The challenge of reporting refugees and asylum seekers

ICAR report on regional media events organised by the PressWise Refugees, Asylum-seekers and the Media (RAM) Project

Nissa Finney
April 2003
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Compiled by Nissa Finney
NOTE ON TERMINOLOGY

This report is concerned with accurate and balanced media reporting of refugee and asylum issues. To this end the terms 'refugee' and 'asylum seeker' have been used distinctly and as follows:

Asylum seeker meaning someone who is in the process of applying for asylum

Refugee meaning someone who has been granted permission to stay in the UK under the terms of the 1951 Convention or because of other protection needs.

ACKNOWLEDGEMENTS

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Special thanks are expressed to the speakers and chairs at each event, and to all those who took part.

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ABOUT THE ORGANISATIONS INVOLVED

ICAR – The Information Centre about Asylum and Refugees in the UK

ICAR exists to raise the level of public debate and to increase understanding of UK refugee and asylum issues in the interests of all. It collects, records, collates and disseminates accurate and comprehensive information to the public and to those who need it for their work. It is an independent organisation and publishes information without fear or favour.

ICAR participated in the RAM Project media events and undertook to write this independent report of them because of the enormous importance of accurate, balanced and professional reporting on the issues involved.

ICAR is based in the School of Social Science and Public Policy at King’s College, London.

Nissa Finney was employed as a consultant by ICAR to write this report. She is currently working on her PhD on press and public attitudes to the dispersal of asylum seekers in the UK at the University of Wales, Swansea.

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PressWise Refugees, Asylum-Seekers and the Media (RAM) Project

PressWise is a charity run by journalists to promote media ethics. It was founded in 1993 by victims of media abuse. It provides advice, information, research and training for media professionals, members of the public and non-governmental organizations and assists those harmed by unfair or inaccurate coverage to obtain redress.

The Refugees, Asylum-Seekers and the Media (RAM) Project was established by PressWise in 1999 to respond to the growing number of complaints about hostile media coverage directed at refugees and asylum seekers. RAM sets up media support networks around the UK, produces a monthly electronic newsletter distributed to 2000 individuals and organisations, provides media training, and has organised media forums and a national conference. It has also established a network of over 120 exiled journalists living in the UK.

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EXECUTIVE SUMMARY

The Refugees, Asylum-Seekers and the Media (RAM) Project regional media events aimed to bring together representatives of the refugee and asylum seeker support sector, the media, refugees and asylum seekers and other interested parties to explore the difficulties of reporting refugee and asylum issues at a local level and to recommend how these could be overcome for the benefit of all. They particularly considered how to raise the profile of refugee and asylum seeker voices in media coverage.

The Information Centre about Asylum and Refugees in the UK (ICAR) at King’s College London was invited by the RAM Project to write an independent report of the events.

This report draws on five regional events organized by the project between January and April 2003 in Birmingham, Leeds, Liverpool, Bristol and Dover, and on meetings discussing similar issues in Newcastle, Cardiff and by the National Union of Journalists (NUJ) Ethics Council.

THE FOLLOWING KEY POINTS EMERGED FROM THE DEBATES:

• Concern about media coverage of refugee and asylum issues – There is widespread concern about coverage of refugee and asylum issues in the UK among refugees and asylum seekers, those who work on their behalf in refugee agencies, and the many representatives of the media who attended the events.

In particular there is concern about the effect of this coverage on the lives of refugees and asylum seekers themselves and on community relations in the areas in which they live.

While each of these groups of participants have their own particular interests and concerns, all perceived the coverage as predominantly unbalanced, poorly researched and hostile.

• Ineffective working relations between the media and refugee and asylum seeker support sectors

With some notable exceptions the events revealed how little each sector understood the others’ work culture, needs and expectations.

Members of the refugee and asylum seeker support sector tended to be suspicious of the media and failed to differentiate sufficiently between the well-intentioned and the hostile, while most journalists showed little understanding of the pressures under which refugee agencies operate and the difficulties involved in producing media friendly material to tight deadlines.

• Conflicting roles and responsibilities of local media

The particular pressures and role of the local media was identified as an issue.

Local media are closely connected with the communities they serve and are therefore in a powerful position to influence public opinion while also to some extent reflecting and representing it. Their coverage of refugee and asylum issues depends on how they interpret their role in relation to this community, their responsibilities to report accurately, fairly and ethically
and their need to balance commercial and other interests.

- **Weaknesses of media regulatory mechanisms**
  Codes of Practice, for example of the Press Complaints Commission (PCC), the National Union of Journalists (NUJ) and other journalist associations, do not deal specifically with refugee and asylum issues and this reduces their ability to contest unprofessional coverage.

The mechanisms that are available, including complaints to editors and producers as well as more informal methods of persuasion, are not utilized as much as they could be.

- **Inadequate information on refugee and asylum issues**
  The media is struggling to access the information they need in order to produce comprehensive and accurate reporting of refugee and asylum issues.

  They find it difficult to get rapid access to official information from both national and local government, as well as to human-interest stories from refugees and asylum seekers themselves or organisations operating on their behalf.

- **Raising the profile of refugee and asylum seeker voices in media coverage**
  While some refugees and asylum seekers appeared happy to talk to the media and others very reluctant and wary, all needed support from people who understood their situation and were experienced in how the media works.

  More refugee and asylum seekers would be prepared to talk to journalists if they showed greater understanding and awareness of refugee and asylum issues.

- **Examples of good communication do exist**
  The events recognized the value of BBC Radio Kent’s dedicated Immigration and Asylum Correspondent; the use of communications strategies and the appointment of media officers by dispersal consortia (e.g. Yorkshire and Humberside and the West Midlands) and refugee organisations (e.g. Refugee Council and Migrant Help line); and partnership projects like the Refugees Media Group in Wales and Bristol Defend Asylum Seekers Campaign’s work with the local media (particularly the *Bristol Evening Post*).

