

Islamophobia is on the rise

Attacks against Muslims are increasing and correlate with negative perceptions of Islam and Muslims.

*Studies show a correlation between negative media output, far-right extremism, and negative perceptions of Islam and Muslims. This guide is designed to help you promote a fair, balanced and representative portrayal of Islam and Muslims in the British media.



Dozens of women who wear the headscarf have been physically and verbally abused.



Muslim graves in cemeteries in Manchester and HighWycombe have been desecrated.



14% Rise in the number of mosques petrol-bombed or vandalised.

For every one reference to 'moderate' Muslims in the press, there are 21 references to 'extreme' Muslims.

Discourse Analysis and Media Attitudes: The Representation of Islam in the British Press (Baker, Gabrielatos, and McEnery 2013)

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Muslim engagement & development



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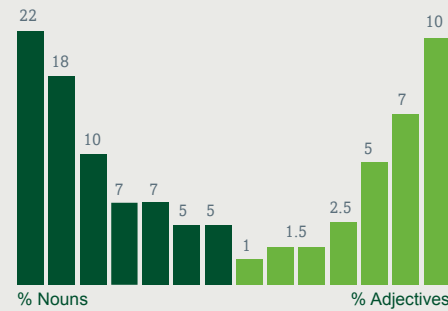


mendcommunity

T 020 7871 8430
info@mend.org.uk
www.mend.org.uk

St Brides Chambers
8 Salisbury Court
London EC4Y 8AA

769

 Islamophobic incidents and Hate crimes in London alone.
Metropolitan Police Service (2011)

Islam and Muslims in the Media:
Islam in Language:
Nouns and Adjectives most frequently applied to Muslims

What can you do

Step 1 Get informed

Read the press...invest at least 30 minutes twice a week to read or watch the news. We have provided information on print and visual media ownership and audience size overleaf to help you assess its reach and influence. Please bookmark these pages on your computer for regular reading. Make sure that you read a variety of sources so you learn to identify differing angles on the same story.

Share and comment...on any content with family, friends and on social networks, where you think the story merits wider interest or response. It is vital that you contribute a Muslim perspective on the content you encounter.

Step 2 Apply the code

No matter how much you may dislike what you read or see in the media, an effective complaint No matter how much you may dislike what you read or see in the media, an effective complaint requires you to demonstrate a valid breach of the code by which content is regulated. Therefore, the starting point is to

know the relevant clause of the code/s (key ones are provided on the right). Remember, newspapers, television and radio have different regulators, so make sure you address your complaint to the right regulatory body.

Step 3 Making an effective complaint

You must complain to the correct regulator when you read or see something that you think has breached the relevant code. Newspapers, both print and online editions, are regulated by the Press Complaints Commission. For broadcast media, eg. SKY, ITV, or Channel 4, Ofcom is the right place to direct your complaint. Ofcom regulates BBC output in all areas except 'due impartiality' and 'due accuracy'. If your complaint concerns these two respective areas, address your complaint to the BBC

In your letter, reference the title and date of the article and the name of the author. For TV output, also include the time and channel of the broadcast. State clearly which clauses of the relevant regulator's code that the media has, in your view, contravened and how. The details of all the regulators and the key components of their codes are listed in the next section on the right. Examples and templates of complaints letters can be found on our website, www.mend.org.uk. Feel free to send your complaint to the journalist or channel as well as the regulator. Overleaf you will find contact details for key media sources.

Regulators & their codes

Print media

Print media is currently regulated by the Press Complaints Commission under the 'Editors' Code of Practice'. The PCC's jurisdiction extends to cover online editions of newspapers and magazines. We have listed clauses 1 and 12 below, which are most relevant to the Muslim community, but be sure to review entire code available online at the www.pcc.org.uk/cop/practice.html

Select clauses from the PCC Editors' Code of Practice

Clause 1: Accuracy

- i) The Press must take care not to publish inaccurate, misleading or distorted information, including pictures.
- ii) A significant inaccuracy, misleading statement or distortion once recognised must be corrected, promptly and with due prominence, and - where appropriate - an apology published. In cases involving the Commission, prominence should be agreed with the PCC in advance.

Clause 12: Discrimination

- i) The Press must avoid prejudicial or pejorative reference to an individual's race, colour, religion, gender, sexual orientation or to any physical or mental illness or disability.
- ii) Details of an individual's race, colour, religion, sexual orientation, physical or mental illness or disability must be avoided unless genuinely relevant to the story.

Broadcast media

Complain first to Ofcom if you see something broadcast on TV or radio that you think has breached the broadcasting code. You may wish to also send a letter to the broadcaster; however, a letter to Ofcom is much more important!

The BBC, although regulated by Ofcom in virtually all areas, regulates itself when it comes to due accuracy and due impartiality in news content. Therefore, if your complaint relates to this, then view the BBC code below or available at www.bbc.co.uk/editorialguidelines/guidelines/ when formulating your complaint.

