



## NEWSPAPER EVALUATION SHEET

Country: ITALY

Newspaper: LA NAZIONE

### Introduction

The newspaper *La Nazione* is one of the oldest regional newspapers in Italy. Based in Florence, Italy, it is published in numerous local editions for the regions of Tuscany, Umbria and for the Province of La Spezia in Liguria.

The methodology for assessing *La Nazione* newspaper is based on four Indicators, built in the framework of the MEDIVA project (see MEDIVA Diversity Indicators, a Tool Kit), which aimed at monitoring and evaluating the newspaper's capacity to reflect migration related diversity and promote migrant integration.

The evaluation of indicators 2-4 and the calculation of relevant scores attributed to them were based on the responses given by the director of newspaper during an interview conducted in February 2012. The calculation of the score for each indicator was organized along the following procedure: we tick answers on the sub-questions and hence give score on the specific questions. Then, we calculated the total score for each indicator which is the average of the sub-indicators' score.



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## **INDICATOR 2 – Media news making/programme production**

### **Total score: 2.75**

#### **2.1 Existence of specialized sections/programmes on news from migrants' countries of origin**

**Medium: 3**

**EXPLANATION of scoring:** While there are no separate specialized sections on news from migrants' countries of origin this kind of news is integrated within other sections of the newspaper. This kind of news segregation could even be viewed in the interviewee's eyes as a sort of 'ghettoization'.

#### **2.2 If there are such programmes in newspaper, are they at one of the most visible pages of the newspaper**

**Medium: 2**

**EXPLANATION of scoring:** This type of news is not linked to a particular page but is placed on a page dealing with the type of news at hand.

#### **2.3 Existence of articles in the languages of the main migrant groups of the country**

**Medium: 3**

**EXPLANATION of scoring:** Although there are no articles in the languages of major migration groups at present, the newspaper is developing a project on the Chinese community in Italy which may result in the eventual publication of the articles in Chinese.

#### **2.4 Existence of specialized journalists on migrants and diversity issues**

**Medium: 2**

**EXPLANATION of scoring:** The specificity of the Italian journalist environment that there are not specific journalists who deal only with diversity topic but topics related to migration are treated depending on the topic at issue by a journalist covering social issues, criminal issues, etc.

#### **2.5 Filtering of migrant-related news: Score: 3**

##### **2.5.1 Sources for the news and verifying information (fact-checking)**

**High: 4**

**EXPLANATION of scoring:** Journalists consult several sources in order to ensure that their information on a given topic is exhaustive and complete. They often quote their sources, including their migrant sources.

##### **2.5.2 Who chooses what the migration related news is to be published**

**Medium: 3**

**EXPLANATION of scoring:** It is a journalist who comes up to the editor with the suggestion in most cases but technically news which will be published is selected by the editor-in chief. It is done so also with any other type of news.

**2.5.3 Does the newspaper have an open comments section (reacting to published articles). If they have it, do they edit it for racist language?**

**High: 5**

**EXPLANATION of scoring:** There is the editor's page where comments and questions of the readers are placed. No racist language is acceptable.

**2.5.4 Adoption of ethical reporting guidelines with regard to vulnerable groups and specifically with regard to immigrants and minorities**

**Medium: 3**

**EXPLANATION of scoring:** There is a general *Codice Etico* (Ethics Code) which although it does not really refer to immigrants and minorities prohibits any form of discrimination

### **INDICATOR 3: MEDIA RECRUITMENT AND EMPLOYMENT PRACTICES**

**Total score: 1**

**3.1 Application of measures that are aimed at ensuring that the company's staff reflects the ethnic composition of the migrant population**

**Low: 1**

**EXPLANATION of scoring:** there is awareness that it might be useful but the most important criteria for the newspaper is the qualifications of journalists.

**3.2 Discrimination in the recruitment of third country nationals as media professionals.**

**3.2.1 Existence of anti-discrimination measures aimed at preventing discrimination in the recruitment practices of the specific media**

**Low:1**

**EXPLANATION of scoring :** The newspaper tries not to discriminate against anyone, and if a person with migrant background having appropriate qualifications applies for a position he/she will not be discriminated against. The director also mentioned that unfortunately today the situation in Italian media is such that none is recruiting more journalists.