**IMPACT OF THE EVENTS**

Analysis of questionnaires distributed by ICAR to all those who attended the regional events showed that they were successful in initiating dialogue and contacts between the media and the refugee and asylum seeker support sector; in improving understanding and raising awareness of the issues which at present hinder good coverage; and in suggesting action to be taken to improve reporting. Following the Birmingham regional media event the Birmingham Post and Mail Group are considering setting up a three-month placement for a refugee journalist.
ICAR’S RECOMMENDATIONS

To overcome existing obstacles to accurate and balanced reporting of refugee and asylum issues for the benefit of useful public debate, ICAR recommends that:

- **The Press Complaints Commission** publish guidelines on terminology and use of language in reporting refugee and asylum issues, along the lines of their guidelines on mental health issues, and collate existing sections of their Code of Practice applicable to refugees and asylum issues, including the provisions for complaints about inaccurate coverage and recent adjudications made on reporting of refugee and asylum issues.

- **The media** be more informed and aware of refugee and asylum issues and the potentially damaging and dangerous effects of negative coverage; be more proactive in investigating and sourcing stories; develop more specialist refugee and asylum reporting; and employ more refugee journalists.

- **The refugee and asylum seeker support sector** be more aware of media needs; resist suspicious attitudes and media stereotypes; employ media officers; compile information needed by the media and be more active in approaching the media and contesting or praising reporting where appropriate. Support agencies need to prepare individuals for media interviews and to trust the media to treat refugee and asylum seeker interviewees fairly.

- **PressWise** develop further their exiled journalist network and secure jobs in the mainstream media for its members.

- **Media and refugee and asylum seeker support agencies** establish and maintain communication locally; improve and sustain understanding and information sharing, for example through regular meetings and email groups; and develop human interest and feature articles on refugee and asylum issues.

- **The National Union of Journalists** provide regional contact lists of refugee and asylum seeker support organisations and distribute accurate factual information which challenges myths to all members.

- **The Home Office** make useful and relevant information more freely available and equip their Press Office to deal with refugee and asylum issues in order to help both the refugee and asylum seeker support and media sectors to improve the content of coverage.
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1. **INTRODUCTION**

The series of regional media events evolved from the work of the Refugees, Asylum-Seekers and the Media (RAM) Project run by the media ethics charity PressWise.

A key activity and strength of the RAM Project has been the establishment of communications networks in cities and large towns across the UK, which bring together refugees and asylum seekers, organisations working on their behalf and the local media to encourage positive reporting of refugee and asylum issues.

These networks recognise the difficulties involved in the reporting of refugee and asylum issues at a national level and instead concentrate on the possibilities of achieving good media coverage by building relationships between key parties at a local level. The regional media events sought to expand and draw together the work of these communications networks.

Specifically the events aimed to bring together refugees, asylum seekers and their support groups, representatives of the media sector and other interested parties to draw out and discuss the difficulties of reporting refugee and asylum issues at a local level and to begin to work out how these could be overcome for the benefit of all. They particularly sought to address how to raise the profile of the voices of refugees and asylum seekers in media coverage.

This report is based on five regional media events. These were held between January and April 2003 in Birmingham, Leeds, Liverpool, Bristol and Dover.

In addition, similar events were held in Newcastle and Cardiff and the issues were also discussed at the National Union of Journalists (NUJ) Ethics Council. Key points arising from these additional meetings are also considered in the report.

There are six main sections to this report. Following this introduction, section 2 summarises the events, giving a flavour of the atmosphere and the debates.

The key issues raised are then discussed in detail in section 3. Section 4 provides an evaluation of the impact of the events from the perspective of those who attended. Recommendations arising from the debates are outlined in section 5.

The final section provides a collection of resources designed to signpost readers to resources that either discuss the issues involved in reporting refugee and asylum issues or aim to assist those who wish to report them in a balanced and accurate manner.
2. SUMMARY OF MEDIA EVENTS

The RAM Project regional media events, attended by between 20 and 60 people from refugee, asylum seeker and media organisations, saw lively debates about media reporting of refugee and asylum issues.

Attendees of the events, which were held on weekday evenings at prominent town-centre locations (see Table 1), entered into the spirit of the meetings, which was to encourage open, participatory and constructive dialogue.

The events took the form of an introduction by the Chair, followed by presentations from key refugee and media speakers and then comment and debate from the floor.

The events brought to light experiences and difficulties particular to each locality but many of the key issues were shared by each event.

The majority of attendees were refugees, asylum seekers or from their support organisations and this caused the debates to lean towards criticism and at times frustration and anger towards the media. This was perhaps unfair on the media representatives present who were obviously interested in addressing the issues involved in reporting of refugees and asylum issues. Indeed, it was unfortunate that none of the journalists and editors from newspapers perceived as being most hostile towards asylum seekers were in attendance at the debates.

The events were, nevertheless, a good opportunity for experiences and ideas to be shared, for contacts to be made and for ongoing debate to be initiated. Following each debate a full record of the event was produced by ICAR and distributed with a list of contact details of those present¹.

¹ Full Reports of each event are available from RAM on request
Table 1: Regional Media Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>No. of attendees</th>
<th>Speakers</th>
<th>Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>28.01.03</td>
<td>Council House</td>
<td>50</td>
<td>Nikola Medic (RAM) Tim Lezard (NUJ)</td>
<td>Dan Mason (Birmingham Evening Post)</td>
</tr>
<tr>
<td>Leeds</td>
<td>27.02.03</td>
<td>Town Hall</td>
<td>40</td>
<td>Eymen Qudir George McIntyre (NUJ)</td>
<td>Terry Williams (RAM)</td>
</tr>
<tr>
<td>Liverpool</td>
<td>19.03.03</td>
<td>Blackburn House</td>
<td>60</td>
<td>Mike Studley (NUJ/Liverpool Echo Nikola Medic (RAM)</td>
<td>Chris Frost (NUJ)</td>
</tr>
<tr>
<td>Bristol</td>
<td>28.03.03</td>
<td>Burwalls Centre</td>
<td>55</td>
<td>David Aaronovitch (Guardian/Obs erver)</td>
<td>Mike Jempson (PressWise)</td>
</tr>
<tr>
<td>Dover</td>
<td>08.04.03</td>
<td>Town Hall</td>
<td>20</td>
<td>Donna Tipping (PCC) Mick Cronin (East Kent Constabulary Community Liaison Police Officer)</td>
<td>Terry Williams (RAM)</td>
</tr>
<tr>
<td>Newcastle</td>
<td>13.03.03</td>
<td>University of Northumberland</td>
<td>50</td>
<td>George McIntrye (NUJ)</td>
<td>Peter Sagar (AI)</td>
</tr>
<tr>
<td>Cardiff</td>
<td>24.04.03</td>
<td>Temple of Peace</td>
<td>40</td>
<td>Jon Owen Jones (MP Cardiff central) Greg Lewis (Wales on Sunday) Max Kpakio, Refugee Media Link Group in Wales</td>
<td>Prof Terry Threadgold (Cardiff University)</td>
</tr>
<tr>
<td>NUJ Ethics Council</td>
<td>16.01.03</td>
<td>NUJ headquarters</td>
<td>10</td>
<td>N/A</td>
<td>Chris Frost (NUJ)</td>
</tr>
</tbody>
</table>
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3. KEY ISSUES RAISED BY MEDIA EVENTS

