivity, which opens up spaces, opportunities for publication without any particular thought on the goals, the potential beneficiaries and the organisation of the provision.

In the second case, access follows a more articulate process of thought on the opportunities for a better social inclusion of immigrants guaranteed by the availability of public places for discussion and exchange, by the acquisition of information and representation of their own cultural perspectives and viewpoints.

Guaranteed inclusion is usually parallel to an organisation of access to media that is more structured:

² The most recent research was carried out by Censis – still within the Tuning project -

- by involving institutions directly, thus accommodating that logic of public service mentioned above, which we hope will be widely adopted in our country with broadcasts that appreciate their own strategic role, with a view to reception of immigrants, that combines the opening to minorities with the need to make interdependence between culture and national identity more fluid;
- through a more precise and reasoned planning for immigrants that is carried out by immigrants within the most comprehensive output of the broadcaster; this means thinking over the goals of the broadcast/news report in strategic terms, the possible beneficiaries, the consistency of such an output with the specific cultural sensitivity of the broadcaster, etc.;
- through the preparation of well-structured editorial *formats* and lines which give an easy-to-recognise interpretation and stylistic *frame* to the contents presented;
- through the use of specific professional skills and the recognition and request for similar professional skills – and there is no lack of them – by the immigrants who contribute to or create the broadcast/news report.

If we had to say where we are on the output of information for immigrants and/or created by them in Italy, as shown by the data presented here below, we might state that we are half-way between assisted access and guaranteed access.

An absolutely acceptable median position if you think of how recent the outburst of the migration phenomenon in our country is, and even more so in terms of the organisation of information programmes and contents for immigrants.

Our wish is that this initial snapshot be useful for making the phenomenon visible and developing awareness of it; so as to be better able to co-ordinate the initiatives in future years, thanks to the creation of a network of professionals, who are able to appreciate the significance of their work and at the same time see their talents and professional skills recognised and guaranteed. Only by doing this can the representation of multiple viewpoints and set cultural perspectives become an indisputable natural fact that facilitates an inclusive social system, as well as a media market that is able to gain the interest of different minorities and enable them to see themselves in an accurate portrayal of their circumstances.

Carlo Sorrentino

2- The multicultural provision in Italian radio, television and newspapers

by Felicita Gabellieri

2.1- Italy: from a land of emigration to one of immigration. The starting point of research

Italy has been a land of emigration by tradition. For centuries our fellow-countrymen have tried their luck in far-away countries, in the hope of getting a better life for themselves and their families.

Starting from the early 80's this trend changed direction and our country has become the goal and, at the same time, a step for many immigrants who, in increasing numbers, arrive here from all over the world. Although the migration flow to and through Italy is a rather new phenomenon and a "limited" one still in relation to other European countries, the Italian social landscape has gradually changed (and is bound to change even faster in the next few years) thanks to the presence of people who come from many different countries making up a fragmented universe (in Italy we cannot talk of truly ethnic minorities), yet a symbolically and socially relevant one.

Together with a numerical increase in immigration, the recent decades have also witnessed a socio-cultural transformation of the earliest-settled various immigrant groups. Despite the fact that for many individuals the stay in Italy is temporary in view of an eventual return to their own country or of a new move towards other goals, some populations have gradually modified their migratory plans, deciding to settle down permanently or anyway for a long period in the host country. Following the increase in family reunions, the increasingly high number of foreigners born and brought up here (in some cases reaching the second or third generation), new requests and needs are developing, among which is a growing demand for cultural services.

In this context, the media world is becoming an important reference point, not only in terms of strategies of representation of ethnic minorities, but also as a ground for the achievement of "equal opportunities" of access to the media industry and the use of its products: a use that could prove to be particularly important for immigrants, given the complex need for communication stemming from their living through an inevitable process of change and redefinition of identity. On the one hand, media can be an answer to disorientation, need for information, the feeling of a loss of identity and of the attachment to the land of origin. On the other, they may represent a resource for the need/wish for

integration, ranging from being involved in the local community to the learning of the host country's language and lifestyle.

Such thoughts give rise to the need to carry out an initial exploration³ of the media universe - television, radio and printed media – aimed at identifying the provision of cultural products addressed to immigrants or thematically devoted to the issues of multiculturalism and immigration. The results of this research are presented in this report.

2.2- The “multicultural”⁴ provision in the printed media, tv and radio

2.2.1 The media used and their characteristics

The first element to be reported is that we have not found any radio or television channel, expressly and exclusively devoted to this target group, although in some cases the programming for immigrants can become relevant within the output of the same radio broadcaster, due to the presence of several broadcasts devoted to them (seven broadcasters of those analysed have 4-5 different programmes of this kind spread out over the week). Beyond this, the survey shows a vital, rich and multifaceted landscape, in which there are many publishing companies who make, or have made in the past, *media products for immigrants*.

Research has, in fact, shown the presence of 16 tv broadcasters and 44 radio networks that have, or have had in the recent years, at least one experience of multilingual initiative in their palimpsest and 31 newspaper titles devoted to immigrants and/or the issue of immigration.

As we might have expected, the best-suited tool is the *radio*, on account of the reduced cost, and the local character of the Italian radio system; so that, next to the few big national networks there are a myriad small and medium broadcasters capable of ensuring a full territorial presence, more easily reachable by outsiders present in the territory (individual immigrants, voluntary associations, local authorities) and, at the same time, more suitable for a target group such as that of immigrants, thanks to the need of radio broadcasters to turn to wide audiences who are more contained than television audiences.

³ The methodology of the research carried out is described in the appendix of this paper which we refer to.

⁴ With the terms ‘multicultural’ or ‘multilingual output’ we refer to the provision of cultural products addressed to immigrants or thematically devoted to the issues of multiculturalism and immigration. Although they refer to two different characteristics – one to the interest in cultural diversity and the other to the use of more languages – we will use both of them in the paper, for lack of a comprehensive term which can include the different initiatives in one category alone.

The use of the radio is combined with an extensive use of printed media. Once again we have a “flexible” medium that allows the creation of extremely diverse products (from the glossy magazine to the black-and-white brochure) at obviously different and in many cases limited costs, and therefore, more accessible to the world of association, often being the designer of the initiatives.

Almost non-existent, as we might have guessed, are the tv programmes. The television medium is per se a costly medium requiring big investments, both financial and “human” (to produce and create a tv broadcast you need many people with diversified professional skills). Moreover, the Italian reality is a polarized system that includes six national giants (the three Rai networks and the three Mediaset networks) with a generalist view, on whose side we find, the tentative national broadcasts of La7 and MTV and, a surfeit of local broadcasters – in some cases very small – who (with some exceptions) find it hard to assert themselves, also due to their difficulty in “thinking of themselves” as minority tv addressed to a targeted audience. Despite the system of public funding which provides a weak support to the local initiatives, many broadcasters are constantly on the brink of collapse and all of them must come to terms with the market to be able to survive and, therefore, with the audience on the one hand and the advertising investors on the other.

We can therefore guess that, in the case of the television initiatives it is the perception of the low relevance of immigrants as a target audience (there are still too few in Italy and, maybe, are considered of little interest as “consumers”) that hinders the initiatives meant for them; a brake that acts even more on the national media who have a generalist orientation. So, it is not by chance that the structures examined in the research have a mainly local character, whose *catchment area of users* (radio and tv) and *circulation* (printed media) indicates the presence of 23.08% of very small initiatives (in the city and locally), as against a majority of cases of medium size, equally distributed between provincial areas (provincial and interprovincial 34.06%) and regional (regional and interregional 32.96%), in many cases the natural limits of the broadcasters. Only for the printed media do we have a national or international catchment area (respectively 7.69% and 2.21%), often related to initiatives of a scientific/academic type.

