



## Press Release

May 29, 2019, Tbilisi

New media initiative for cooperation between journalists from Western Europe and the countries of the Eastern Partnership:

### **ADAMI Media Prize Launches New Program - ADAMI TANDEM**

In cooperation with four European public broadcasters, the ADAMI Media Prize for Cultural Diversity in Eastern Europe has launched a new media program, **ADAMI TANDEM**. This initiative is for television stations and TV journalists in **Armenia, Azerbaijan, Georgia, Moldova, Ukraine and Belarus** who report on issues of **ethnic, religious or cultural diversity** in the region.

ADAMI TANDEM offers Eastern Partnership broadcasters the opportunity to network with EU broadcasters to produce content that transcends borders. Journalists from the six countries are encouraged to submit television proposals up to four minutes in length for production in summer, 2019. An international selection committee composed of ADAMI and European TV station editors will select proposals best suited to the thematic content of our four broadcast partners: **ZDF's "Mittagsmagazin"**, **SWR's "Europamagazin"**, **the German-French cultural channel ARTE's daily TV magazine show "ARTE Journal"**, and **Deutsche Welle's program "Focus on Europe"**.

Journalists from each of these four television programs will form "tandems" with winning submissions from the Eastern Partnership countries. Each "tandem" will jointly produce the broadcast piece, which will be aired on both participating stations.

The ADAMI TANDEM official launch took place on **Friday, 24 May**, in the **Georgian Parliament's Rustaveli Hall** as part of the Georgian Ministry of Education, Science, Culture and Sport project "Europe, Georgia". **Mariam Jashi**, Chairperson of the Parliamentary Committee on Education, Science and Culture, and **Tamar Khulordava**, Chairperson of the Parliamentary Committee on European Integration, emphasized the importance of the ADAMI Media Prize initiatives for Georgia and the region as a catalyst to increase media cooperation between Eastern Partnership countries and the EU.

- 1 -

German Ambassador to Georgia **Hubert Knirsch** underscored the pioneering work of the ADAMI Media Prize, financed by Germany's Federal Foreign Office together with ProCredit Holding for the last four years; Ambassador Knirsch thanked the Georgian Ministry of Culture for its newly added financial support. **Mikheil Giorgadze**, First Deputy Minister of Education, Science, Culture and Sport, highlighted how initiatives such as ADAMI TANDEM expand the horizons of journalists and filmmakers, providing them with opportunities to hone their professional skills.

The ADAMI TANDEM project was presented to the audience by **Stefan Tolz**, ADAMI Media Prize Program Director, and **Christian Trippe**, Head of the Department of Security Policy and Society of Deutsche Welle. Trippe emphasized that "Focus on Europe" is currently broadcasted in 16 languages, offering worldwide exposure for ADAMI TANDEM participants.

The event concluded with a screening of recent ADAMI Media Prize participating films from Georgia.

**ADAMI TANDEM** is organized in close cooperation with the support program for the Eastern Partnership countries of the **European Broadcasting Union (EBU)**.

To submit project proposals for ADAMI TANDEM, journalists should use the following link:  
<https://www.adamimediaprize.eu/adami-tandem>

**The deadline for submissions is June 24, 2019.** The authors and broadcasters of the selected entries will be notified by July 5, 2019.

### **Photos:**

**Photo.1 Stefan Tolz**, Programme Director of the ADAMI Media Prize during the announcement of the ADAMI TANDEM Initiative in the Georgian Parliament on May 24.

**Photo 2 Mariam Jashi**, Chairwoman of the Parliamentary Committee on Education, Science and Culture during her welcome speech in the Georgian Parliament on 24 May.

**Foto.3 Hubert Knirsch**, Ambassador of the Federal Republic of Germany in Georgia during his welcome speech in the Georgian Parliament on 24 May.

**Foto.4** Guests from politics, culture and the media follow the launch of the ADAMI TANDEM program in Shota Rustaveli Hall of the Georgian Parliament.

**Foto.5** International guests follow the launch of the ADAMI TANDEM Initiative in the Georgian Parliament on 24 May, 2019.