3.1 INTRODUCTION

This section draws together the debates from the regional media events and identifies the key issues that arose. These fall into 3 main categories:

- perceptions of media coverage of refugee and asylum issues
- motivations, responsibilities and regulation of the media and
- relations between the media and the refugee and asylum sectors

The debates revealed causes for concern but also examples of strategies being employed to address these concerns. Several of these are illustrated as good practice case studies at the end of this section.

3.2 MEDIA COVERAGE OF REFUGEE AND ASYLUM ISSUES

3.2.1 Concerns about coverage

The events illustrated the great concern that exists about the way the national and local media in the UK have covered refugee and asylum issues over the past few years. This concern was expressed by local media representatives who took part in the events but was particularly voiced by refugees, asylum seekers and those working with and for them.

It was felt that refugees and asylum seekers, like many other groups of immigrants over centuries, have been treated as problems and threats and as different from ‘British’ people and ‘British’ society. Reporting has been characterized by misleading headlines, inconsistent coverage and an unbalanced selection of ‘letters to the editor.

The treatment of asylum seekers in particular by the media has built upon well-established fears and associations held by sections of the majority population, with the result that asylum seekers have been ‘scape-goated’ and used as a common outlet for anxiety about social change. As a result it is now acceptable to talk about asylum seekers in ways considered unacceptable for other minority groups.

National media and particularly tabloid press such as the Daily Mail were blamed for instigating and perpetuating such coverage. It was felt that their agenda has spread not only to other media but also to public opinion, demonstrating the potential for the media to create and promote myth and rumour.

Local media representatives emphasised their distance from such publications and their editorial independence and generally it was agreed that local media have been more responsible and sensitive in their coverage of refugee and asylum issues.

Nevertheless, it was felt that all media could improve their coverage by producing more personalised stories and by putting the experiences of refugees and asylum seekers in context.

Journalism dealing with the topic needs to be more investigative and imaginative, with journalists aiming to convey a sense of what it means to be an asylum seeker or refugee. Focus on the positive aspects of asylum and of immigration would also give more balanced coverage and show that many refugees and asylum seekers are capable and committed professionals.

The use of negative, sensationalist and inflammatory language in relation to refugees and asylum seekers was a key problem with coverage. Local media have often adopted the staple and hostile vocabulary employed by some national tabloids.

There is also confusion over terminology with ‘asylum seeker’ (meaning someone in the process of applying for asylum in the UK) and ‘refugee’ (someone granted permission to stay in the UK) used incorrectly and often interchangeably with ‘economic migrant’ or ‘illegal immigrant’.
In addition, phrases such as 'bogus asylum seeker', which if taken literally are meaningless, are repeatedly employed serving to enforce negative stereotypes.

3.2.2 Stereotyping
Stereotyping is contributing to misunderstanding and hostility.

This applies, however, not only to stereotyping of refugees and asylum seekers but also to stereotyping of the media. 'The media' in the UK are diverse and are made up of individuals with their own motivations and experiences.

The local media representatives at the events were somewhat dismayed by other attendees’ negative perceptions of them, and indeed, emphasized the differences between their work and some national tabloids.

3.2.3 Raising the profile of refugee and asylum seeker voices in media reporting
Many attendees of the regional media events felt that reporting of refugee and asylum issues could be made more balanced and accurate by raising the profile of refugee and asylum seeker voices.

This can be approached in two ways. First, by refugees and asylum seekers working more directly with the media so as to become prominent, reliable and respectable sources of information and quotes. This would also allow reporting to be personalized, helping to avoid generalisations and stereotypes.

Secondly, refugees could be employed by the media in the UK, bringing first hand experience of asylum to reporting of this and other issues. The RAM Project is currently aware of over 120 exiled journalists living in the UK and keen to resume their profession.

3.2.4 Effects of media coverage
It was clear from the events that refugees and asylum seekers feel that negative media coverage impacts on their quality of life directly and indirectly via public attitudes towards them. Many attendees told how this undeserved persecution angered, saddened and depressed them. It prevented them from ‘moving around freely’ and made one delegate ‘feel like an island’, not something that he had expected in a country where he had come to feel safe.

Attendees working with refugees and asylum seekers and local communities felt that negative media coverage was also contributing towards misunderstanding and resentment in local receiving populations, to the detriment of successful implementation of dispersal and integration strategies.

In addition, the events identified the current climate of hostility in reporting on refugee and asylum issues as stifling serious, balanced and informed debate within the media and also in public discussion and in politics.

3.3 ROLES, RESPONSIBILITIES AND REGULATION OF THE MEDIA

3.3.1 Roles and responsibilities of the media
Discussions took place about the motivations of those involved in reporting on refugee and asylum issues.

Whilst the motivations of those working in the refugee and asylum sector were identified as being reasonably straightforward and primarily directed at supporting refugees and asylum seekers and ensuring a good quality of life for them, the motivations of the media when reporting refugee and asylum issues were considered to be more complex.

The commercial pressures and interests, for example, at both the newspaper and individual reporter level impacts on the type of coverage that is produced. Financial and time constraints are a further consideration. The result is that media workers are not
always able to cover the issues in the way that those in the refugee and asylum sector would wish.