Going on to analyse the *geographical locations* of the initiatives, we can see that the most active regions are Tuscany, Lazio, Lombardy and Emilia Romagna (which refer respectively to 14.28%, 13.19%, 12.09% and 10.99 % of all the initiatives surveyed), followed at a distance by Piedmont, Veneto, Apulia (6.59%) and Sicily (4.39%). The other regions all rank below 4%.

2.2.2 Initiatives for/by immigrants. The products examined

Going on to analyse more in-depth the products included in the research, the element which stands out is their extreme heterogeneity. The analysis of questionnaires shows how the expression “broadcasts for immigrants” means, in turn: including a programme created for that target group; the use of another or many other languages; the editorial collaboration of immigrants; the broadcasting of ethnic music or music from other countries; the presence of immigration news or broadcasts, etc. These factors are found and combined giving rise to different initiatives ranging from a minimum (the case of topical information inevitably touching on the issue of immigration, without the foreigners participating in its writing) to a maximum (complex and articulate programmes, constantly present in the palimpsest, in which immigration is the central issue and the immigrants are both the authors and the target group).

Before getting into the subject through a qualitative analysis of the broadcast data sheets (see observations made below according to programme formats), we thought of reconstructing the multicultural output starting from the structure data, so as to have – at least initially - a potentially comparative analysis.

The output examined consists of 117 products – among them, 70 radio broadcasts, 16 television broadcasts and 31⁵ editorial ones out of which 87 are still being shown and 30 are over. The first attempts started in the early 90's⁶ (11.11% of the reviewed programmes), but in the majority of cases it is during the second half of the 90's that the broadcasts reached a peak (36.75%), although there are many initiatives that started during the last year (18.80 %).

We are thus talking about initiatives being more or less lasting, but that have – or have had – however, a long life (being in the palimpsest or publishing productions), especially if we consider how “young” the immigration phenomenon and the instability of the publishing and radio television system are, frequently having a troublesome existence (economic problems, take-overs, “restructuring”, etc.) and having a development phase that is still “immature”. In fact, if 29.91% of the initiatives last less than a year, 49.57% of the products endure for a period going from one to five years, and 11.10% even exceeds the threshold of 5 years (the longest lasting one is 12 years old).

⁵ We have left out those reported with just the title or a generic presence without any further information.

⁶ The earliest radio programme goes back to 1989, on tv to 1993, printed media to 1990.

These data show, therefore, a certain interest for the phenomenon of the multilingual media initiatives, and also the awareness on the part of the broadcasters of their success, although they still occupy a marginal position.

Going on to analyse the constituting elements of each broadcast, we thought of proceeding within two macro categories “radio and television broadcasts” and “printed media”, owing to their greater internal homogeneity and consistency.

2.2.3 Radio and tv

Duration of programmes

The most widespread type of programme is structured on the basis of an hourly format (20.09% of examined programmes), followed by almost equally distributed formats of 30 and 90 minutes (11.63%, 8.14%). Only 4.65% have a duration of 120 m. and only 9.30% last less than 15 m. (in this last case, they are flash news reports with service information or nuggets of news). Therefore, we are speaking about rather long programmes whose structure almost always entails an internal segment typical of the “container programme” which in turn shows news, in-depth programmes, talk shows and whatever, often broken up by musical scores, as done in radio productions⁷.

Hour band and time schedule

The key hour band is in the evening (27.90 %), with the presence equally distributed at other times of the day (18.60% in the morning; 15.12% in the afternoon and in the early evening 12.79%).

The time schedule is mainly arranged by weekly planning (52.21 %) typical of thematic broadcasts, paralleled with a fair presence of daily and working-day broadcasts (18.59%), and bi- or three- weekly programmes (18.50%), which make up a rather comprehensive and burdensome output, in terms of commitment required by a daily broadcast (very often with news and service information which demand ad hoc editorial time and investment, in the wake of the pressing laws of the news), as well as in terms of the editorial investment required by weekly in-depth programmes (orientatively based on the implementation of surveys and reports or on the organisation of the presence of guests in the studio...).

There is, therefore, an emphasis on constant broadcasting of programmes (we have not reported any one-off programme) rather than the occasional character that we might

⁷ Music is constantly present in all radio palimpsests. Not being able to rely on images, radio taps on this genre as an *appealing* tool per se (it is useful to point out that audience-research shows how background music is among the principal functions of the radio) or to ‘emotionally’ draw attention.

assume this kind of initiative might have; although the questions on time schedule and hour band report a high percentage of blank answers (respectively 10.70% and 25.59%), which suggest a poor knowledge of the initiative by the interviewees⁸ and, perhaps, the poor visibility of multicultural programmes in the palimpsest.

Production and management of the initiatives

There is an interesting percentage of the programmes of 61.63% of internal productions, together with 11.62% of external ones and 19.77% of co-productions with external collaborators (in many cases voluntary associations, trade unions, local authorities). This figure is partly related to the typical production policies of the radio, in which the production of programmes is mainly internal. On the other hand it might bear witness to a certain investment of the broadcaster in the creation of broadcasts, even only in terms of technical and technological resources.

Going into details, we can see that in the case of broadcasts *produced externally*, it is often the case that programmes are created and have already been shown in the countries of origin, or in-depth programmes or documentaries made by external sources (audio and video tapes are often used, broadcasts directly downloaded from the Internet, or produced by cultural or voluntary associations). The broadcaster limits his involvement to the supply of a space in the palimpsest.

In the case of *co-productions*, the landscape gets more complicated: side by side with true forms of co-planning and co-management of the initiatives involving the broadcaster, the immigrants – individuals or association members – and associations or bodies which are active in this sector, we find weak forms of co-production in which the broadcaster limits his role to the supply of technicians and technologies.

If then we analyse the formulas of programme management, the presence of broadcasters is lower than what it might look like from an analysis of the forms of production that suggest a strong involvement of the broadcaster, often the exclusive or primary producer of the initiatives.

Only 13.95% of programmes, in fact, are directly managed by the broadcaster, 32.56% are self-managed by immigrants or the Italian and foreign associations, and in 37.21% of cases they are co-managed. It is not easy to interpret these kinds of figures in the absence of further detailed elements.

⁸ The case in which the interviewees would quote broadcasts meant for immigrants without, however, remembering when they were shown, in which period, for how long or in which hour band, was not uncommon.

On the one hand, we might read these data as markers of an “ephemeral” interest by the broadcaster, that lends his space and technicians to the initiative without actually taking an active part or, at the same time, without integrating them in the general planning. On the other hand, the lack of participation might express the desire to be non-invasive, in the wake of the ethical value of self-management.

In the first case there are some indications of the type of co-management, often shown by the participation of the technicians in the programmes, without any form of dialogue and exchange between the writing components of the broadcaster, or the poor knowledge of the interviewees (often Italian radio employees) on the initiatives for and by immigrants. In the second case, there are the observations related to the nature of some of the self-managed programmes, clearly falling within the culture of political movements, with a view to an access policy.

