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06 July 2020

## **ADAMI FOCUS**

### **Online Talk with Public Broadcasters**

**Tuesday, 7 July 2020 14.00 (CEST)**

**Where are we Heading? Current Broadcasting Trends on Cultural Diversity**

**Moderated by**

**Radka Betcheva**, EBU Head of Member Relations for Eastern Europe  
and **Stefan Tolz**, ADAMI Media Prize Programme Director

One Week before the final application deadline for this year's ADAMI Media Prize competition, this special edition of ADAMI FOCUS will take a look at the main public broadcasters in our region - we want to hear about their latest programming and ideas for the future.

After last week's insightful talk with Svetlana Alexievich, moderated by Yuri Marakov (Editor in Chief of the National Public Broadcaster of Ukraine) on courage in the media, on Tuesday, July 7th, chief executives of five public broadcasters will discuss their programming on cultural diversity topics. Radka Betcheva and ADAMI Media Prize Programme Director Stefan Tolz will moderate.

What role has cultural diversity played in TV series, documentary films, news formats and online offerings in the last year? What submissions can we expect to see for the ADAMI Media Prize

2020? What strategies do broadcasters have to improve awareness on cultural diversity among their audiences? These are questions of interest to everyone observing or working in media in the Eastern Partnership countries.

**To receive an invitation to this exclusive online event, please register using the following link:**

**<https://form.jotform.com/RegistrationADAMI/ADAMI-Focus-4>**

**The deadline for registration is Tuesday, 7 July at 13.00 (CEST).**

The event will be held in English, with Russian simultaneous translation. Participants will have the chance to ask questions during the event.

The **ADAMI Media Prize for Cultural Diversity in Eastern Europe** is the biggest showcase of topics on national and ethnic minorities and migration in the Eastern Partnership region. Since 2015 more than 600 productions from Belarus, Ukraine, Moldova, Georgia, Armenia and Azerbaijan have participated in this event, which is co-financed by the Federal Foreign Office (Germany) and the Eastern Partnership Programme of the European Commission. This year's award ceremony in Georgia's capital Tbilisi is held under the patronage of the Secretary General of the Council of Europe, Ms Marija Pejčinović Burić, and the OSCE Representative on Freedom of the Media, Mr Harlem Desir.

**Deadline approaching:** Programs, Broadcasts, Films, Websites which have been published since October 2, 2018 in the Eastern Partnership countries can apply only until **July 15th** to get nominated for the **ADAMI Media Prize 2020!**

**Contact / Press Photos / Material:**

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ADAMI Award Ceremonies are held under the auspices of the Secretary General of the Council of Europe, Ms Marija Pejčinović Burić, and under the patronage of the OSCE Representative on Freedom of the Media:

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