The roles and the responsibilities of the media in relation to refugees and asylum seekers were discussed. Should they be informers, entertainers, educators? Are they leaders or followers of public opinion? What role do they have in community relations?

Participants agreed that the media should take responsibility for what they produce and should consider the effects that it might have. While they must allow for freedom of speech and give a voice to all perspectives, they should endeavour to be balanced and accurate in their coverage. No reporting should be discriminatory or encourage any form of discrimination.

It was noted however that perceptions about what constituted balanced and accurate reporting would vary from reporter to reporter according to their own ethical standpoint and beliefs. Journalism training is now increasingly incorporating discussions of ethics in recognition of these difficulties.

It was argued that local media have a heightened sense of their ethical obligations precisely because they are ‘local’. They are part of the community, living amongst the people they serve, known by them and accountable to them. They can therefore be more responsive to people’s feelings and are able to adapt their reporting when necessary.

It was agreed that, given the prominence of some local media, there is great potential for appropriate local coverage of refugee and asylum issues to change perceptions, community relations and policy implementation.

3.3.2 Regulating the media

Methods for regulating the media were a key focus of all the debates and representatives from the bodies who undertake such regulation were often present and able to outline the role of their organisation.

They were able to clarify questions about self-regulation as well as about how and on what grounds independent complaints can be initiated.

Broadcast media in the UK are independently regulated by the Broadcasting Standards Commission (BSC), the Independent Television Commission (ITC), and the Radio Authority who ensure reporting meets ethical and other standards by setting out and regularly reviewing guidelines.

The press however is self-regulated. The print industry has devised a Code of Practice that is supervised by the Press Complaints Commission (PCC). The National Union of Journalists (NUJ), the Chartered Institute of Journalists (CIoJ), and the British Association of Journalists also operate their own codes of conduct. All state that reporting should be truthful, accurate, balanced and not discriminatory.

The NUJ Ethics Council has recently been concerned with reporting of refugee and asylum issues and has recognised the need for coverage to be changed and efforts to be made by NUJ members and branches to establish links with refugees, asylum seekers and their support organisations.

The PCC is receiving increasing numbers of complaints about coverage of refugee and asylum issues. Complaints about individual articles or instances of reporting about individuals or specific situations fall within its remit. The Commission is less able, however, to deal with general use of language, headlines, tone of articles or generalisations about a group of people unless there is evidence of inaccuracy.

The PCC cannot take action on third party complaints, as complaints can only be made by the subject of an article, and they cannot pass judgment on points of opinion. The PCC is a reactive rather than proactive organisation and relies upon people
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approaching them to enable them to take on a case.

Some frustration was expressed about the inability of the PCC (and others) to control coverage and ensure that it is accurate and balanced. It was argued that the Codes of Practice and Conduct are not adequate to deal with refugee and asylum issues, concentrating as they do, for historical reasons, on racism and other forms of discrimination, and that actions to date have not prevented the continuation of poor coverage. Attendees suggested additional ways to combat unacceptable reporting such as boycotting publications and targeting local media’s sources of information such as local councils.

3.4 BREAKING DOWN BARRIERS

3.4.1 Building bridges between the refugee and asylum sector and the media
The events highlighted the degree of misunderstanding and misconception that the refugee and asylum and media sectors have about each other’s motivations, work cultures and expectations.

Overcoming mistrust of and reluctance to communicate with each other emerged as perhaps the key to changing coverage of refugees and asylum seekers at a local level.

Those reporting refugee and asylum issues identified their main problem as getting hold of the information and contacts that they needed in the short time available to them. Many working in the press in particular have a high production turnover, writing between 5 and 10 stories a day.

Very rarely is a reporter’s effort devoted solely to refugee and asylum issues, although a recent pilot of this nature by BBC Radio Kent was deemed a great success (see Good Practice Case Study 1).

Local media see the newsworthiness of refugee and asylum issues in general but can do little without appropriate people to interview, information about specific events and photo-opportunities. They felt that those with a story to tell need to approach them and be prepared to answer searching questions.

Local media representatives, whilst acknowledging the sensitivity of refugee and asylum issues and the need to respect requests for anonymity, said that there was a limit to the number of stories with shadowed photographs that could be published and that they would be pleased to receive fresh material and ideas.

Representatives of refugee and asylum seeker organisations highlighted the constraints under which they operated as they are mostly not well equipped to work with the media and are therefore not able to provide the type of information needed in the time required. This has been addressed in some areas with refugee and asylum organisations appointing Media Officers (see Good Practice Case Study 2).

Refugee and asylum sector representatives acknowledged that their understanding of the demands of the media and their ability to meet these demands needs to improve.

However, the media should also make more effort to be aware of what is happening in their communities and to investigate and make contacts, rather than relying on secondary information that cannot be verified and resorting to familiar sensational topics. Refugee and asylum organisations need to have information and interviewees on hand to answer media queries. They also need to learn how to promote themselves better through press releases and other media tools.

A proactive approach to ensuring media coverage and responding to it, both positively and negatively, would be a basis for building positive relations between the two sectors. Many refugee and asylum organisations have, however, been reluctant to do this because of a mistrust of the media and a reluctance to work with them. This is often based on past experiences where information they have provided has been misused, anonymity has not been guaranteed, letters have not been printed and stories have been dismissed for not
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being newsworthy enough. This mistrust has even led to refugee and asylum organisations blocking access to information and contacts and discouraging refugees and asylum seekers from working with the media even in situations where individuals have been quite happy to do so.

Similarly refugees and asylum seekers themselves are fearful of how the media will treat them and of the potential consequences of negative coverage. This is particularly true of asylum seekers due to the insecurity of their immigration status. This prevents many from speaking to journalists or volunteering for interviews. With this in mind it may be more fruitful and potentially less detrimental for all if refugees rather than asylum seekers work with the media.

Refugees and asylum seekers, in general, have little understanding of how the media in the UK works and are not aware that they are able to approach the media or write or complain to an editor if they wish. This is perhaps because of the nature of the media in the countries they have fled from.

There are, however, a large number of exiled journalists in the UK (the RAM Project knows of 120) who, if employed in the media, could provide ‘first hand’ experience to coverage of refugee and asylum issues. (See Good Practice Case Study 3)

The events not only revealed some of the mistrust and misunderstanding between media and refugee and asylum sectors but also gave a chance to show that in many areas steps have been taken to address these difficulties.