**3.3 Existence of outreach schemes that involve mentoring or supporting individuals from an immigrant background**

**Low: 1**

**EXPLANATION of scoring:** 'outreach schemes that involve mentoring or supporting individuals from an immigrant background' seem to be a non-existent phenomenon in Italian media

**3.3.1 Monitoring/evaluation of the implementation of such schemes by the company itself**

**Low: 1**

**EXPLANATION of scoring :** Neither on-going monitoring nor one off monitoring exists and there is no data on such monitoring

**3.4 Existence of special diversity departments in the media**

**Low: 1**

**EXPLANATION of scoring:** non-existent in the newspaper and there is an understanding that there is no need for such departments

**INDICATOR 4 - MEDIA TRAINING PRACTICES**

**Total score: 1.0**

**4.1 Existence of training opportunities tailored to the needs of migrant media professionals**

**Low: 1**

**EXPLANATION of scoring :** there is no such training for anybody

**4.2. a) Existence of courses aiming at raising the awareness of media professionals on diversity and how it should be reported**

**Low: 1**

**EXPLANATION of scoring :** journalists may attend any initiatives organised outside the newspaper but the newspaper itself provides no such courses

**4.2. b) Existence of an obligation to attend such courses**

**Low: 1**

**EXPLANATION of scoring:** journalists may attend any initiatives organised outside the newspaper but the newspaper itself provides no such courses and thus there is no obligation on the part of the journalists to attend them

**4.3. Involvement of migrant or minority representatives/ experts in design and/ or implementation of such diversity training**

**Low: 1**

**EXPLANATION of scoring:** there is no such training

#### **4.4. Monitoring and reporting systems for ethno-cultural diversity training**

**Low: 1**

**EXPLANATION of scoring :** there is no such training, thus no monitoring

#### **4.5. Diversity goals included in HR training policies for all levels of staff**

**Low: 1**

**EXPLANATION of scoring:** no diversity goals are included

### **INDICATOR 1 – MEDIA CONTENT**

**Total Score: 1.67**

The evaluation of indicator 1 is qualitative in nature and based on data processing that was obtained by the monitoring of the *La Nazione* newspaper during the sampling period. The period of sampling was organised around three periods. The selected dates for each period are:

*1<sup>st</sup> Period:* 23-29 November 2011

*2<sup>nd</sup> Period:* 25-31 January 2012

*3<sup>rd</sup> Period:* 7-28 February 2012

The assessment of the media content of *La Nazione* used as unit of analysis the individual articles/reports/news items on full newspaper (with the exception of sports news, advertising, TV programmes. Then, we count the total number of items of newspaper for the period coded and find out how many of those items are related to migration or refer to migrants (for more details see the table below). Finally, the total mean score of the indicator 1 is based on the average of the sub-indicators' score 1.1-1.4.

**Indicator 1.1: Positive v. Negative: Low: 2,16**

**Indicator 1.2 Active v. passive: Medium : 2,5**

**Indicator 1.3. Immigrant views represented in mainstream news: Low: 1 (0%)<sup>1</sup>**

**Indicator 1.4. Immigrant views represented in migrant-specific News: Low: 1 (16%)**

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<sup>1</sup> Indicator 1.3. is not reflected in the table because no instances were where immigrant news was represented in mainstream news

Total articles analysed: 3391 ; Items on migrants: 50 (1,47%); Positive: 12 (24%); Neutral:5 (10%); Negative: 33 (66%); Active doing Bad things: 21 (42%); Active doing Good things: 7 (14%) ; Passive: 23 (46%); Views in migrants' related news : 8 (16%)

**Indicator 1: Scoring Table**

DATE OF PUBLICATION/ TOTAL ITEMS	REFERENCE TO MIGRANTS/ title of the article	Indicator 1.1		Indicator 1.2		Indicator 1.4  MIGRANTS' VIEWS PRESENT IN MIGRANT'RELATED NEWS
		POSITIVE representation of migrants	NEGATIVE representation of migrants	ACTIVE migrants doing good/ bad things	PASSIVE migrants Having good/bad things done to them	
23.11.11/ 83 items	1. Il Colle dalla parte degli immigrati' Cittadinanza ai bambini nati qui'	yes			yes	no
	2. Intervista 1: La deputata PGL originaria Marocco: Giusto , italiani si diventa'	yes			yes	yes
	3. Intervista 2: Rischiamo invasione dei clandestini: Sbagliato, sarebbe l'inferno		yes		yes	no