Beyond the problematic interpretation of the examined programmes, the fact is that the promotion of self-managed spaces rather than policies of co-planning and integration of the initiatives in the life and the palimpsests of the broadcaster, refers to two alternative viewpoints, very often assumed on the basis of an ideological evaluation, rather than through a pragmatic evaluation, on the goals to be reached and on the complex nature of the migration phenomenon.

In the case of *self-managed spaces*, in fact, the individual immigrants or linguistic community have a wide room for autonomy, both on the formats and on the contents (in some cases the broadcaster is totally foreign to the creation, in others he supplies the technicians or in others still he checks on the editorial aspects). An autonomy that celebrates the subjective aspects of immigrants, strengthens the dynamics of interethnic/intercultural recognition and calls for the need of maintaining the ties with one's own culture, country of origin and people, but which inevitably has another side to it: the estrangement from the editorial context, and potentially, from the social fabric of the host country. Paradoxically, then, the desire to “give a voice to diversity” placing it into a defined and recognisable space, could have exclusion rather than social integration as a perverse effect.

It is equally true that these programmes often play a very important role in the dynamics of the “reception” of the newcomers. Many among the initiatives analysed, in fact, are promoted by immigrants who have been in our country for quite a long time and have the function of giving the first pieces of information to the newcomers (how to obtain a residence permit, where to find accommodation, how to gain access to the national health

service, etc.), by filling the shortfall in Italian services. A sort of “mutual help” is thus created among citizens of the same country, helping to reduce the feeling of disorientation and isolation that all the new immigrants have to face.

Besides giving basic answers, moreover, the programmes for and by immigrants effectively satisfy the need to reassert their own identity which seizes all those who are far from “home”.

Finding oneself in a cultural context to which one does not belong, whose language and regulations are still unknown, initially compels one to find confirmation of one’s own cultural identity. The differences between “*me and my fellow-countrymen*” fade in the face of more marked diversity that, very often, separate “me” from the citizens of the host country; the need for reasserting one’s feeling of belonging becomes a way of “not losing one’s identity” and stirs up, in many cases, a sort of national/cultural pride. Listening to/reading the language of the country of origin, listening to its music, hearing talk about it becomes a pleasant ritual and an effective identity resource, at a time when the changes tackled and the differences surrounding new immigrants awake the fear of “losing oneself” and make it more difficult to reply to the question “who am I?”.

Symbolically reconstructing a culturally “homogeneous” community, thanks to the making of programmes in one’s own language of origin, within spaces “offered” by the host country’s broadcasters, can, therefore, be an important and necessary step, before thinking of more complex initiatives that facilitate integration. What should be avoided is these cultural outputs being left as the only ones, ending up by suggesting a protectionist mindset based on safeguards and distance-keeping, rather than on confrontation and exchange. The indigenous culture and the immigrant cultures would, in this case, remain separate and inevitably ordered by hierarchy, without producing hybridation and mingling which have always been linked to the processes of social integration and transformation.

Besides, the *co-managed spaces* taking inspiration mainly from multiculturalism and multi-ethnicity are anything but easy to create and are potential areas for conflict (and not mere confrontation) between nationalities and linguistic communities and, theoretically, they might hide a wish to put foreigners on a par with Italians, rather than be a celebration of their respective differences in a context of common rules. The aim of integration within the differences at the heart of these initiatives – something that perfectly meets the requirements of a civil, modern and democratic society – is a difficult challenge demanding theoretical reflection and a pragmatic effort that is still missing in our country.

Rather than a real alternative – self-referential products on the one hand, and multicultural and dialogical spaces on the other – in a mature society, both of them should be allowed, maybe as different steps (according to the function and time-lapse) in a complex process, able to create the foundations for a necessarily polyphonic and differentiated integration.

Format of programmes

The format of programmes which is more popular is undoubtedly that of “container” (39.53%), a genre that is well suited to radio production and, at the same time, to the heterogeneity of products meant for immigrants. In actual fact, this genre is poorly represented and can be filled with the most varied topics and formats. They are very often service broadcasts and in-depth programmes, next to actual containers, structured around very different aspects of the culture of origin: news, religion, politics, culture, cookery, literature and, almost always, music.

Shortly after follows the news (26.74%), which in turn takes on the character of international news, current affairs, information on the country of origin (in some cases documentaries), often bi- or multi-lingual. Then, we find in-depth programmes and other programmes (9.30%), musical shows (6.97%), service reports (4.65%) and finally talk shows (3.48%).

When analysing the topics dealt with within the various initiatives, we can see that information programmes are on top of the list (clearly enhanced by the survey, which focused especially on this macro-genre), though subdivided into subcategories ranging from the genuine news (national and international journalist reports) to documentaries (on the most varied subjects, but often based on the countries of origin reviewed through their landscape, politics, religion and, above all, culture in all its aspects), passing through local affairs and service information.

This latter genre can be found all over the palimpsests, betraying the service frame of mind that in many cases is at the basis of the initiatives. In fact, though the programmes which are clearly of this kind account only for 4.65%, information that we might define of public utility is present in the majority of broadcasts (on legislation, labour market, house policies, healthcare, etc.).

The other big macro-genre is that which we might define “cultural” (giving this term a sociological and anthropological meaning), referring to those broadcasts that stage and represent cultures in their diversity and in which cookery and music take on some

relevance, possibly as less conflict-ridden areas for confrontation and knowledge between peoples.

2.2.4- Printed media

The reviewed publishing production addressed to immigrants proves to be very diverse and articulate, so much so that it is difficult to have a comprehensive picture. Together with prestigious publications, with scientific or documentary purposes, we find many products designed with a view to service and wide circulation, pursuing the most diverse goals (from awareness-raising of the natives to the celebration of the original cultures of the immigrants, through solidarity products in support of the weaker layers of the community), which deal with many issues and have a quite costly printed look.

Though the indications taken from the questionnaires (both in terms of contents and formats) do not allow a detailed analysis, the heterogeneity of production is once again the main focus, maybe even more than the radio and television production. We have here service newsletters, community magazines, high-brow monographs, guides to legislation and services, anthropological and ethnographic magazines, etc., which in turn have as a target audience Italians, the field workers, the individual immigrants newly arrived in Italy, rather than the foreign communities who settled in Italy long time ago.

The heterogeneity that we have found to be a feature of this world is mirrored in the data on circulation, but appears less when analysing the publication schedule.

Although the majority of publications accounts for thousands of copies (between 1501 and 5 thousand copies 45.16%), there are also small scale products (up to 500 copies 12.90%) and real giants (12.90% both from 5001 to 10 thousand, and over 10 thousand), while less homogeneous is the temporal distribution. Often featuring as special issues and in-depth publications, when not just explicit guides to the migration phenomenon or for immigrants, they are rarely published at a short time-length: there are no daily papers and only 4 products are weekly and fortnightly. The most popular product is the periodical publication divided into 58.06% monthly and 25.80% of publications that come out two, three and four times a year. A format that per se suggests a certain stability over time.

A very interesting element relates to the publishing format, which bears witness to the very strong presence of individual and associative publishing. 16.13 % of the products are published by a private citizen and 15.61% by associations (cultural, trade unions or voluntary associations). 6.45% are published by local authorities (municipal and regional

governments), only 12.90% are actual publishing houses (in the sense that the publishing market is their business).