Key clauses from the Ofcom and BBC codes are listed in the box below:

Key clauses from Ofcom code

- 4. Religion
- 5. Due Impartiality and Due Accuracy and Undue Prominence of Views and Opinions
- 7. Fairness

Find the code at:
www.stakeholders.ofcom.gov.uk/broadcasting/broadcast-codes/

Contact Ofcom with a complaint:
www.consumers.ofcom.org.uk/tell-us/tv-and-radio/

Ofcom, Riverside House,
2a Southwark Bridge Road,
London SE1 9HA
T 0300 123 3333

Key clauses from BBC Editorial Guidelines

- 3. Accuracy
- 4. Impartiality
- 6. Fairness, Contributors and Consent
- 11. War, Terror and Emergencies
- 12. Religion

Find the code at:
www.bbc.co.uk/editorialguidelines/guidelines/

Contact the BBC with a complaint:
www.bbc.co.uk/complaints/complain-online/

BBC Complaints
PO Box 1922, Darlington DL3 0UR
T 03700 100 222

Online media

Anti-Muslim abuse and incitement to racial or religious hatred on the internet or social media platforms, like Facebook and Twitter, should be reported to the internet service provider or the police. The Crown Prosecution Service deals with cases of online abuse reported to the police and prosecutes individuals where a breach of the law has reported to the police and prosecutes individuals where a breach of the law has occurred. It can be helpful to establish a presence with a free profile on Twitter and/or Facebook, at www.twitter.com and www.facebook.com

See overleaf for media ownership and circulation data

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Community

Holding our media to account

The media monitoring toolkit

Media Ownership & Circulation Data

BBC

The BBC is a public service broadcaster that operates under a Royal Charter and by license and agreement from the Culture Secretary. In addition to providing news and entertainment in the UK, the BBC also operates the BBC World Service. The BBC is a world leader in news, television, radio, and online media.

BBC TV services and weekly viewership (2014)



21.7% of UK viewership



5.8% of UK viewership



1.7% of UK viewership



1% of UK viewership



1.2% of UK viewership

BBC radio services and weekly viewership (2014)



11.8m listeners



14.5m listeners



2.1m listeners



10.8m listeners



6.7m listeners



0.5m listeners

BBC online www.bbc.co.uk viewership for news:

11,140,000

Contact the BBC

BBC Complaints,
PO Box 1922,
Darlington DL3 0UR

News International

News International is a UK subsidiary of News Corporation. It is the parent company of the publishers of The Sun and The Times, and owns the satellite broadcaster, Sky. News Corporation is a major international media conglomerate based in the United States, and Rupert Murdoch is the founder and majority shareholder.



The Sun and the Sun on Sunday
www.thesun.co.uk
Print readership:
6,435,000 / 5,699,000 (Sunday)
Online readership: 717,000/day
Contact:
letters@the-sun.co.uk
The Sun, 3 Thomas More Square,
London E98 1SN



The Times and The Sunday Times
www.thetimes.co.uk
Readership:
1,261,000/2,530,000 (Sunday)
Online readership: 48,000
Contact:
letters@thetimes.co.uk
letters@thesundaytimes.co.uk
The Times, 3 Thomas More Square
London E98 1XY



Sky/BSkyB
www.sky.com
6.8% of monthly TV viewership.
Contact:
Customer Complaints
Sky Subscriber Services Ltd
PO Box 43, Livingston, EH54 7DD

ITV

ITV is a commercial television broadcaster in the UK. Unlike Channel 4, ITV is answerable to its shareholders, but its content is governed by Ofcom.



www.itv.com
www.itvplc.com
21.8% of monthly TV viewership.
Contact:
viewerservices@itv.com
Viewer Services, ITV Plc, Gas Street,
Birmingham B1 2JT

Data for daily newspaper circulation and online readership from National Readership Survey, 2013 and BBC.co.uk. Monthly data for television viewership from BARB, July 2013. Data for BBC Radio listeners from BBC, March 2011. Data for Al Jazeera English from Al Jazeera, 2012

Northern & Shell Media Group

Northern & Shell is owned by Richard Desmond and runs Express Newspapers, which prints the Express and Star titles. Northern & Shell also publishes magazines including OK! and owns Channel 5.

DAILY EXPRESS

Daily Express and Sunday Express
www.express.co.uk
Readership: 1,123,000/1,103,000 (Sunday)
Online readership: 60,000
Contact:
expressletters@express.co.uk
sunday.exletters@express.co.uk
Daily Express, The Northern & Shell Building, 10 Lower Thames Street,
London EC3R 6EN



Daily Star and Daily Star Sunday
www.dailystar.co.uk
Readership: 1,211,000/874,000 (Sunday)
Online readership: 35,000
Contact:
starletters@dailystar.co.uk
sunday.exletters@express.co.uk
Daily Star, The Northern & Shell Building, 10 Lower Thames Street,
London EC3R 6EN



Channel 5
www.channel5.com
5.6% of monthly TV viewership.
Contact:
customerservices@channel5.com
Customer Services, Channel 5
Television, 10 Lower Thames Street,
London EC3R 6EN

Channel 4

Channel 4 is owned by the Channel 4 Television corporation. Ofcom appoints the chairman, currently Lord Burns, who in turn appoints the chief executive. C4 is a statutory corporation without shareholders and is governed by Ofcom.



www.channel4.com
10.5% of monthly TV viewership.
Contact:
www.channel4.com/4viewers/contact-us
Channel 4 Enquiries, PO Box 1058,
Belfast BT1 9DU

Trinity Mirror plc

Trinity Mirror is one of the UK's largest publishers, active in national and regional news services. Trinity Mirror publishes a number of widely read national and regional newspapers.