	<b>4. Il diritto di sangue</b>	yes			yes	no
	<b>5. Il diritto e i doveri</b>	yes (neutral)			yes	no
<b>24.11.11/ 116 items</b>	<b>Blitz nei capannoni-lager cinesi. Nencini: 'Incontrerò il console'</b>		yes		yes	no
<b>25.11.11/ 122 items</b>	<b>1. Avanti così. E il busturi andrà in mano agli immigrati</b>		yes		yes	no
	<b>2. Clandestini e vu cumprà? Il razzismo e nelle parole.</b>	yes (neutral)			yes	no
<b>26.11.11/ 128 items</b>	<b>'Stop agli immigrati'</b>		yes		yes	no
<b>27.11.11/ 138 items</b>	<b>Immigrati, strage nella tempesta. Dieci corpi fra gli scogli</b>		yes		yes	no
<b>28.11.11/9 4 items</b>	<b>Strage in barca, uno scafista europeo. L'altro ci minacciava col coltello. Tre migranti morti. Trenta i dispersi: forse molti sono scappati</b>		yes	active doing bad things		no
<b>29.11.11/1 24 items</b>	<b>1. Aziende cinesi fuorilegge. E il console teme i controlli</b>		yes	active doing bad things		no
	<b>2. Sportello dell'accoglienza. Un brindisi multiculturale</b>	yes			yes	no
<b>25.01.12/1 25 items</b>	<b>1. Disonora il padre</b>		yes	active doing bad things		yes

	<b>2. Il razzismo chiedere il rispetto delle regole?</b>	Yes (neutral)			yes	no
	<b>3. Yara, l'inchiesta senza fine. Risputa il giallo delle telefonate. Sono quelle dell'unico indagato, un giovane operaio marocchino</b>		yes		yes	no
	<b>4. Sbarchi clandestine. La minaccia della Libia. 'Non siamo la guardia di frontiera dell'Europa'</b>		yes		yes	no
	<b>5. Bastonante al figlio di tre anni. Massa, in manette l'uomo: In Romania I bambini li educiamo così</b>		yes	active doing bad things		yes
	<b>6. Due arrestati per la notte di follia razzista a Lucca. Le 'teste rasate' pestarono a sangue i marocchini</b>		yes		yes	no
<b>26.01.12/1 05 items</b>	<b>1. La giovane s'era innamorata di un romeno. Trovata a Milano dopo 3 giorni.</b>		yes	1.active, doing bad things		no
	<b>2. Invasione cinese a San Lorenzo. E la tensione schizza alle stelle</b>		yes	active, doing bad things		no



	<b>3. Moschea per mille persone. E con un'architettura simbolo. L'imam Elzir: Dovrà avere uno stile italo-islamico</b>	yes		active doing good things		yes
	<b>4. Blitz anti evasori, Equitalia nelle aziende cinesi</b>		yes	active doing bad things		no
<b>27.01.12/ 112 items</b>	<b>Cinese con sette licenze. I vigili urbani indagano</b>		yes		yes	no
<b>28.01.12/ 118 items</b>	<b>1. Moschea, ecco dove può nascere</b>	yes		active doing good things		yes
	<b>2.'Luogo di incontro e studio. Non solo di preghiera'.</b>	yes		active doing good things		no
	<b>3. Costruirò pale eoliche in Senegal per la mia fabbrica del ghiaccio.</b>	yes		active doing good things		yes
<b>29.01.12/ 106 items</b>	<b>'False nozze con un clandestino. Fidanzato all'oscuro</b>		yes	active doing bad things		no
<b>30.01.12/ 82 items</b>	<b>No</b>					