These figures suggest how the initiatives are strongly featured by a focus which is outside the market logics. Those who produce products for immigrants do it for the purpose of service, study, ethnic/cultural motives (strengthening the cultural sense of belonging and the value of the memory), but are far from a “market approach” and the viewing of immigrants as consumers of cultural products available for sale.

2.3 Some general remarks on the reviewed products

Funding

Notwithstanding the means used, the production cost is an issue to be dealt with. The heterogeneity of the products that we have more than once pointed out makes the financial need of each initiative very uneven and, inevitably, witnesses deep differences between tv and the printed media and radio. For immigrants and their communities, finding the finances to establish *ad hoc* broadcasting enterprises is very hard, hence the orientation towards the existing media, where it is possible to own a periodical or a one-off space.

The data we have collected do not allow us to assess how great a brake on multicultural initiatives the cost of production can be, although at times a programme is discontinued for lack of funds.

What seems to be evident is, instead, that the ideological and solidarity features of most part of the initiatives analysed has an impact on the search for funding, so much so that the objective pursued is the cost reduction rather than the search for something other than public funding, which is poor anyway.

We can guess from the questionnaires that some spaces have virtually no cost (the space is free, the staff is not paid, the recording and production cost is low because they are *low cost* shows and, moreover, they are often borne by the broadcaster that provides the structure and technicians). In the reply of the interviewees one can sense, moreover, a certain pride in claiming the financial independence of the various initiatives. It's not by accident that 35.03% of the programmes do not receive any form of funding and seem to have zero cost, next to 14.51% receiving public funds (Municipal, provincial, and regional governments, EU, but also public companies promoting the territory). 24.21% are financed by advertising and 4.14% use advertising and public funds.

Only in rare cases, moreover, the programmes financed by advertising host spots expressly designed for immigrants as a target group, stressing once more the underestimated potential of this sector in terms of a new market.

Staff

We have just seen that the staff of the multilingual initiatives is paradoxically a factor for cost reduction, rather than a rise in the budget. In many cases, in fact, the staff employed is entirely voluntary (in 52.14% of the programmes analysed), in 20.51% it is paid, whereas, in 8.55% both voluntary and paid staff are used⁹.

If we cross-check the position of the staff in the initiative with the nationality we find that where the staff is made up solely of foreigners, he/she is voluntary in 92% of cases; where he/she is entirely Italian, he/she is paid in 80% of cases and where the staff is mixed, it is once again the voluntary work that prevails (56.06% voluntary against 31.9% of paid staff). These figures enable us to formulate some hypotheses on the level of participation (or should we say lack of participation) of immigrants in the media professions.

From the analysis of questionnaires, it is clear that foreigners, in almost all cases, take part for free in the creation of programmes. The self-managed programmes, in which often only foreign citizens work, are run completely free of charge. The co-managed programmes, instead, are often backed by an editorial team flanked by a presenter, all mainly foreign, supported by technicians. Editors and presenters are always – or nearly always – voluntary. On the contrary, some Italian presenters are paid, some DJs (also foreigners) and in most cases, the technicians (mainly Italian). This is the formula which is more widespread.

In the majority of programmes (56.41%) there is mixed staff. In this way the involvement of the target group in the creation of programmes is sought after, but the foreign presence is very varied within each initiative; ranging from the simple presence of a speaker, who translates the news into another language or acts as an interpreter, to the genuine participation of members of the same community. At any rate, this participation rarely has the characteristics of an on-the-job training experience for foreigners, who are not requested by the broadcasters to have professional skills, just as many Italians working in media are not asked to have any. In fact, we should point out that the Italian media system is not – at the local level – very professional and in many cases participation in the media sector is left to the good will of the individuals and their commitment, rather than to a

training process and the building of a real professional career. The idea of professionalism, which is very dominant in the Italian system, is linked to the work in the field (“media jobs are learnt by doing them”) and does not trust the structured training schemes. Hence the ensuing lack of real professional profiles (except for the mainly technical staff) and the “particular” aspect of the system to access the profession that is rarely based on the assessment of skills and training schemes.

In the case of foreign citizens, this critical aspect of the media system is even wider. Their access to media, more seldom than not, is obtained as immigrants/foreign citizens (just like for many Italians the access criteria are will and commitment), rather than professionals, so much so that it is irrelevant that some of them have worked as professionals in their countries of origin. For this reason – and for other structural features of the Italian system that we do not have room for tackling here – the voluntary work of both foreigners and Italians is not likely to turn into “profession”, in the sense of recognised and paid work.

The beneficiaries of the initiatives and the languages used

Although it is not always clear who the audiences are to which each product is targeted, sometimes not even to the authors themselves, it is obviously the immigrants who benefit mainly from the initiatives analysed, even if it often happens that the target group is also represented by the Italian population¹⁰.

In the first case, moreover, the analysis of the initiatives shows an internal differentiation, often implicit, of the beneficiaries who seem to be at times new immigrants (as in many service broadcasts), rather than the immigrants who have been in the country for a long time (as in the case of the “community” cultural initiatives¹¹), further divided into single nationalities or re-included in their common identity as immigrants without any distinction in their origin. According to the target group (but often also to the nationality of the staff that the broadcaster has available), different languages are used. The analysis of the questionnaires shows that 29.91% of the initiatives use Italian as the only language,

⁹ The remaining 18.80% does not answer.

¹⁰ Many broadcasts that have the purpose of showing Italians the cultures of people, for the promotion of mutual knowledge and raising the awareness of the population on the issue of multiculturalism and immigration.

¹¹ By the term “community initiatives”, we want to refer to those products which are created on the initiative of immigrant groups, often in great numbers and present in Italy for a long time, which recognise themselves as “community” on the basis of their language and/or nationality, and/or culture (in an anthropological sense). In this sense it is not necessary – though it happens sometimes – that the members of such a symbolical community live in Italy, geographically on the same territory, and physically near. What makes them a community, more or less cohesive, is the feeling of cultural belonging, beyond the real exchange and contact among their members.

20.51% a single foreign language, 18.8% are bilingual (Italian plus a foreign language) and 29.05% are multilingual, suggesting an output that is quite rich and comprehensive.

In the case of programmes in Italian, they are partly products designed for the Italian population, but also products for a general public of immigrants – made of various nationalities -, on the basis that the learning of Italian is considered a primary objective for the daily life of our country, and later, for possible integration.

The monolingual foreign programmes, instead, meant for single linguistic communities, are often related to community initiatives (in the sense defined in the footnote), with a view to maintaining the memory and the original culture.

Finally, multilingual programmes appear to be oriented to multicultural education, or, more simply, fall within an outlook of equal linguistic opportunities. It is so for multilingual or bilingual news, in which the news translated into different idioms goes side by side without any specific element in the treatment of the topics and contents.

The promoters of the initiatives

The analysis of the questionnaires highlights the fact that the individual initiative is prevailing, whether it comes from the Italian or the immigrant world. Behind the programmes, there is often no editorial project, but rather “a parent”: an editor, the president of such and such association or the individual immigrant, often already engaged socially and politically.

It is often the case that the initiative starts out of the friendship or personal acquaintance of a staff member with an immigrant foreign citizen.

The result is the extemporary character of many programmes and the high transiency of the initiatives, inevitably linked to the individual fate of presenters and editors. Often the programme is discontinued because the individual commitment fails: the students go on to graduation and do not have any more time, personal engagements change direction, etc. Not only that, it also happens that the target nationality changes (very often this simply means that the language in which news is translated changes), because there is a quick turnover of immigrants of different nationalities and cultures.

