



### AUTUMN/WINTER 2010

#### HELPING THE MEDIA GET RELIGION

Lapido Media is the first agency of its kind seeking to analyse and improve the way religion is handled in the secular media. Based in London, we undertake consultancies in issues management for charities and campaigns, as well as contributing to the improvement of religious reporting in the media through PR, training and research.

#### When reportage is the problem

JENNY TAYLOR'S reports for Christian Solidarity Worldwide on the complex story behind the violence in and around **Jos, Nigeria**, earlier this year were published in *The Guardian* and *Church Times*. During a visit to a mass grave of Christians at Dogo Na Hauwa, she revealed that contrary to most Western media coverage, the relationship between Muslims and Christians in the area had far deeper roots than 'tribal conflict'. Journalists who parachuted into the country missed stories such as the enslavement of Christian children; the marriage by a senator of a child bride; mass murder with impunity and Fulani land-grabbing. 'Without heeding the religious dimension reportage becomes the problem', says Taylor.

<http://bit.ly/c7NP3>



4-YEAR OLD GRACE DANJUMA, WHOSE ARM WAS SEVERED BY A HAUSA MUSLIM'S MACHETE, STANDS BY DOGO NA HAUWA'S MASS GRAVE IN IN MAY



MALAM IDI INUSA (SECOND FROM LEFT), LAST HAUSA MUSLIM IN DOGO NA HAUWA SITS WITH VICTIMS OF A HAUSA MACHETE ATTACK. HE REFUSED TO FLEE WITH OTHER MUSLIMS FROM THIS MAJORITY CHRISTIAN VILLAGE BEFORE IT WAS ATTACKED IN MARCH, 'BECAUSE I HAVE A VERY GOOD RELATIONSHIP WITH THE PEOPLE HERE'.

(PHOTOS: JENNY TAYLOR)

#### Working with newsrooms

OUR FUND-RAISING plan for the next three years will include a new service for newsrooms – called Reporting Religion: a series of factsheets on upcoming or running stories with a religion dimension. Lapido

Media were asked this summer to bid to undertake the scoping study for a new Religion Media Centre funded by the Rayne Foundation, similar to the Science Media Centre. Said Lapido Trust Chair, Ann Warren: 'We were very pleased to have been recognized for our contribution to this debate. But I am concerned we don't get more of what we have now: an indiscriminating neutrality about religiously

reinforced human rights abuses, or a top-down focus on clerical in-fighting. What we want from journalists is a better grasp of religious differences; how religions underwrite either more or less freedom and well-being.' The first factsheet will cover the UN's campaign against religious defamation and will provide contacts, profiles of the principal actors and issues, timelines and a jargon buster.

# NEWS CONSULTANCY

**THE LARGEST aid provider to the Middle East has asked Lapido Media to help tell its story better.**



BIBLELANDS has been supporting health, education and community development

in the region for more than 150 years. One largely untold story is that they built and continue to fund Gaza City's top hospital - which is run by Christians AND Muslims. In addition to media advice, we are introducing them to key

journalists who will not only be able to report on Biblelands' work, but will tap into their extensive experience, expertise and contacts for nuanced comment on events in the Middle East.

For more info visit: [www.biblelands.org.uk](http://www.biblelands.org.uk)



We also recommended a relaunch and re-branding following a detailed review of pioneering news agency COMPASS DIRECT NEWS, the first

agency ever to bring professional news gathering to bear on the untold story of the suffering church. We canvassed forty mainstream journalists at the BBC, Sky and Channel 4 News among others for their opinions of the

20-year old service, part of international advocacy agency Open Doors.

For more info visit: [www.compassdirect.org](http://www.compassdirect.org)

## Jakarta: freedom of the press versus 'defamation of religions'



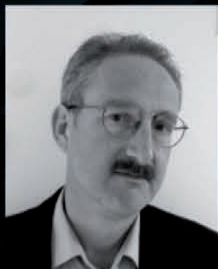
(LR) CAMEROONIAN TV and radio freelancer, Chi Yvonne Leina, a former anchorwoman for Equinoxe Television with Betsy Hiel, Cairo-based Arabic-speaking Foreign Correspondent for the Pittsburgh Tribune, and Jenny Taylor. They were in Jakarta, Indonesia 8 – 13 August for The Media Project international conference 'Defamation of Religions versus Press Freedom'. Secular and humanist organizations are leading the UK's fight against Pakistani and Egyptian-led attempts to shut down criticism of Islam under anti-racist and religious defamation proposals sponsored by the Organization of Islamic Conference at the UN, Taylor told the conference. But as at that time there had been no media coverage on the subject at all in the UK. 'Journalists are afraid of accusations of Islamophobia' an NGO at Geneva had reported.

<http://bit.ly/bGzClw>  
<http://bit.ly/b2hzsV>



# CHANGING THE WAY RELIGION IS COVERED

## New partnership is 'ideal fit'



JONATHAN CHAPLIN

LAPIDO MEDIA has joined forces with the Kirby Laing Institute for Christian Ethics to sponsor a new area of research in its Public Leadership Programme. The Lapido Media Award for Media Ethics will be given to a PhD

candidate to research the role of religion in contemporary British media. The winner will also be given an internship with Lapido Media at their office in London.