The RAM Project has facilitated the establishment of communication networks in several areas around the UK, a good example being Sheffield where local media coverage has very much improved as a result. In Wales, the Refugees Media Group in Wales has been set up (see Good Practice Case Study 4) and in other locations asylum seeker support groups have established effective working relationships with local media (see Good Practice Case Study 5).

3.4.2 An Information vacuum
A persistent barrier to refugee, asylum and media sectors, and relations between them, is the lack of reliable, transparent, and detailed information, facts, and figures about refugees and asylum seekers. This prevents refugee and asylum support organisations from preparing information for the media and makes it very difficult for the media to verify information and report accurately.

Various national and local government departments, non-governmental organisations, refugee community and support organisations produce information, but it is often conflicting or contradictory.

Until reliable, consistent and up-to-date information is available at national, regional and local levels, debates will continue about whether ‘facts’ and figures are used accurately and appropriately, and, indeed, what the ‘real’ story is.

Partly as a result of the atmosphere of mistrust and hostility surrounding refugee and asylum issues, information that does exist and has been collated is not being shared. This is true both within refugee, asylum and media sectors and between them. The resulting situation is one of confusion and duplication of effort.
3.5 GOOD PRACTICE CASE STUDIES

GOOD PRACTICE CASE STUDY 1

**BBC Radio Kent’s dedicated immigration and asylum correspondent**

From Autumn 2002 to Spring 2003 BBC Radio Kent secured funding for an experimental six-month post for a dedicated immigration and asylum correspondent. The aim was to broaden the coverage, make new contacts, get new angles on the issues and provide listeners with accurate information.

The experiment was deemed a success with positive reporting resulting from having dedicated time, resources and personnel. Although the post has now finished, foundations have been laid for good future coverage including improved knowledge and contacts. The work of the BBC Radio Kent correspondent was recognized through a nomination for a Commission for Racial Equality Race in the Media Award (RIMA).

To view/hear examples of this coverage see www.bbc.co.uk/england/radiokent

GOOD PRACTICE CASE STUDY 2

**Media Officers and communications strategies**

Several asylum dispersal consortia, such as Yorkshire and Humberside and the West Midlands, have established communications strategies to manage media coverage of and public relations relating to refugee and asylum issues locally. This gives guidance to all agencies involved on how to deal with and respond to the media. Examples of communications strategies are given in the resources section (section 6) of the report.

The appointment of dedicated Media Officers in refugee and asylum organisations, such as the Refugee Council and Migrant Helpline, and regional consortia, such as Yorkshire and Humberside, has also been seen to help the communication between local media and the refugee and asylum sector. This provides a ‘bridge’ and point of contact for the media and brings media knowledge and understanding to refugee and asylum organisations.

**Contact details:**
- Refugee Council Press Office: tel 020 7820 3000
- Migrant Help line Press Office: tel 01304 203 977
- Yorkshire and Humberside Consortium Press and PR Officer
  - John Donegan: tel 0113 247 4450
GOOD PRACTICE CASE STUDY 3
Involving exiled journalists in UK media work

One of the RAM Project’s activities has been the production of an electronic Bulletin about media coverage of refugee and asylum issues, which also contains information about how to make best use of the media, and lists events around which media attention might be focused. Since its launch in 2000, the monthly Bulletin has engaged exiled journalists in its production.

The RAM Project has developed a network of over 100 media professionals who left their countries following persecution connected with their professional duties. The network has an e-group that publicises work opportunities and requests from the mainstream media for refugee spokespeople. Negotiations with the NUJ have enabled them to become members at a temporarily reduced rate.

Training and re-skilling opportunities have been arranged to help them to appreciate the peculiarities of the UK media scene, and a directory is to be published which will showcase their talents and experience to potential employers within the UK media.

Contact details:
Email: ram@presswise.org.uk website: www.ramproject.org.uk
GOOD PRACTICE CASE STUDY 4
Refugee Media Group in Wales

The Refugee Media Group in Wales, based at the School of Journalism, Media and Cultural Studies at the University of Cardiff, aims to promote research and debate about media and communication issues affecting Wales. Since 2000 the forum has been concerned with refugee and asylum issues, employing a full time Asylum Co-ordinator.

The Refugee Media Group is made up of representatives from the Welsh Refugee Council, Displaced People in Action, Amnesty International, Cardiff Council, Newport Council, Cardiff University, Oxfam and The Society of Voluntary Associates (SOVA). The group aims to change the public perception of asylum seekers and subsequently improve community relations by raising awareness and understanding of refugee and asylum issues.

The group works with editors and journalists to ensure that media reporting of refugee and asylum issues is factual and balanced. The Refugee Media Group takes two approaches to this. First, it has established a Refugee Link Group, a group of men and women with direct experience of asylum who are being trained and supported to work with the media. In this way they are able to challenge negative myths and stereotypes and promote positive and more in-depth coverage. Secondly, the Refugee Media Group works with existing refugee and asylum and other groups to help them develop media skills and be better equipped to deal with the media. They also assist individuals in these groups to tell their stories to the media by providing opportunities and support.

The Refugee Media Group in Wales has been successful in establishing communication networks and achieving some good examples of balanced and accurate reporting. The group is beginning to be contacted by the media and in this way is establishing itself as an opportunity for refugees and asylum seekers and a resource for the media in Wales.

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GOOD PRACTICE CASE STUDY 5

Bristol Defend Asylum Seekers Campaign’s work with the local media

In 2000 Bristol Defend Asylum Seekers Campaign (BDASC) realised the need and potential to work with the local media and appointed a Press and Publicity Officer. This Officer has since developed excellent relationships with local press, television and radio and this has given the perspective of asylum seekers and refugees a prominent voice in Bristol.

The Press and Publicity Officer had previous experience of working with and in the media and this undoubtedly gave her confidence to take on the role for BDASC. Initially a lot of effort and patience was required to make contacts, build relationships, approach the media with ideas for stories and thank them for good reporting. Now mutual trust exists and the media approach BDASC for stories and information. The organisation in this way has established itself in the eyes of the local media as a respectable source for refugee and asylum seeker perspectives.