On the other hand, the relevance of the initiative of the individual immigrant, often engaged in a process of self-fulfilment, as an important drive for the implementation of the multicultural initiatives should not be underestimated. The questionnaires examined show that at the basis of a certain number of productions there is the will for personal fulfilment of the individual immigrants involved in the making, and often promoters, of the

programmes. In such cases, it is the process of social assertion and integration of each person that is an important driving force.

This factor is remarkable, because it is clearly related to the access of immigrants to media professions. The presence of immigrants in this instance is not an act of hospitality, but rather an opportunity for participating in the public sphere, an act of citizenship that takes place through the personal and professional fulfilment of the immigrant.

Besides individual initiatives, it is the world of association that promotes many of the analysed initiatives. In these cases the creation of products for immigrants is part of a wider political/cultural project, which is linked to the fields of action of the associations involved (cultural promotion, multiculturalism, social solidarity, etc.) and embraces heterogeneous subjects, consisting of Italians and/or foreigners: from the cultural association tied to a single nationality to social voluntary work, from the community association (symbolically and territorially) to the left-wing movements, from the catholic voluntary sector to trade unions.

Finally, among the founders of the initiatives there are also some institutions (municipal, provincial and regional governments, public development enterprises, foreign embassies), although their presence is quite limited and, commonly, linked to the collaboration with the world of associations.

2.4 An first hypothesis of classification

In conclusion of the analysis carried out so far, we would like to propose for your reflection some observations on the type of multicultural programmes offered in Italy. The survey does not allow the reconstruction of an exhaustive overview, but it highlights, however, how the variables analysed above (especially: promoters, subjects dealt with, format of programmes, beneficiaries, stated or suggested purposes, characteristics of the broadcasters) intermingle in many ways, giving rise to different products, but within which it is possible to single out some recurrent lines and profiles. The observations reported below are not an actual list of formats (the criteria/types on which they are based are quite heterogeneous), but rather a recurrent combination of characteristics that could become the starting point for future surveys.

1) *Militant initiatives*

The first format, undoubtedly the most recurrent one among those reviewed, is that of the “militant broadcasts”. Promoted by the Italian associations in the majority of cases, it unfolds into two versions – left-wing and catholic – following two different styles according to its ideology, but of a specular type. They are both based on the principle of solidarity and an ideological/political commitment.

- “*left-wing area*”

Their focus is the struggle for the *promotion of rights*, for the achievement of the political and social *citizenship* of immigrants, viewed as disadvantaged persons. This type includes the whole range of initiatives in favour of immigrant communities, promoted by associations, cooperatives, movements, or by highly ideological community radio. In this case, if the initiative is due to the broadcaster, the management of the programme is frequently given to individual immigrants, or even better, to the members of the same linguistic community, as a self-run space within the palimpsest. The contents range from public utility information – legal assistance, support in job and house searching – to the promotion of the immigrants’ culture, carried out through the promotion of community initiatives, the making of news reports on the countries of origin or in-depth cultural programmes. In this context, we typically find the creation of a sort of production line whereby the most integrated immigrants, who settled here long time ago, help out the newcomers with the support of Italian associations and movements.

- “*catholic world*”

Here, again, the world of association is the driving force. The media initiatives are placed within wider projects focusing on solidarity and satisfaction of needs. In these cases there

is a prevailing service feeling, very strong in catholic culture, which gives a social rather than political imprint to the action. They are slight differences within the same universe which we considered previously, oriented to the support and promotion of disadvantaged people in a universalistic frame of mind. Part of this context is the many a service broadcast addressed to the immigrants as a whole, but also the news reports from the countries of origin, addressed to single nationalities or in-depth reports on foreign countries and their culture in order to raise the awareness of Italians.

2) Service reports

The second format is that of service reports. We have already seen how this genre is actually cutting through many of the products reviewed; in these initiatives, however, it becomes the exclusive and outspoken characteristic. We are talking of Italian productions promoted by public authorities or associations, in which information for public use, together with the promotion of rights and responsibilities, are the focus of attention. It is, therefore, the *right to information* that in the majority of cases leads the making of programmes. Typical examples are the multilingual news, in which the reports are translated into different languages (without any link between one and the other, whereby we find Russian, Spanish and Filippino one next to the other, and so on) or the service bulletins with the indications of the initiatives and the services for immigrants (legislation, residence permits, immigration policies, etc.)

3) Community products

The third format is that of community productions. In these cases the promoter of the initiatives is represented by the same immigrant communities (once again in the double sense of the territory and/or symbolic aspects) who have long lived in our country. They are various initiatives, self-run, often focusing on cultural promotion in a wider sense, related to a single group or a single nationality pursuing goals such as the celebration of the original culture, the maintenance of its memory and the relations with the countries of origin, the strengthening of the feeling of identity threatened by living in a foreign country. Here we find two different communication strategies. On the one hand, these initiatives are based on a strictly self-referential principle of maintaining one's identity and memory, with a strong ethnic/national pride and a stress on the cultural specific elements that potentially insist on exclusion, ambiguously affirmed and fought against. On the other hand, they aim at raising awareness and embracing the host country, through the promotion of information on one's own culture and country, as well as special issues such as music, cookery, literature, and also politics, lifestyles and history.

Beyond this double strategy (often present in turn in the same products), they are at any rate important initiatives both for individual immigrants and Italians. For the former, they are a backup in a difficult time, if newly arrived, or a link with their own history, if they have lived in our country for a long time, besides the opportunity to speak one's own mind. For the latter, it is an opportunity for getting to know and to meet cultural diversity.

4) *Multicultural initiatives*

The fourth format is that of the inter- or multiculturally oriented activities. Often co-managed by Italians and immigrants, these products reveal a remarkable cultural purpose, which often borders on an educational will, mainly addressed to the host community. Clear objectives are education to diversity and awareness of other cultures. Even in this case, as in the previous one, the contents of programmes range from music to cookery, from literature to politics, from lifestyles to history, but with a view to comparing cultures, where voices and languages take turns within the same programmes and do not merely tell of a single nationality or linguistic community (It is for instance the case of the cookery programmes, or those on ethnic music, in which Chinese cuisine follows the Mexican one, or the south-American rhythms are heard together with the Arabic music).

5) *The model of the market*

This last format is, to date, the least adopted, although it looks to be particularly interesting for the possible developments it might experience in the future years. We are talking about radio and television products, or printed media, clearly designed and made in view of the market, in which the explicit end is the achievement of an economic profit. In this context immigrants become the target group and are perceived not so much as disadvantaged people to protect, but as social individuals and potential consumers of a cultural product which is meant for them. Together with products made especially for this target group (magazines telling the stories of the immigrants and their countries of origin as well as the stories of Italian culture, giving information on the transfer of money, promoting commercial initiatives by immigrants, etc.), we find programmes designed for the Italian population (for instance the music shows) as beneficiary of products coming from other countries.

e) *Conclusive remarks*

The models we have attempted to trace in the previous paragraph, are a sort of rationalisation of the information collected in the research, ideal types that are found in the analysed products, although often mixed and cross-bred. We should, in fact, remember that almost all the initiatives reviewed have a strong experimental character, are often the

result of a voluntary and solidarity spirit, are enacted in the absence of real editorial projects, taking on a real extemporary and transitory character, even when they last for years. These characteristics of multicultural products, however, are shared with many Italian local media productions.

