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## Mira Media

Mira Media stands for a recognizable media output in the audiovisual and interactive media in the Netherlands, in which the diversity of the Dutch multicultural society is evident. Mira Media strives for equal participation of ethnic minorities in the audiovisual media, both in front of and behind the camera and at all position levels. Mira Media also devotes itself to a colorful programming that consists of multicultural output and ethnic programming for the general public from both the native community and those of immigrant descent. Programming is also targeted at specific groups. Mira Media further works on increasing the inter-cultural media competence of listeners and viewers in learning to take a critical approach to the output of the audiovisual and interactive media, and also acquire the technical and intrinsic knowledge actually needed to be able to work with the media.

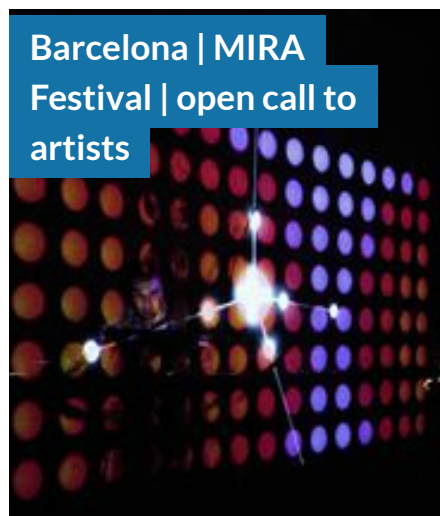
An important point of departure in Mira Media's work is the empowerment of the general public and media professionals of ethnic descent.

Since its foundation, Mira Media has been successful in establishing an influential lobby of the Dutch parliament and the broadcasting organizations and is presently running several projects designed to realise the above-mentioned mission statement. An increasing number of these projects is trans-national and executed in co-operation with partners in other EU states. Mira Media is largely financed by the Dutch government and EU-funds and has additional income from the development of innovative projects.

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