BDASC’s Press Officer believes that it is necessary to approach the media positively, without awe or suspicion, and to engage them in debate. Journalists are individual human beings willing to discuss issues and are responsive to a good story.

Contact details:
Email: asylumbristol@hotmail.com
Website: www.asylumbristol.org.uk/index.html
4. IMPACT OF MEDIA EVENTS

4.1 INTRODUCTION

At each event attendees were asked to complete an evaluation form. This was intended to assess the effects and effectiveness of the events and to give attendees an opportunity to express any concerns or ideas they had not had a chance to voice during the debate.

Attendees’ thoughts on the following questions were requested:
- What have you learnt from this event?
- How will the event change the way you work in relation to refugees, asylum seekers and the media?
- What else would you have liked the event to cover?
- What would you like to see happening next?
- What help do you need in order to report refugee and asylum issues?
- In what capacity have you attended this event?
- Other comments?

Sixty-four evaluation forms were received from a mixture of refugee organisation representatives, refugees, asylum seekers, community workers, students, volunteers, journalists, exiled journalists, editors, correspondents, press officers, researchers, activists, and press self-regulatory body representatives. The overwhelming response was enthusiasm about the debates and the initiation of dialogue between refugees, asylum seekers, their support organisations and the local media.

This section will review the responses to the events in terms of what attendees felt they learnt from the debates, their ideas for addressing some of the issues raised, and what should be considered when planning future similar events.

4.2 LESSONS LEARNT FROM THE MEDIA EVENTS

Many respondents felt that the events had given them a greater understanding of the difficulties faced by the media and refugee and asylum sectors when reporting refugee and asylum issues. They had also given them an insight into the experiences of refugees and asylum seekers and the reality of the potential effects of negative coverage on their lives.

Refugee and asylum sector respondents gained understanding of how the media works and how to approach them. They realised the need to become more media-oriented and that the local media may be more responsive and accessible than they had perceived it to be.

Respondents were heartened to learn that the local media did want to hear their stories and did see them as valuable information sources. Some respondents were also made aware of the Home Office Press Office and other support links and organisations such as the RAM Project that could help them work with the media.

More negatively the events highlighted for refugee and asylum sector respondents the profit-driven nature of the media and the limitations and reactive operation of the local press.

Scepticism about the media was not completely overcome and there was recognition that a lot of effort was needed to break down communication barriers and establish effective working relationships with the media. Some respondents were also surprised and saddened by the apparent ignorance of media workers of refugee and asylum issues.

The events gave media representatives an appreciation of the stereotyping of the media and the great fear of the press and its powers by many in the refugee and asylum sector. Some questioned their ability to overcome the mistrust within the constraints of daily working life.
They became aware of the need to constantly defend and justify stories and also of how much time and effort it can take to recruit refugees or asylum seekers willing to work with them. Media respondents were also encouraged, however, to learn that there are people willing and able to tell their stories.

Respondents attending the events in a variety of capacities acknowledged the widespread concern about misrepresentation and mistrust of the media and realised that refugees, asylum seekers and media workers operate under pressure.

The events showed attendees that they are not alone in their difficulties and many made useful contacts at the meetings which could initiate communication networks. Respondents recognised the potential for feature articles rather than news stories to meet the needs of the media, refugee and asylum sectors.

4.3 TURNING TALK INTO ACTION

When asked how the event would change the way they worked refugee and asylum respondents said they would approach the local press more and would try to build links with a targeted selection of local media. They would encourage refugees and asylum seekers to work with the media and explain to them how the media works. They would also be more proactive about complaining and approaching local editors/producers and the PCC.

Media representatives said they would try to improve their knowledge of refugee and asylum issues and would search for human-interest stories and try to understand the experiences of asylum seekers and refugees. Respondents said they would attempt to write more objectively and sensitively and would share experiences of working in the media with refugees and asylum seekers.

Respondents from the refugee, asylum and media sectors expressed a commitment to resist stereotyping and to make more effort to establish and maintain contacts with each other. Several respondents said the events had made them more determined and positive about the potential to work together to change media coverage.

Both sectors, however, identified the need for assistance to effect change. Refugee and asylum sector respondents requested media training in order to learn how a news item is put together; how stories are constructed; different ways information can be used; how to prepare a press release; how to respond to the media and how to campaign. Media workers felt they would benefit from training about refugee and asylum issues, in order to better understand what it means to be an asylum seeker or refugee.

Media workers also suggested having a list of refugees and asylum seekers willing to work with the media and a list of refugee and asylum organisations who could facilitate this. They also wanted people to come forward to tell their stories. An anthology of refugee experiences would be useful to illustrate stories and reporting would benefit from more opportunities for investigative journalism.

It was suggested that the NUJ magazine should carry an article reaffirming to its members its commitment to ensuring balanced and accurate reporting of refugee and asylum issues. The Birmingham Post and Mail Group set a very positive precedent following the event in Birmingham when they approached RAM about the possibility of a three-month placement with the group for a refugee journalist.

Refugee and asylum sector respondents felt that more resources and dedicated media officers were needed. Regulation of the media in relation to refugee and asylum issues was also identified as needing attention with greater ability for guidelines to be applied and enforced. A resolution on ethical reporting of refugee and asylum issues for media workers to sign up to was suggested. It was also felt that journalists should check their information more thoroughly.

Many respondents called for better availability and increased transparency of
information about refugee and asylum issues. There were demands for continuation of dialogue through local networks and meetings, email discussion groups and a national conference. Guidelines on how to tackle the issues raised were requested.

4.4 THOUGHTS FOR FUTURE EVENTS

Many respondents felt that the debates suffered from the absence of wider media representation including from national media, media owners, and those media considered hostile to refugees and asylum seekers. It was suggested that future events should have speakers from refugee community and asylum support organisations and local government as well as refugees and media representatives to ensure balanced representation of all parties. The lack of female speakers was also noted.

