

Training for Members

Reclaiming Narratives: Training on Media Messaging for Racial Justice Advocates

Date: 10-12 October 2024 (*arrival on 10 October, departure on 12 October late afternoon*)

Location: Brussels, Belgium

In today's rapidly evolving media landscape, the power of communication cannot be overstated. For anti-racist organisations and activists, **mastering media literacy is crucial to effectively advocate for racial equality and challenge harmful narratives**. As racialised communities often face negative portrayals in mainstream media, it becomes imperative to equip these groups with the skills necessary to reclaim their narratives and engage in meaningful discourse.

This intensive 1.5-day training program on media messaging is designed to provide a solid base for participants to explore knowledge and tools needed to navigate both traditional and new media platforms. By fostering a proactive approach to media engagement, we seek to create a generation of activists who are not only informed but also capable of shaping the narratives that influence public perception and policy.

Through a combination of theoretical foundations and practical skills development, this programme will focus on critical media literacy, enabling participants to **craft compelling stories that resonate with diverse audiences**. By understanding the media landscape and learning effective **techniques for outreach**, participants will be better positioned to combat the far-right's impact on racial equality and advocate for the rights of marginalised communities.

The training won't cover every detail of media literacy. Instead, it serves as a starting point, offering essential information to build a strong foundation for organisations involved in the anti-racist movement. We hope to convey to the participants essential media literacy skills, enabling them to effectively communicate their narratives, combat negative portrayals, and engage in meaningful dialogue on racial equality.

Throughout the training we want to:

- Develop participants' knowledge of the current media landscape, including traditional and new media platforms and provide space to analyse the role of the media in the mainstreaming of far-right narratives and the upholding of institutional whiteness.
- Explore the role of media in shaping public perceptions of racialised communities and social justice issues.
- Teach participants how to create compelling narratives that resonate with diverse audiences and provide tools for effective storytelling, ensuring that the voices of racialised

- communities are authentically represented.
- Encourage participants to contribute to local, national, and European debates through written media.
 - Enable participants to practice creating media content that aligns with their anti-racist goals.

At the end of the training the participants should:

- Have a good understanding of both traditional and new media, including their roles in shaping public discourse on racial issues.
- Be equipped with strategies to reach out to media outlets and build relationships that amplify their messages.
- Possess the skills to create and articulate powerful narratives that authentically represent their communities and address social justice issues.
- Have hands-on experience in creating media content, including articles, social media posts, and multimedia storytelling.
- Be empowered to integrate critical media literacy principles into their advocacy work, fostering a decolonial, intersectional and anti-racist approach.
- Be prepared to empower and uplift their communities, particularly focusing on marginalised groups, by sharing their acquired media skills and knowledge.

Registration

Apply through Glue Up **till 5 September 2024**. Please get in touch with pia@enar-eu.org with any questions.

Registration is open for **one representative per organisation**. ENAR will cover the accommodation expenses and travel costs within Europe for that representative. Please make sure that the membership fee 2024 for your organisation is paid in order to participate in the training.

There is no participation fee for the event. However, please be aware that participants should purchase their own travel tickets and reimbursement will be done after the event and presentation of the original documents. **Please hold off on purchasing tickets until you receive confirmation of your participation.**

As ENAR we aim to ensure that financial constraints are not a barrier for your participation. Should you face difficulties in prepaying your ticket, kindly inform us as soon as you register. This way we can make the necessary arrangements in time. Please do not hesitate to contact Pia at pia@enar-eu.org and Irene at irene@enar-eu.org.

We especially encourage young anti-racist activists to join us.

Code of Conduct

ENAR is dedicated to creating and protecting safer spaces for people, online and residentially. We strive to treat people with dignity, decency, and respect, and to build a community for everyone, free of intimidation, discrimination, or hostility — regardless of race, ethnicity, religion, gender identity and expression, sexual orientation, nationality, origin, age, disability, or physical appearance. We do not tolerate harassment in any form. This Code of Conduct embodies our commitment to uphold these principles and outlines our expectations and our response. We also hope that this policy will promote values of equality, well-being, and respect, and will enable each of us to contribute to an atmosphere of positive and constructive friendliness and safer and inclusive shared spaces.

By registering to this meeting, you confirm your agreement with ENAR's code of conduct at ENAR meetings and events. You can download the full document [HERE](#).

With the support of the Citizens, Equality, Rights and Values Programme of the European Union,
the Open Society Foundations, and the Sigrid Rausing Trust.

FUNDED BY



SIGRID RAUSING TRUST

