

## PRESS RELEASE

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### **Same But Different Raising Respect for Everyone in Herefordshire**

The Rural Media Company are launching a new awareness-raising project about diversity and equality in our rural county, called 'Same But Different'. They will explore attitudes to 'difference' through film-making and on-line storytelling, with individuals and groups who have been at the sharp end of ignorance or prejudice, whether it be because of their age, disability, race, faith, gender or sexual orientation.

The Rural Media Company, based in Hereford, has been funded by the Equality and Human Rights Commission and is working closely with the Diversity Team at Herefordshire Council to disseminate the messages.

The project aims to bust myths, reveal some surprising truths and demonstrate what a fairer county might look like. By turns challenging, informative and inspirational, the final films will be used to spread the word among the public, voluntary and community sector about how to improve accessibility and openness to all members of society.

A forum on rural diversity will be held at the Borderlines Film Festival, in Spring 2011 to showcase the films and the county's migration and integration initiatives.

If you have a story to tell or are interested in the project or using the resulting films, please contact **Vey Straker** on **01432 344039**, or e-mail [veys@ruralmedia.co.uk](mailto:veys@ruralmedia.co.uk).

[www.ruralmedia.co.uk/same-but-different](http://www.ruralmedia.co.uk/same-but-different)

[www.samebutdifferent.org.uk](http://www.samebutdifferent.org.uk)

**Release ends**

## **Note to Editors**

**The Rural Media Company** [www.ruralmedia.co.uk](http://www.ruralmedia.co.uk)

The Rural Media Company is an award winning charity that uses film, photography, journalism, graphic design and the Internet to produce high-impact moving image and new media work.

**The Equality and Human Rights Commission** is funding 'Same But Different', through their Strategic Funding 'Good Relations' programme which aims to combine not only the reduction of prejudice and segregation, but also the establishment of positive, supportive engagement between groups and individuals where previously this did not exist. [www.equalityhumanrights.com](http://www.equalityhumanrights.com)

**Herefordshire Council's Corporate Diversity Team** work to:

- Support individuals who have suffered disadvantage, harassment, discrimination or bullying.
- Develop strategies for the Council eg Comprehensive Equality Policy, Race Equality Scheme and Disability Equality Scheme. Ensure that the commitments made in these documents are in place across the whole organisation.
- Raise standards within the Council on equality
- Raise awareness and promoting equality by running regular sessions for Council staff and other organisations on equality and diversity. The team also organises occasional community events.

[http://www.herefordshire.gov.uk/social\\_issues/diversity/23766.asp](http://www.herefordshire.gov.uk/social_issues/diversity/23766.asp)

**Same But Different's Steering Group** is made up a wide range of organisations from the voluntary sector (including Here4women, Hereford Diocese, Hereford Macular Disease group, Aspire, People's Advocacy, Disability Forum, Herefordshire Voluntary Action, Community First, Enviroability, Herefordshire Multi-Faith Development Group, Services for Independent Living) and the public sector (including Herefordshire Council's Community Regeneration team, Children's Services, Leisure and Sport team, Cultural services, Adult Social Services, Community Safety; Herefordshire PCT, Herefordshire Housing) as well as some individual service users.

## **Borderlines Film Festival**

Britain's biggest rural film festival, Borderlines has been going from strength to strength since its launch in 2003. This year it encompassed a remarkable 40 venues in Herefordshire and Shropshire with nearly 200 screenings/events over 17 days.

<http://www.borderlinesfilmfestival.co.uk>