**Media association initiated by NWU professor takes off**

International Association for Minority Language Media Research (IAMLMR) initiated by Professor Abiodun Salawu, Director of the Indigenous Language Media in Africa (ILMA) Research Entity had its inaugural meeting at the University of Edinburgh in Scotland, United Kingdom last week.

Prof. Salawu proposed the idea of establishing an association to serve as a platform for researchers working in minority/indigenous/ethnic media and the likes for the purpose of networking, sharing ideas and collaboration.

The inaugural meeting took place as a sideline of the just concluded conference tagged ‘Crowded out or limitless horizons? Minority language media in the digital age’. The conference which took place at the University of Edinburgh was put together by the Basque Institute Etxepare and the University of Edinburgh. It held from October 16 to 17.

The meeting agreed on the need to mark the field in a positive and pragmatic way, one that would be light in administrative load but substantial in terms of impact and contribution to further developing a field of study.

The gathering recognised that although the field has grown in Europe, it is still a marginalised discipline and cannot command high levels of funding that are required for more intense international exchange including global travel to attend conferences, exchange projects, comparative field work etc.

However, despite this and other adverse conditions, researchers present at the meeting decided to take a collective step of establishing an international association for the research on minority language media as positive action to connect researchers of minority/indigenous/ethnic language media in all parts of the world.

The association plans to have its first conference as part of the 18th International Conference on Minority Languages which will take place in Bilbao, Basque Country/Spain in March 2021.