The image as a whole that stands out of the research is that of a rugged and composite archipelago, difficult to picture, but that shows a growing interest and increasing action. Despite the “faults” and “weaknesses” that we have analysed, in fact, the multicultural media provision examined is an important element for receiving the immigrants (especially thanks to its initial information role) and can be the first step, tentative but important, towards the construction of a polyphonic society, in which the different nationalities have equal rights of citizenship. Whoever takes action, be they foreign or Italian citizens, individuals or associated people, what counts is the proven effort of giving a voice to diversities, even simply by enriching our cultural landscape of languages, and tastes and sounds that are different from ours.

The confrontation and co-existence of cultures – at the basis of the completion of the analysed initiatives – are bound to shape our societies more and more. This requires an effort by all the social players involved in the public sphere, and especially of the media, to go beyond the occasional questioning of oneself and act in a more self-conscious and strategic way. The movementist actions and solidarity voluntarism distinguishing the productions for immigrants today, although it has worked as “avant-garde”, cannot be enough to promote policies of co-existence and integration in maintaining diversities.

On this ground, the exploration of other action contexts become interesting, such as the market and the sphere of professional fulfilment, as possible arenas of a fruitful exchange between cultures and environments and of celebration of the diversities in view of the social integration. Doing business and promoting self-fulfilment of individuals by developing opportunities of social mobility, do not clash with the mechanisms of solidarity, but can indeed enhance the opportunities for achieving new forms of social co-existence.

3- Conclusions

Though the research carried out does not pretend to be an exhaustive survey on media multicultural productions in Italy, it has highlighted a vital, wide and varied output that to many people, but not those who work in the immigration field, is striking and intriguing.

From previous surveys¹² an interesting overview of productions, especially radio productions, had already resulted, and naturally in geographical areas with a higher presence of immigrant citizens (Lombardy and Lazio in the first place).

The present mapping confirms a constant trend, if not a growth of this media reality promoted by immigrant citizens or specifically designed for this audience. The interpretation we can give to such a vital energy, though within the structural and specific limits emphasised in the analysis carried out, is related to the expression of needs for information and self-representation of immigrant citizens present in Italy.

The working experience on immigration in Italy, as in other European countries, teaches us that the lack of access to information is certainly one of the major obstacles for the integration of immigrants in the social context and is also at the basis of situations of distress and marginalisation. Immigrants in Italy still frequently use informal communication channels, that as such, often limit and affect processes of individual promotion and, above all, the relationship with services; in the same way, they can spoil the trustiness vis a vis the institutions.

The multicultural and multilingual productions aim at communicating and informing immigrant audiences in a service logic that uses mass communication means to spread to a wider public useful news for the daily life in Italy, and at the same time as a tool for individual and collective participation.

It is not by chance that this format of information, if we can call it that, is stimulated especially by the initiative of individuals or groups of immigrants who already play a primary role in local political and social realities, and who feel the want and need for wide-ranging communications means to promote cultural, political and social issues that would not otherwise be voiced.

This factor also leads us to believe that the quantity of the initiatives examined is linked not only to the numerical figures of the presence of immigrant citizens in the various

¹² Laffi ...;

Region of Tuscany – Cospe “Parlamondo Project – *Foreign Citizens and Information in Tuscany*” – April 1999

regions, but also to how old the migration processes are and to the level of social integration in the territory.

By analysing the productions in the South of Italy, in fact, we can assume that the lower number of multicultural initiatives is due, in some regions in particular (Apulia and Campania) to the precarious working climate – often linked to the seasonal work of immigrants and the high rate of exploitation - and the transitory presence of immigrants, next to a lower breadth and higher fragmentation of the media system in these regions.

Such analysis seems to be confirmed by the parallel survey we have carried out on the citizens who promote or participate in the creation of these initiatives; though they do not often have specific professional skills, they are people who have high qualifications, acquired in the country of origin or in Italy, often linguistic-cultural mediators with a good consolidated working position or, however, able to find their way in the local context. The same happens for natives: only if they have a fairly steady economic and social position, can they afford to undertake merely voluntary and militant activities, even if this survey shows that there are some exceptions which deserve some attention.

The urge for promoting multilingual media initiatives is due to two main factors: on the one hand, the natural need for speaking and listening to one's own mother tongue, both as an element which improves the use of information and as a cultural element of aggregation and belonging to the country of origin, and on the other, to the incorrect representation of immigrants in the most widespread communication media, that forces them to represent themselves.

The lack of information from the immigrants' countries of origin, as well as their stereotyped portrayal in the main national press organisations, are the shared elements of analysis on which many of the multicultural initiatives under scrutiny are based.

There is, therefore, a large voluntary and militant component in the initiatives that is due to individuals or groups of immigrants who propose, or are proposed, information productions through the mass media. We should also say that the voluntary connotation is often seen as a natural one by the broadcasters or publishers, as an inherent part of a service role for one's own "community" that is taken for granted, and not, as often is the case with natives, as a way for gaining a skill in the sector and hence a job opportunity, though a temporary one.

In this sense, we should stress the limits of these experiences, because multicultural programming is promoted and experienced by broadcasters and natives who work for the

creation of these programmes, not in view of an intercultural exchange, but in view of the “militancy”, as rightly stressed in the analysis.

This is why one tends to believe that the fact of belonging to a specific nationality or the purely linguistic aspect predominate and are sufficient for journalistic productions, whereas a specific professional profile is never required. The consideration that those who have acquired a specific skill in the journalistic or technical communication sectors, either in their country of origin or in Italy, but are found to be always employed in programmes specifically meant for immigrant audiences, is just as limited, in order to have an intercultural approach in the editorial space.

Only in few rare cases have the broadcasters¹³ managed to make good use of the linguistic and intercultural talents, employing immigrant staff to enrich and characterise the editorial work and that of the whole structure.

It is always a niche production and an occupational context even more residual for immigrant citizens, even if qualified, but that has great value for native people in terms of growing awareness of a radical change in the society involving multicultural aspects, and for immigrant citizens an acquisition of space for social and political participation obtained through the recognition of the right to information, be it in one's own mother tongue or in Italian.

We must stress, however, that the highly fragmented and extemporary character of the initiatives cannot but be detrimental to more effective productions in terms of product quality and attainment of relevant audiences.

A higher degree of co-ordination would be hoped for among the initiatives promoted, also at the local level, and a more self-conscious editorial programming to avoid wasting the few financial resources earmarked for this type of production, especially by the local authorities.

A boost in this direction might certainly come from those private organisations which are taking an interest in providing information for the immigrant target group, as a market share, and for some others as a privileged target of their products: for instance, banks and companies handling the market of money transfers.

In this sense, as has happened in other European countries where immigration started much earlier, it will probably be the economic and economicist approach that leads to a multicultural change, both in programming and in the composition of the staff used in the media industry.

