



friends and supporters update

november 2010

"MEDIA VALUES"



A new book, **Media Values**, brings together the writings of 27 experienced international journalists and artists to celebrate Bill Porter's life and reflect on the values that he promoted through the ICF.

Commenting on the new book, Sir David Bell, non-executive Director of *The Economist*, chair of the Media Standards Trust and recently retired Chairman of the *Financial Times* writes: *'This is an impressive book inspired by a remarkable man who was devoted to the simple idea that the media can have high standards and be prepared to campaign tirelessly to make this idea come alive. As this book shows, his impact was considerable and the torch which he lit is burning stronger than ever.'*

The book is edited by Richard Lance Keeble, Professor of Journalism at the University of Lincoln. We are pleased to offer the book at pre-publication prices including postage and packing for UK and Europe: £15.00 (€21.00) and the rest of the world: £17.50 (\$US26.00). To order go to our web site at www.icforum.org or contact us by phone or post.

THE MEDIA AND ANTI-RACISM



Richard Lance Keeble, Professor of Journalism at the University of Lincoln, UK, highlighted the role of the media in promoting multiculturalism at the conference 'Learning to live in a multicultural world' Caux, Switzerland, 2 July 2010.

Commenting on the role of the new 'citizen journalists', he said '... too much of the conventional debate over multiculturalism and anti-racism focuses on the journalist as professional producer and the audience as a passive consumer of a professional product. Rather we need to view the audience as producers of their own (written or visual) media. ...There are many journalisms today and more may well sprout in future years – in the struggle against racism we need to tap the special potentials of all of them.'

Read the full text of his speech on our web site at www.icforum.org.

NEW INDIA CHAPTER

We are delighted to announce the formation of our India Chapter, under the leadership of Sabina Inderjit, Director, India News & Feature Alliance, who also takes over as ICF Vice-President, Asia, from Sanjoy Hazarika.

SARAJEVO COMMITMENT



The Sarajevo Commitment was read on the Caux terrace on 17 August 2010 to mark its 10th anniversary.

The 10th anniversary of the launching of the Sarajevo Commitment, a statement of best practice for media professionals, was celebrated in Caux, Switzerland in August. This statement of intent, signed by participants attending ICF's Sarajevo World Forum in September 2000, aimed at being a beacon of encouragement to countries freed from communist tyranny and a challenge to the media worldwide. Now in 17 languages, it is still being signed online by media people from around the world.

ICF DOCUMENTARY FILM

In February 2008 a group of Russian media professionals visited the United Kingdom. The group was led by ICF Vice-President Natalia Skvortsova, Professor at the University of the Russian Academy of Education, Nizhny Novgorod, and former Executive Secretary of the Russian Union of Journalists.

Professor Skvortsova took part in ICF's media ethics workshop at Lincoln University and with her colleagues met and interviewed the ICF's Founder President Bill Porter, President Bernard Margueritte and members of the ICF's Executive Committee. On their return they made a documentary film in English about the ICF, including these interviews.

The documentary gives a moving insight into the influence the ICF has had in Eastern Europe and in particular the importance of the Forum held in Sarajevo in 2000, when the Sarajevo Commitment was promulgated.

You can view the documentary on our web site at www.icforum.org.

PRESIDENT'S MESSAGE

Dear friends,

I am happy to report that the ICF is still expanding, in spite of all financial constraints. The ICF has an inspiration - *the determination to work to rebuild the credibility of the media*, and a strategy and a goal - *to work for a civilization of respect for the dignity of the human person*.

In regard to strategy, new chapters are being built in India and in Poland. Others are in sight in South Africa and Canada. Media conferences planned in Poland and Lebanon, but delayed for various practical reasons, are now back on the agenda. A new one should take place in South Africa. We plan to expand our media workshops, so successful in the UK, to other countries. We would also hope to start exchanges of articles and journalists, particularly between honest media people in conflict areas. Our web site is improving greatly and we see the prospect of using it to start a worldwide media journal.

The fact that more and more media people feel concerned to work for the dignity of the media is proof that a new awareness of our mission is growing among us. Indeed the need for serious journalism is stronger than ever. People are not looking for news any more, they are inundated by news, coming from hundreds of TV stations or the internet, but they are desperate to find the meaning behind this news. In other words they look for honest and truthful media. On the other hand, at this time of crisis, which is truly a crisis of civilization, the media can greatly help to find a new beginning, by empowering the citizen and building a world of mutual understanding and respect.

The media do not want to be part of the problem any more. They want to be part of the solution. This is well expressed in the 'Call to the Media' adopted in July in Caux, Switzerland, by all the participants in ICF media workshops, the text of which follows.

Bernard Margueritte

CALL TO THE MEDIA

The following Call to the Media was issued at the Caux Conference on 'Learning to live in a multicultural world', in July 2010:

We, the participants at a conference in Caux, Switzerland, dealing with the role of the media in creating a multicultural, inclusive community urge the media to restore the credibility and dignity of their profession.

We are living in a time of fundamental crisis, which is not only economic but a crisis of civilization itself. This is the age of a pseudo-civilization of materialism, consumerism and hedonism.

We are convinced that the media should play a crucial role in helping to find the way towards a new, enlightened civilization. In fact, without honesty, open mindedness and dedication to this cause in the media there is very little chance that we would emerge from this current global crisis.

To realize this goal, we need not only a strong community of citizens and a thriving democracy, but also a world of mutual respect and understanding. We are deeply convinced that without honest media, conscious of their proper mission, we will not be able to establish a new covenant in the world, and we will not succeed in creating a civilization of love, of respect for the dignity of the human person in all aspects.

The current crisis of the media is but a part of the global crisis. The media, however, can and must be a big part of the solution. By giving our citizens not only what they want, but what they need to exercise their rights and fulfil their responsibilities, we will help restore an authentic democracy.

By going to the world, not only respecting diversity, but rejoicing in it, not only tolerating the 'other', but trying to see reality through his/her eyes, not only promoting a dialogue between cultures, religions and communities, but also learning to be enriched by the values of others, the media will help us to move from a world of hatred and violence to a world of mutual understanding and peace. We therefore call on the media not only to restore their own dignity but to embrace this new vision to help build a civilization of love and a world of peace.

THE ICF NEEDS YOUR SUPPORT

We depend upon the generosity of our friends to continue our work. This includes running conferences and workshops, managing our contact database, and supporting the expenses of our President.

Please send your cheque in £ or euros made out to ICF Limited, to the UK address below.

Donors in the USA should send checks in \$US payable to ICF-America Inc to

Mr Robert Webb, 5850 Cameron Run, Apt 1511, Alexandria, VA 22303, USA.

Donations by US tax payers are tax deductible.

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