Daily Mirror and Sunday Mirror
www.mirror.co.uk
Readership: 2,775,000/2,796,000 (Sunday)
Online readership: 480,000
Contact:
mailbox@mirror.co.uk Daily Mirror,
1 Canada Square, Canary Wharf,
London E14 5AP



Sunday People
www.mirror.co.uk
Readership: 1,145,000
Contact:
web@mirror.co.uk
The People, 1 Canada Square,
Canary Wharf, London E14 5AP



Daily Record and Sunday Mail (Scotland)
www.dailyrecord.co.uk
Readership: 764,500/ 850,000 (Sunday)
Online readership: 61,000
Contact:
readerseditor@dailyrecord.co.uk
The Readers Editor, One Central Quay,
Glasgow G3 8DA

Telegraph Media Group Ltd

Barclay brothers, David and Frederick, bought the Telegraph Media Group through their holding company, Press Holdings. Alongside the Daily and Sunday Telegraph titles, Press Holdings also publishes The Spectator and Apollo magazines.

The Daily Telegraph

Daily Telegraph and Sunday Telegraph
www.telegraph.co.uk
Readership: 1,348,000/1,356,000 (Sunday)
Online readership: 815,000
Contact:
dletters@telegraph.co.uk
stletters@telegraph.co.uk (Sunday)
The Daily Telegraph,
111 Buckingham Palace Road,
London SW1W 0DT

Guardian Media Group

The Scott Trust is the sole shareholder in the Guardian Media Group, created in 1936 to "safeguard the journalistic freedom and liberal values of the Guardian" newspaper. In addition, GMG has subsidiaries in UK radio and publishing, including Smooth Radio, Real Radio, and Real Radio XS and Seven Publishing.

theguardian

The Guardian
www.guardian.co.uk
Readership: 935,000
Online readership: 1,391,000
Contact:
letters@theguardian.com
Letters to the Editor,
Kings Place, 90 York Way,
London N1 9GU

TheObserver

The Observer
www.observer.co.uk
Readership: 946,000
Contact:
letters@observer.co.uk
Letters to the Editor, The Observer,
Kings Place, 90 York Way,
London N1 9GU

Daily Mail & General Trust

DMGT is a publicly listed company on the London Stock Exchange. Its current chairman & controlling shareholder is Viscount Rothermere. DMGT publish the Daily Mail, Mail on Sunday, & the national freesheet, Metro. The MailOnline is the world's most popular online news website. DMGT also have a significant stake in regional news outlets in the UK & abroad.

Daily Mail

Daily Mail and Mail on Sunday
www.dailymail.co.uk
Readership: 4,298,000/4,641,000 (Sunday)
Online readership: 2,110,000
Contact:
letters@dailymail.co.uk
editor@mailonsunday.co.uk
Daily Mail, Northcliffe House, 2 Derry Street,
London W8 5TT



Metro
www.metro.co.uk
Readership: 3,412,000
Online readership: 113,000
Contact:
mail@ukmetro.co.uk
Metro, Associated Newspapers Ltd,
Northcliffe House, 2 Derry Street,
London W8 5TT

Lebedev Holdings

Lebedev Holdings, which is majority-owned by Evgeny Lebedev, publishes The Independent, i, and the London Evening Standard. The Independent is a broadsheet newspaper and the London Evening Standard is a London-based freesheet.

THE INDEPENDENT

The Independent and The Independent on Sunday
www.independent.co.uk
Readership: 397,000/478,000 (Sunday)
Online readership: 331,000
Contact:
letters@independent.co.uk
sundayletters@independent.co.uk
The Independent, 2 Derry Street,
London W8 5HF



www.independent.co.uk
Readership: 545,000
Contact:
i@independent.co.uk
I, 2 Derry Street, London W8 5HF

London Evening Standard

London Evening Standard
www.standard.co.uk
Readership: 1,609,000
Online readership: 95,000
Contact:
letters@standard.co.uk
The Editor, Evening Standard,
PO Box 2309, London W8 5E

Al Jazeera Media Network

Al Jazeera Media Network broadcasts Al Jazeera channels by satellite across the world. It is a privately owned company based in Doha, Qatar.



ALJAZEERA

Al Jazeera English
www.aljazeera.com
Viewers: 0.1% of monthly TV viewership in UK, reported international reach is over 20,000,000.
Contact:
Al Jazeera English,
PO Box 23127
Doha, Qatar