KLICE Director, Jonathan Chaplin, described the partnership as an ideal fit: 'It has already been a great benefit to have Jenny's media expertise available to us in her role as a member of our

Advisory Council, and so it is particularly satisfying to have developed this direct link to the excellent work of Lapido Media.' KLICE's Public Leadership Programme is for Christian professionals in various

areas of public life. For further details: <http://bit.ly/afhsOr>



## Tackling ignorance about political religion

THE WORLDS of business, academia, and religion were represented at the successful launch of our Wholly Political seminars at SOAS in

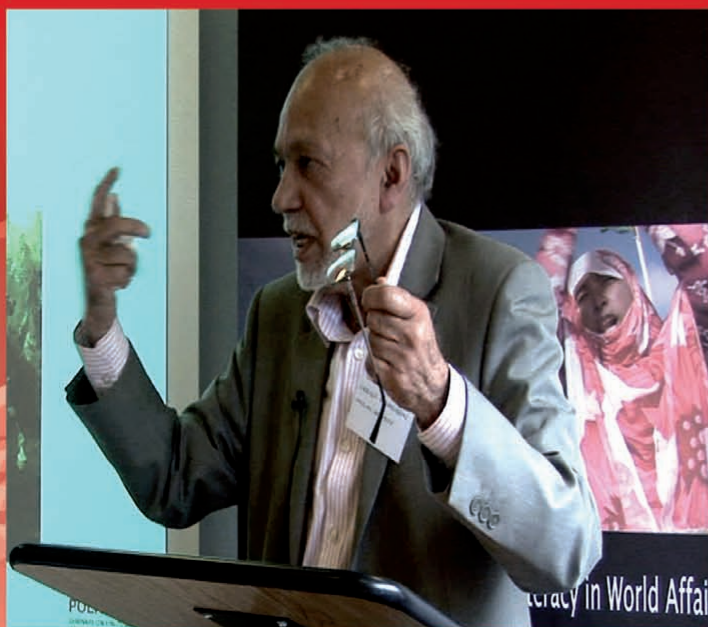
September. Defining political religion as 'that form of religion that seeks power', our acclaimed experts – Richard McCallum, Dr Sean Oliver-Dee, Dr

Ghayasuddin Siddiqui, Tom Holland, Dr Philip Lewis and Dr Jenny Taylor – guided participants through the history and context of some of the current

dilemmas of British multiculturalism, and used Muslim sources to highlight the religious supremacism of some dimensions of Islam. Lapido Media's new

Advisory Council chairman, Ziya Meral, said: 'There is a general ignorance about religious belief and how it influences world affairs. Wholly Political

seminars aim to provide an overview of the complexity of the issue confronting the world today to opinion and policy makers, and media commentators.'



## MISSED IT THE FIRST TIME?

We're running Wholly Political: Political Islam again on 26 January 2011. For more details visit: <http://bit.ly/clsrls>

Former radical and Maududi disciple, Dr Ghayasuddin Siddiqui, founder of the UK's Muslim Institute, telling his story at the launch of Wholly Political

'Dr. Siddiqui's talk was an amazing living history'  
'Far beyond my expectations – inspiring'  
'Very helpful to gain more understanding'  
'An excellent start'

# PUBLICATIONS

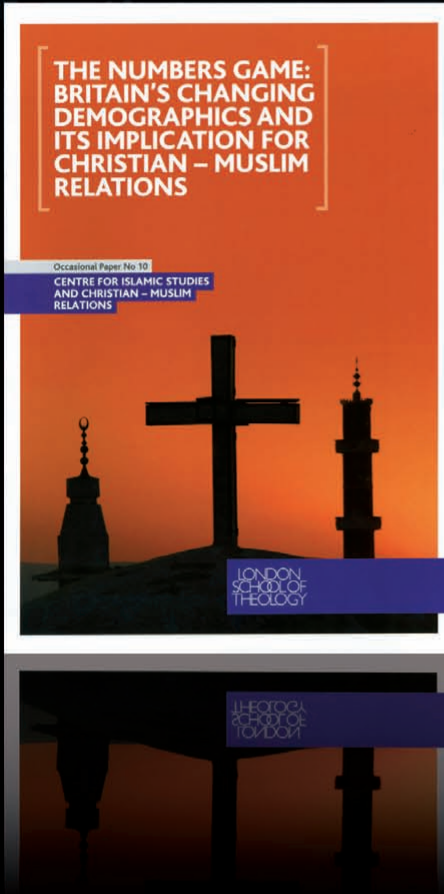
## The Numbers Game

THE GUARDIAN covered Jenny Taylor's presentation 'Reforming the Politics of Nowhere' at the Centre for Islamic Studies' One Day Conference in Northwood, The Numbers Game. The topic was immigration and its impact on Christian-Muslim relations in the UK. As a result, Taylor was invited to write three more pieces for the Guardian's Comment Is Free.



Read more at:  
[www.guardian.co.uk](http://www.guardian.co.uk)

(L-R) BEN WHITE, DR JOHN AZUMAH, DR MICHAEL NAZIR-ALI, DR JENNY TAYLOR AND DR JABAL BUABEN  
(PHOTO: LONDON SCHOOL OF THEOLOGY)



## Lapido Media goes digital



As the media industry changes beyond recognition we are looking at new ways to reach a wider audience and grow our reputation as a trusted source of information about political religion. We now have a Facebook page – and our website will include opportunities to share our content via other social media services such as LinkedIn, Twitter, Delicious and Reddit. Just press the relevant button!



## YOUR CONTRIBUTION

Our unique approach to the needs of our time is catching the imagination of key decision makers and the media. Our website alone is attracting around 30,000 hits every month – and that will increase with the use of social media. With your help we are helping the media get religion.

Click on the link below to visit our support page

[www.lapidomedia.com/support-us](http://www.lapidomedia.com/support-us)

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