¹³ This is the case of Radio Popolare in Milan

Anna Meli

4- Methodology

The general research project started from the need to have a better knowledge of the world of media initiatives *addressed to and/or produced by* immigrants. In particular, the aim was to carry out the *mapping* of the information sources and products meant for or run by foreign citizens, to make them more visible to the world of the “mainstream media”. Given the lack of any previous large-scale census on this type of initiatives, the research was an exploration which aimed not so much at singling out and putting together what is available, but rather at finding as many initiatives as possible, relying on the multiplying effects that are triggered when “the water starts to get rough”, having been “calm” so far, in the absence of any previous findings. To keep to the metaphor, many pebbles were thrown in the pond (the contacts made when filling in the questionnaires, together with the organisation of thematic workshops with some of the co-ordinators of the initiatives examined), in the hope that the concentric circles produced would bring to the light situations that have often been underground.

The research was thus organised in two separate phases:

- a) A full survey all over the Italian territory;
- b) The organisation of national workshops in which media professionals have met the designers and makers of products for and by immigrants.

Here is a short report of the procedures on which the first phase of the research was based.

During 2001 an assessment of the output of cultural products for immigrants was carried out through *semi-structured questionnaires* submitted to all broadcasters and/or Italian newsrooms that at first contact had stated they would make or had made products for or with immigrants.

The universe of radio and television broadcasters and of the publishing sector has been outlined by addressing the regional authorities that regulate the frequencies or monitor the local broadcasting activities (Corecom- Regional Committees for Communication), as well as carrying out an *ad hoc* exploration (especially as far as the printed media is concerned, for which a systematic contact is impossible) through the suggestions of the sector’s practitioners (associations, thematic publications already known, research by key words on the Internet, etc.).

Once the list of subjects to contact was defined (radio, tv and printed media), semi-structured questionnaires were sent by post, followed by telephone reminders and, often, proper telephone interviews.

The object of the assessment consists of all the *media initiatives* (radio and tv programmes, publishing products, etc.), concluded or still on-going, *meant for or run by immigrants*, hosted/made by the radio and television broadcasters or by the publishers contacted.

The questions concerned the characteristics of the broadcaster or of the newspaper under examination (*location, catchment area and circulation, frequency of publication*, etc.), as well as the multicultural products made (*birth of the initiative, initiators, type of programme/publishing product, languages used, issues dealt with, characteristics of the staff employed*, etc.)

The data obtained from the questionnaires, together with any observation recorded by the interviewers, have been analysed with a double perspective: a *quantitative one* (through the data matrix and statistical calculations) and a *qualitative one* (essentially based on the *interpreting and contextual description*). The outcome of the analysis has been the elaboration of a number of *tables* (see p. 30) and the writing of a *description sheet* for each subject/product analysed (annexe 1).

Besides indicating the structural data of the initiatives examined (broadcaster or publisher; catchment area; title of the programmes; production, hour band, time schedule, duration; language), the sheets report the distinctive figure for each initiative, through a brief description.

The survey has had a troublesome process (partly due to unforeseen events) and has had to tackle many difficulties, among which have been:

- The turnover of two different research teams (those who analysed the data and produced the materials, and the final report, did not take part in the designing phase of the project and data collection, which was carried out by many surveyors);
- The difficulty in retrieving the data.

While in the first case many difficulties were overcome thanks to the close collaboration between the members of COSPE, who promoted and participated in the project, and the University researchers, who carried out the analysis, in the second case we had to come to terms with the fact that the problems had no easy solution. Retrieving data was in fact very hard for many reasons: the extremely fragmented landscape of the Italian media (to which should be further added the difficulty of reconstructing the past initiatives due to the

lack of records and the poor historical recall of the broadcasters); the nature of the evaluations of the programmes shown which were devoted to immigration (often considered as proof of charitable feelings”, a sort of thing to be proud of, which forced interviewees to declare that some products were “meant for immigrants”, though with a very poor content¹⁴); but especially, the lack of “relevance” of many interviewees (above all radio and tv), so that those who filled in the questionnaires were not those who had made or followed the programmes and, therefore, had problems answering the questions.

TOOLS:

- A. Questionnaires
- B. Tables
- C. Data Sheets

¹⁴ In these cases the initiatives reported have not been included in the analysis.

5- Tables

The dates presented in the following tables refer to radio and tv stations (and their programmes) and to printed media mapped in the research. The object of the mapping has been:

- radio and tv stations who broadcast, or have broadcasted, programmes addressed to and/or produced by immigrants
- Printed media addressed to and/or produced *by* immigrants

In the tables NR means no answer.

Tav. 1 – Geographical distribution of radio, tv stations and printed media mapped

		tv	radio	newspapers	totali	% of tot. stations/newspapers mapped
N O R T H - C E N T R A L	Emilia-romagna	1	6	3	10	10,99
	Friuli	1	2	-	3	3,30
	Liguria	1	1	1	3	3,30
	Lombardia	1	6	4	11	12,09
	Piemonte	-	3	3	6	6,59
	Toscana	3	9	1	13	14,28
	Trentino	-	1	2	3	3,30
	Valle d'Aosta	-	1	2	3	3,30
	Veneto	2	3	1	6	6,59
	Totali CN	9	32	17	58	
S O U T H - C E N T R A L	Abruzzo	-	1	2	3	3,30
	Calabria	1	-	-	1	1,09
	Campania	1	1	1	3	3,30
	Lazio	2	5	5	12	13,19
	Marche	-	1	1	2	2,20
	Puglia	1	2	3	6	6,59
	Sicilia	1	2	1	4	4,39
	Umbria	1	-	1	2	2,20
	Sardegna	-	-	-	-	-
	Total CS	7	12	14	33	
	Total Italy	16	44	31	91	
	% of tot. of the stations mapped	17,58	48,36	34,06		100

Tav. 2 – Catchment area of users of radio and tv and circulation of printed media mapped

	tv	radio	Printed media	total	% of tot. Stations/printed media mapped
Local -	2	9	10	21	23,08
Provincial o interprovincial	6	24	1	31	34,06
Regional o Interregional	8	11	11	30	32,96
National	-	-	7	7	7,69
International	-	-	2	2	2,21

total	16	44	31	91	100
-------	-----------	-----------	-----------	-----------	------------

Tav. 3 – Number of the initiatives for radio and tv stations mapped

	tv	radio	% of tot. stations mapped
Only one initiative	16	32	72,73
More than one initiative	-	12	27,27
total	16	44	100

Tav. 4 – Geographical distribution and state of the “ethnic” initiatives (newspapers and programmes)

		Tv programmes			Radio programmes			Printed media		
		In progress	Concluded	total	In progress	Concluded	total	In progress	Concluded	total
CENTRO-NORD	Emilia-romagna	-	1	1	7	-	7	2	1	3
	Friuli	1	-	1	6	-	6	-	-	-
	Liguria	-	1	1	1	-	1	-	1	1
	Lombardia	1	-	1	8	5	13	4	-	4
	Piemonte	-	-	-	3	-	3	3	-	3
	Toscana	-	3	3	7	4	11	1	-	1
	Trentino	-	-	-	1	-	1	1	1	2
	Valle d'aosta	-	-	-	1	-	1	2	-	2
	Veneto	1	1	2	3	-	3	1	-	1
	Total CN	3	6	9	37	9	46	14	3	17
CENTRO-SUD	Umbria	1	-	1	-	-	-	1	-	1
	Abruzzo	-	-	-	1	-	1	1	1	2
	Lazio	-	2	2	13	1	14	5	-	5
	Campania	1	-	1	-	1	1	1	-	1
	Puglia	1	-	1	-	4	4	3	-	3
	Calabria	-	1	1	-	-	-	-	-	-
	Marche	-	-	-	-	1	1	1	-	1
	Sicilia	-	1	1	3	-	3	1	-	1
	Sardegna	-	-	-	-	-	-	-	-	-
	Total CS	3	4	7	17	7	24	13	1	14
	Totali Italia	6	10	16	54	16	70	27	4	31