Respondents requested further debate about differences and relations between national and local media and on regulation of the media. It was also felt that workshops to devise strategies to address the problems and consider examples of good practice would be useful.
5. **RECOMMENDATIONS**

5.1 **RECOMMENDATIONS FOR IMPROVING MEDIA REPORTING OF REFUGEE AND ASYLUM ISSUES**

The regional media events raised many issues, some of which require a great deal of change, others which can be addressed with minimal effort. Based on the debates at the events and the responses of those who attended, suggestions are made below for action that could improve coverage of refugee and asylum issues.

5.1.1 **Press Complaints Commission**

- Reassess the Code of Practice for applicability to refugee and asylum issues and amend as necessary or consider issuing guidance notes.
- Continue to publicise the need for people to complain so that instances of poor reporting can be addressed.
- Publicise adjudications widely so as to increase their potential effect on those who breach the Code of Practice in relation to refugee and asylum issues.

5.1.2 **Media**

- Be more informed about refugee and asylum issues and aware of the impact media coverage can have on the lives of individuals.
- Recognise the sensitivity of refugee and asylum issues and the difficulty refugee and asylum support organisations have providing information and interviewees within tight deadlines.
- Be more proactive in finding stories about refugees and asylum seekers. Make yourself known to refugee and asylum organisations.
- Look to employ refugees or set up work placements for exiled journalists following the example of the Birmingham Post and Mail Group.
- Consider appointing topic-specific (i.e. Immigration, asylum and refugee issues) correspondents/reporters.

5.1.3 **Refugee and asylum sector**

- Be more open to the media and less stereotypical about how they work and will deal with refugee and asylum issues.
- Recognise the need to be media-oriented and more proactive in relation to the media.
- Dedicate more resources to media work. Employ media strategies and appoint media officers.
- Get media training.
- Compile databases of refugees and asylum seekers willing to work with the media.
- Obtain lists of media workers who can be approached to cover refugee and asylum issues.
- Produce a regularly updated local information and media response booklet that can be used by all refugee and asylum organisations to ensure efficient and consistent responses to media enquiries.
- Be more proactive in contesting media coverage considered to be poor via editors/producers and the PCC, and in praising good reporting.
5.1.4 PressWise RAM Project

- Continue to facilitate the establishment of regional networks
- Continue to facilitate links between exiled journalists and the UK media
- Organise media training for the refugee and asylum sector and training for the media sector about refugee and asylum issues
- Extend the debates of the regional media events to the national scale, involving elements of the media most hostile to refugees and asylum seekers.

5.1.5 Refugee, asylum and media sectors

- Establish and maintain joint local networks to facilitate understanding, communication and information sharing. For example, set up regular meetings or email discussion groups
- Work to develop human-interest stories and feature articles that challenge stereotypes.

5.1.6 National Union of Journalists

- Continue to address refugee and asylum issues through the Ethics Council and through media training
- Consider whether the Code of Practice suitably applies to refugee and asylum issues
- Publish a piece in the NUJ magazine reasserting your commitment to ensuring balanced and accurate reporting of refugee and asylum issues
- Follow up the Ethics Council proposal to update regional lists of refugee and asylum contacts
- Follow up the Ethics Council proposal to distribute a refugee and asylum ‘myth busters’ pack to all NUJ members.

5.1.7 HOME OFFICE

- Consider the need for reliable, consistent, transparent information on refugee and asylum issues at national, regional and local levels
- Equip your Press Office to deal with refugee and asylum issues so as to assist the media and refugee and asylum sector organisations in improving coverage.
6. RESOURCES

This section is designed to signpost readers to resources that either discuss the issues involved in reporting refugees and asylum seekers or that aim to assist those who wish to report them in a balanced and accurate manner.

The material is mostly UK focused although some international material has been included. It is illustrative rather than comprehensive and includes publications; projects and initiatives; details of media regulatory bodies and a list of resources both electronic and hard copy which are dedicated to telling the stories of refugees and asylum seekers.

This last section is included in response to the request for it by media representatives during the events.

*ICAR is not responsible for the content of the websites of external organisations.*

**ICAR’s website**

[www.icar.org.uk](http://www.icar.org.uk)

ICAR’s website aims to raise the level of public debate through the provision of up to date, accurate and illuminating information on all aspects of asylum and refugees in the UK. The site is currently being revised and will be relaunched in time for Refugee Week (June 16-22 2003).

The relaunched site will feature digests of relevant publications thought to be of interest or importance to the sector; navigation guides that elucidate key issues of concern and explore the experience of specific refugee populations in the UK; fully searchable databases of projects, publications and research completed and in progress on asylum and refugee issues; summaries of the asylum and refugee profile of various towns and cities throughout the UK; a series of statistical papers and snapshots; and a comprehensive collection of links to websites covering all aspects of the UK asylum and refugee sector.

**PressWise and the RAM Project**

[www.presswise.org.uk](http://www.presswise.org.uk) and [www.ramproject.org.uk](http://www.ramproject.org.uk)

The PressWise and RAM Project website provides a wide range of information, resources and contacts about media ethics and media reporting in general and specifically in relation to refugee and asylum issues. The site is currently being redesigned and a new and interactive site will be available in May 2003.

It includes a DIY guide to the media for anyone involved in refugee and asylum issues including setting up a media network, producing a press release, writing to the editor and making a complaint; details on media training; an A-Z of UK media organisations and a collection of 104 journalistic codes of ethics from around the world; book reviews of publications related to the media and briefings on topics important in the media arena.

The RAM Project site also includes information about the project; an archive of the project bulletin; an events diary and links to useful external sites.
The challenge of reporting refugees and asylum seekers

PUBLICATIONS

This section presents a combination of reports and articles on media coverage of asylum seekers and refugees.


http://eumc.eu.int/eumc/index.php?fuseaction=content.dsp_cat_content&catid=1&contentid=3e5ac9b4625a4


http://www.oxfam.org.uk/policy/papers/asylumcot01/asylum.htm


PROJECTS AND INITIATIVES

This section provides an illustrative selection of ongoing research, projects and initiatives to do with media coverage of asylum seekers and refugees in the UK. It includes sections on research in progress; relevant communication and media strategies, a selection of media packs and myth-busting leaflets produced by refugee agencies, and reference to other relevant projects and initiatives.

