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argue it is not affected by migration. Demographically maintaining population levels and age structures, culturally and intellectually stimulating societies, bringing together talent for innovation--it is crucial and timely to engage countries and societies to look at these positive aspects of migration.

4. *Reduce the impact of polarizing speeches:*

Polarized speeches tend to be prominent in some media. They allow some media to break through the constant massive flow of information with catchy headlines. In order not to amplify such discourse, the media may want to reconsider their assigned space. In addition, moderate voices should be consulted and highlighted when addressing sensitive issues such as migration and integration. By presenting balanced opinions, moderate voices allow media to provide the audience with comprehensive information to help enhance understanding that shapes our societies.

E. CHALLENGES

The UNAOC strives toward the overarching goal of engaging in a dialogue with those who disagree with the core message of the UNAOC, which is to increase understanding and cooperation among people of different backgrounds, religions and cultures. In regards to the media, the UNAOC acknowledges the challenging environment surrounding the media. Media strives to provide information to the public while also making a profit off their service. This dynamic can be difficult when media success is dependent on capturing the public's attention on a topic. Dialogue must also be engaged in with media professionals who have views on the extreme ends of the migration spectrum. The UNAOC works toward overcoming these challenges in pursuit of their core goals.

F. UNAOC CURRENT ACTIONS

The UNAOC aims at increasing understanding between nations and people among cultures and religions. In order to achieve this, the UNAOC has partnered with media professionals, academic professionals and migration experts around the world. The specific focus of the UNAOC on media and migration leads to the following current actions.

1. *Covering Migration: Challenges Met and Unmet (Paris, France):*

The UNAOC held a seminar in Paris, France in January 2013 to engage in a dialogue with media professionals and migration experts about covering migration in the media. This seminar was conducted on the European-level for a multitude of European media professionals and migration experts. During this seminar, participants drafted a series of recommendations for media professionals when covering migration. Recommendations will be dispatched to media outlets and journalism schools in the coming weeks. They included reporting on migration with a working knowledge of migration, involving migrants in migration coverage, and other similar actions to be carried out by the media and government/non-government organizations. Future installments of this seminar will be conducted on the national level for various countries. For example, a seminar similar in composition to the Paris, France, seminar will be held in Switzerland on media and migration coverage. This seminar will be conducted on a national level specifically for Swiss media outlets. It is scheduled for April 2013. During the seminar, members of the Swiss media and migration experts will discuss the current Swiss migration

policy, and the Swiss journalist ethical code and how it can relate to the media's coverage of migration. This seminar's goal is to advance the dialogue surrounding migration and enhance the coverage of migration in the Swiss media.

2. *Video Project: Media Coverage of Migration:*

In partnership with the University of Missouri School of Journalism a video project documenting the media's current coverage of migration and how it can be improved was created during the Paris, France, seminar on media and migration. The project addressed the same issues of migration and the media discussed during the seminar in Paris, including the often-negative image of migrants created by the media and its effect on treatment of migrants. The video project is created for an audience of journalism schools, media outlets and migrant organizations in order to improve problems of misrepresentation and misinformation. It answers five core questions including: what is the general climate of media coverage of migration, what the largest problem, what is the best thing to fix the problem, what are concrete guidelines and why this is becoming such a pressing issue today?

3. *Data Journalism Study on Media Coverage of Migration:*

The UNAOC migration and media programs, in partnership with the European Journalism Centre (EJC), developed a first pilot of a data journalism project with a number of prominent academic partners around the world including, The University of Missouri School of Journalism (USA), University of Kings (Canada), Tilburg (Netherlands), Deutsche Welle Journalism Akademie (Germany), the National Audiovisual Institute (France) and the International Federation of Red Cross and Red Crescent societies (IFRC). The project was conducted in the fall/winter of 2012, and focuses on migration coverage at times of elections in the countries of location of the journalism schools. It looks at the terminology and semantics used in online media in relations to migrants over a limited time period (elections). Through data collection, analysis and the use of new digital tools, an empirical assessment of migration coverage at times of elections will enable assess to viewing of the main trends that emerge in various national media outlets. This will provide a comprehensive picture of the perceptions around migration and better address them. The results of the study will be released on the occasion of the Vienna Forum and will be distributed among a wide network of partners in the five above-mentioned countries. In the coming months, the UNAOC will conduct a direct follow up with relevant authorities and civil society organizations in each country.

4. *Toolkit:*

The UNAOC migration program is developing a toolkit designed to offer new migrants and migrant organizations Web 2.0 skills that will empower them in efforts towards social inclusion at the local level. The objective is to minimize the barriers which migrants face in arriving into new social contexts by highlighting the importance of new media skills in processes of inclusion and social cohesion. The toolkit can be used by organizations to continue their work with migrants. The toolkit will be distributed to various organizations upon its completion in the coming weeks.

5. Advocacy Level Involvement:

At the advocacy level, the UNAOC is taking part in lectures, conducting studies, and working to advance the discussion surrounding migration. The UNAOC believes this outreach will further the dialogue on migration and positively impact society's understanding of the topic.

SUMMARY