<b>31.01.12/ 117 items</b>	<b>1. Un cinese cerca di scappare dal quinto piano a un tentativo di rapina: Fuga dal terrazzo. Cade: in coma</b>		yes	active doing bad things		no
	<b>2. La polemica: Cittadinanza ai bambini immigrati. Idea che divide</b>	yes (neutral)			yes	no
	<b>3. Immigrati: Permessi più cari col decreto Maroni-Tremonti</b>	yes (neutral)			yes	no
<b>07.02.12/ 111 items</b>	<b>1. Massacro una donna in strada. Pugile assolto. 'E schizofrenico'. Milano, per l'ucraino 5 anni di ospedale psichiatrico</b>		yes	active doing bad things		no
	<b>2. Aggredisce una paziente incinta. Denunciato falso dentista siriano. Firenze, la donna ha dovuto abortire tre settimane dopo le botte</b>		yes	active doing bad things		no

	<b>3. Tremila bambine nate e cresciute in Italia a rischio di mutilazioni genitali</b>		yes		passive	no
<b>08.02.12/110 items</b>	<b>1. Dopo la strage, la nuova vita di Ibi.</b>	yes		active doing good things		yes
	<b>2. Braccialini e Chanel fatte in Cina. Sequestrate 30 mila borse 'tarocco'.</b>		yes	active doing bad thing		no
<b>09.02.12/102 items</b>	<b>NO</b>					
<b>10.02.12/86 items</b>	<b>NO</b>					
<b>11.02.12/99 items</b>	<b>NO</b>					
<b>12.02.12/90 items</b>	<b>'Shopping, Cultura, Divertimento'</b>	yes		active doing good things		yes
<b>13.02.12/65 items</b>	<b>NO</b>					
<b>14.02.12/80 items</b>	<b>Fuggono all'alt puntando una pistola. Vigile spara e uccide un immigrato</b>		yes		yes	no
<b>15.02.12/82 items</b>	<b>Per il vigile omicidio volontario. Ha sparato alla schiena del cileno</b>		yes		yes	no
<b>16.02.12/74 items</b>	<b>NO</b>					
<b>17.02.12/76 items</b>	<b>NO</b>					
<b>18.02.12/81 items</b>	<b>1. La truffa degli immigrati. Prendono la pensione sociale e</b>		yes	active doing bad things		no

	<b>tornano in patria da ricchi</b>					
	<b>2. Operai impiegati al nero. Blitz delle fiamme gialle. Scoperti 37 'fantasmi'.</b>		yes	active doing bad things		no
<b>19.02.12/ 94 items</b>	NO					
<b>20.02.12/ 68 items</b>	NO					
<b>21.02.12/ 98 items</b>	NO					
<b>22.02.12/ 85 items</b>	<b>Soldi ai curdi dal kebab. Sei arrestati di estremisti a Terni</b>		negative	active doing bad things		no
<b>23.02.12/ 73 items</b>	NO					
<b>24.02.12/ 79 items</b>	<b>1. Immigranti respinti, il no di Strasburgo. 'L'Italia ha violato i diritti dell'uomo'. Condanna della Corte Ue: rispediti in Libia senza identificarli</b>	yes			yes	no
	<b>2. Il centro islamico punta sulla ex biblioteca</b>	yes		active doing good things		no
<b>25.02.12/ 107 items</b>	NO					
<b>26.02.12/ 101 items</b>	<b>1. 'Massaggi 'romantici' nel centro estetico. Le specialità cinesi nel mirino dei Nas</b>		yes	active doing bad things		no

	<b>2. Rapitore per amore in manette a Bologna</b>		yes	active doing bad things		no
	<b>3. Muore in cella di sicurezza. Nuovo giallo in questura</b>		yes	active doing bad things		no
	<b>4. Il governo 'a lezione' di integrazione. In città Stati generali dell'immigrazione</b>	yes			yes	no
<b>27.02.12/ 90 items</b>	<b>NO</b>					
<b>28.02.12/ 96 items</b>	<b>1. Denunciato falso medico siriano. Era il 'dentista' di fiducia dei campi rom</b>		yes	active doing bad things		no
	<b>2. Criminalità. Nella stessa notte due paracadutisti hanno fermato tre africani violenti. Ragazze aggredite e rapinate dal 'branco'</b>		yes	active doing bad things		no