Research in progress

Bucolli, V. Refugee Media Group in Wales Media monitoring in Wales. Contact Vanessa Bucolli at bucolliv@cf.ac.uk

Finney, N. Dispersal of asylum seekers: Press and public attitudes around the UK. PhD in progress

Communications and media strategies

ACPO (2001) Policing guide Asylum seekers and refugees. ACPO. (For media strategy see section 7 of http://www.acpo.police.uk/policies/index.html or pages 65-68 of hard copy publication)

Yorkshire and Humberside Regional Consortium (1999) A regional media and PR strategy for the dispersal of asylum seekers to Yorkshire and the Humber region


West Midlands Regional Consortium West Midlands Regional communications strategy for asylum seekers and refugees
The challenge of reporting refugees and asylum seekers

West Midlands Regional Consortium
(2003) War in Iraq; a West Midlands Communication Strategy
For copies of either WMRC publication contact f.sheikh@wmlga.gov.uk

Media packs and myth busting leaflets

Refugee Council
http://www.refugeecouncil.org.uk/news/myths/myth001.htm

Refugee Action
http://www.refugee-action.org/RA2_Bogus_asylum_seekers_and_soft_touch_Britain.doc
http://www.refugee-action.org/RA1_Refugees_and_asylum_seekers_the_econominc_argument.doc

Scottish Refugee Council
http://www.scottishrefugeecouncil.org.uk/ Documents/myths.PDF

Scottish Asylum Seekers Consortium
http://www.asylumscotland.org.uk/mythsfacts.html

North of England Refugee Service
http://www.refugee.org.uk/asylum_myths.htm

Oxfam

Projects and initiatives

Diversity Online Media HateWatch UK
www.diversity-online.org
Media HateWatch UK puts ‘scare stories’ about asylum seekers online to facilitate a rapid response to them. This site intends to become a repository of hate stories so that those who need evidence will have a useful resource.

European Monitoring Centre on Racism and Xenophobia
http://eumc.eu.int/eumc/index.php
The EUMC is an independent body of the European Union established with the primary aim of providing Member States with objective, reliable and comparable data at the European level on the phenomena of racism and xenophobia in order to help them take measures within their respective spheres of competence.

Home Office National Refugee Integration Forum Positive Images Sub group
This group is tasked with developing and overseeing the promotion of positive images of asylum seekers and refugees as a component of the overall strategy of the National Refugee Integration Forum. Contact john.donegan@leeds.gov.uk

Media Trust
www.mediatrust.org
Media Trust UK trains voluntary sector organisations so that they have the professional skills, resources, information and contacts to enabling them to communicate effectively.

The Newspaper Society
www.newspaperspc.org.uk
The Newspaper Society aims to be the voice of Britain’s regional press and promotes the interests of over 1,300 regional and local, daily and weekly, paid-for and free titles.

New Vision
www.newvision.org.uk
New Vision is an online publication by refugees for refugees. It aims to tackle racism and xenophobia, bridge the gap between the refugee community and British society and inform the refugee community on current developments relating to immigration, education, employment, health, culture society etc

One world broadcasting trust One world media awards
www.owbt.org
The One World Broadcasting Trust (OWBT) was established to encourage the effective use of media to promote clear and balanced awareness of human rights and global development issues. One way in which the OWBT encourages this is through the One world Media Awards which take place annually.

Quick response
www.quickresponse.nu
Quick Response is a Swedish based organisation, which follows and debates
media reporting of immigration, integration, racism and xenophobia. They aim to start debate amongst and work with journalists on the issues involved.

**The Refugee Media Group in Wales**  
http://www.cf.ac.uk/jomec/research/research_asylum.html  
This group is working with editors and journalists to ensure that media reporting on issues relating to asylum is factual and balanced so as to change public perceptions of asylum seekers, improve community relations and encourage integration and inclusion.

**Refugees Online**  
www.refugeesonline.org.uk  
Refugees Online was established to encourage training in website production and online journalism among UK refugee communities. The aim is to enable refugee community organisations to communicate with other and build links among UK refugee communities.

**Refugee Week**  
www.refugeeweek.org.uk  
The Refugee Week website contains an online database of the arts, cultural and sporting events which take place during the week. These events may provide good ‘hooks’ for media stories. Refugee Week’s organising committee has a media sub-group.

**REAL LIVES**

This section includes links to electronic and hard copy resources dedicated to the stories of refugees and asylum seekers.

### Electronic resources

The Real Lives area of the ICAR website provides links to web-based resources that provide first hand accounts of the experience of persecution and exile from refugees now resident in the UK. To view the entire list go to www.icar.org.uk and then click on Resources. This website feature includes links to:

**BBC Radio Kent**  
This website features stories of refugees who have found asylum in Kent.  
http://www.bbc.co.uk/kent/news/features/refugee_week.shtml

**BBC Road to Refugee**  
Amongst other features this website traces the journeys of refugees from 8 countries.  
Medical Foundation for the Care of Victims of Torture
This website features a number of personal testimonies from the organisations’ clients as part of their ‘Clients’ stories series.

Migrating Memories
http://www.migratingmemories.net/
Read about what is important to people who have had to leave their home and which objects or pictures evoke memories for them. The site contains many narratives from refugees now resident in European cities. Use the search function with keywords such as ‘UK’ and ‘Nottingham’ to find the stories relating to the British context.

North of England Refugee Service
http://www.refugee.org.uk/asylum_stories.htm
This website includes an ‘asylum stories’ section.

Nottingham asylum seekers – NOTTAS
http://www.nottas.org.uk/voices.htm
Here refugees in Nottingham talk about the reasons they fled their home countries, their journeys to the UK and their experiences of settlement here.

Photovoice
http://www.photovoice.org/
View photographs taken by young unaccompanied refugees resident in London. Taken as part of the ‘Transparency’ project, the photos provide an insight into these young people’s experience of London and the UK.

Refugee Action
http://www.refugee-action.org.uk/#
This website has a ‘refugee stories’ section.

Save the Children
http://www.savechildren.org.uk/campaignsforgotten/voices.html
Read brief accounts of life in the UK for refugee children.

Exile images online library
http://www.exileimages.co.uk
Search and download (for a small fee) 4,000 images for use in publications. Users need to register for the service.

Hard copy publications


www.guardian.co.uk/christmasappeal