Tav. 5 – State of the “ethnic” initiatives (newspapers and programmes)

	TV programmes	Radio programmes	total	% of tot. Radio and tv stations mapped
In progress	6	54	60	69,77
Concluded	10	16	26	30,23
total	16	70	86	100

Tav. 6 – Circulation of “ethnic” printed media (number of copies)

Number of copiese:	Printed media	% of tot. of printed media mapped
until 500 copies	4	12,90
From 501 to 1500	5	16,13

From 1501 to 5000	14	45,17
From 5001 to 10000	4	12,90
10000 and over	4	12,90
total	31	100

Tav. 7 – Periodicity of the printed media mapped

	Printed media	% of tot. of printed media mapped
One number	1	3,22
Quarterly four monthly, six-monthly	8	25,81
Monthly or bimonthly	18	58,07
Weekly or every 15 days	4	12,90
total	31	100

Tav. 8 – Distribution of printed media by type of publisher

Type of publisher:	Printed media	% of tot. Of printed media
Private	5	16,13
Cultural, non-profit, trade – union associations	16	15,61
Local Authorities	2	6,45
Publishing house	4	12,90
NR	4	12,90
total	31	100

Tav. 9 – Characteristics of the staff employed in the printed media mapped

	Number of printed media:			
	paid	unpaid	Both paid and unpaid	total
Foreign	-	5	-	5
Italian	1	-	-	1
Mixed	2	19	-	25
totali	3	24	-	
NR	4	-	-	4

Tav. 10 - Characteristics of the staff employed in the radio and tv programmes mapped

	Numero dei programmi in cui è impiegato personale:				
	paid	unpaid	Both paid and unpaid	total	NR
Foreign	-	18	2	20	2
Italian	3	1	-	4	-
Mixed	19	18	8	45	8
total	22	33	10		
NR	6	1		7	

Tav. 11 - Characteristics of the staff employed in all the “ethnic” initiatives mapped

	Number of initiatives				
	paid	unpaid	Both paid and unpaid	total	NR
Foreign	-	23	2	25	2
Italian	4	1	-	5	-
Mixed	21	37	8	66	8

total	24	61	10		
NR	10	1			
total	59	123	20		

Tav. 12 – Percentage distribution of the staff according to nationality and role in all the “ethnic” initiatives mapped

	<i>Percentage of the initiatives</i>			
	paid	unpaid	Both paid and unpaid	total
Foreign	-	92%	8 %	100
Italian	80%	20%	-	100
Mixed	31,9%	56,06%	12,13%	100

Tav. 13 – Staff distribution according to the role (paid or unpaid) in all the “ethnic” initiatives mapped

	Number of initiatives	% of tot. Initiatives mapped
paid	24	20,51
unpaid	61	52,14
Both paid and unpaid	10	8,55
NR	22	18,80
Total	117	100

Tav. 14 –Distribution of the skills required to the staff for type of initiative

		<i>Number of initiatives:</i>			
		Printed media	Tv+radio	total	% of tot. Initiatives mapped
S K I L L S R E Q U I R E D	none	20	48	68	58,13
	Generic skills	-	2	2	1,7
	Thematic skills	6	3	9	7,69
	Professionalità in the communication field	2	7	9	7,69
	Technical skills	-	4	4	3,41
	Both technical and communication skills	-	7	7	5,99
	NR	3	15	18	15,39
	totali	31	86	117	100

Tav. 15 – Financial resources of the initiatives mapped by type of media

	<i>Number of the initiatives</i>				
	tv	radio	Printed media	total	% of tot. Initiatives mapped
Only public financing	3	9	5	17	14,51
Only advertisement	5	13	11	29	24,21
Both	-	1	4	5	4,14
None	5	26	9	40	35,03
NR	3	21	2	26	22,11

Total	16	70	31	117	100
-------	-----------	-----------	-----------	------------	------------

Tav. 16 – Longevity of the initiatives mapped by type of media

	<i>Number of the initiatives</i>				
Lenght of the experience	tv	radio	Printed media	total	% of tot. Initiatives mapped
Less than 1 year	5	18	12	35	29,92
From 1 to 5 years	8	34	16	58	49,58
More than 5 years	1	9	3	13	11,10
NR	2	9	-	11	9,4
Total	16	70	31	117	100

Tav. 17 – Type of production of the radio and tv initiatives mapped

	<i>Number of programmes</i>			
	tv	radio	total	% of tot. Radio and tv Initiatives mapped
Internal Production	9	44	53	61,63
External Production	3	7	10	11,62
Co-production (together with association, local authorities and institutions)	2	15	17	19,77
NR	2	4	6	6,98
Total	16	70	86	100

Tav. 18 –Time schedule of radio and tv programmes mapped

	<i>Number of programmes</i>			
<i>Periodicity:</i>	tv	radio	total	% of tot. Radio and tv Initiatives mapped
Daily	5	11	16	18,59
Weekly	9	36	45	52,21
Every 2 or 3 week	1	15	16	18,50
NR	1	8	9	10,70
Total	16	70	86	100

Tav. 19 – Lenght of radio and tv initiatives mapped (minutes)

	<i>Number of programmes</i>			
<i>Lenght:</i>	tv	radio	total	% of tot. Radio and tv Initiatives mapped
Until 15 minutes	2	6	8	9,30
30 minutes	-	10	10	11,63
60 minutes	4	15	19	22,09
90 minutes	-	7	7	8,14
120 minutes	1	3	4	4,65
Other formats	-	8	8	9,30
NR	9	21	30	34,89
Total	16	70	86	100

Tav. 20 – Hour band of the radio and tv initiatives mapped

<i>Hour band:</i>	<i>Number of programmes</i>	<i>% of tot. Radio and tv Initiatives mapped</i>
-------------------	-----------------------------	--

Morning	16	18,60
Afternoon	13	15,12
Evening	11	12,79
Night	24	27,90
NR	22	25,59
Total	86	100

Tav. 21 – Formats of the radio and tv programmes mapped

<i>Type of the programmes:</i>	Number of the programmes	% of tot. Radio and tv Initiatives mapped
News	23	26,74
Service reports	4	4,65
Containers	34	39,53
Talk show	3	3,48
In depth programmes	8	9,30
Music	6	6,97
Religious	2	2,36
NR	6	6,97
Totale	86	100

Tav. 22 – Languages used by type of media analysed

	<i>Number of initiatives</i>			
<i>Languages used:</i>	Tv+R	Printed media	total	% of tot. Initiatives mapped
Italian only	24	11	35	29,91
Foreign language only	19	5	24	20,51
Bilingual (italian plus a foreign language)	12	10	22	18,8
Multilingual	29	5	34	29,05
NR	2	-	2	1,73
Total	86	31	117	100

Tav. 23 – Type of management of the radio and tv initiatives mapped

	<i>Number of programmes</i>	
	Tv +radio	% of tot. Radio and tv Initiatives mapped
Managed by broadcasters	12	13,95
Self – managed by immigrants and associations	28	32,56
Co-managed (migrants, associations, local authorities and institutions)	32	37,21
NR	14	16,28
Totali	86	100