

Press-Release

ADAMI DIALOGUE Conference concludes in Dresden

Knowledge Exchange for Media Professionals between EU and Eastern Partnership Countries

ADAMI DIALOGUE took place in Dresden 30 September – 1 October at the MDR Landesfunkhaus Sachsen. TV and media professionals from the EU and EaP countries took the opportunity to meet and discuss programming on minority and cultural diversity issues in their media organizations.

This year, ADAMI gathered editors, producers and broadcast media experts to share their strategies and experiences on programming cultural diversity topics for a two-day conference in Dresden.

Although diversity and migration discussions in the EU may differ from those in the Eastern Partnership countries, media coverage of sensitive issues often faces similar challenges. The Dresden conference offered participants the chance to learn about different media approaches to dealing with cultural diversity and to get inspired.

A total of 24 representatives from TV broadcasting and other media organisations participated; these included 13 from the EaP countries Ukraine, Moldova, Azerbaijan, Armenia and Georgia, as well as 11 representatives from Germany, Austria, Italy, Slovenia, Serbia, Scotland and Belgium.

ADAMI DIALOGUE participants took time during the two-day conference to engage in individual meetings, to deepen their knowledge and to initiate collaboration between the broadcasters.

The conference was organized in cooperation with the partnership programme of the European Broadcasting Union (EBU) in Geneva and with MDR as hosting broadcaster in Germany. The conference was co-financed by the Eastern Partnership Initiative of the European Commission, Brussels.

Contact:

Philomena Grassl

Communications and International Relations

philo.grassl@adamimediaprize.eu

Tbilisi, Georgia

