

Seminar on the Portrayal of Roma in the Media

8 October 2024

Astoria Grand Hotel, Sofia Center,
boulevard "General Eduard I. Totleben" 8, 1606 Sofia,
Bulgaria

Hybrid format

09.00-17.00	
09.00-09.15	Welcome and registration of the participants
Session 1: The reality on the ground	
09.15-09.30	Introduction Caroline Helene Martin , EU/CoE JP EQUIROM Project Manager EC representative
09.30-10.00	Presentation of the studies' results (national focus) Dilyana Giteva Case studies: one in TV + one in press
10.00 – 10.30	EQUIROM Campaign in Bulgaria Information on the EQUIROM campaign on antigypsyism and discrimination against Roma and concrete initiatives for achievement of the objectives of the campaign Teodora Krumova
10.30-11.00	Coffee break

DRAFT AGENDA

11.00 – 12.00	Discussion: How to combat racial and ethnic stereotypes in the media Facilitators: Maria Milkova and Maria Cheresheva Recommendations to journalists How to raise awareness of a maximum of people and implement these recommendations?
12.00 – 13.00	Discussion: How to efficiently identify and react to racial and ethnic stereotypes, instances of hate speech against Roma Facilitators: Maria Milkova and Maria Cheresheva Recommendations to other professions: public sector, anti-discrimination agencies, media regulatory bodies How to raise awareness of a maximum of people and implement these recommendations?
13.00 - 14.00	Lunch break
Session 2: Exchange of good practices	
14.00 – 15.00	Floor to the participants (public authorities, NGOs, schools of journalism): What are the initiatives/projects being currently implemented Facilitators: Maria Milkova and Maria Cheresheva
15.00 – 16.00	EQUIROM activities: HELP Course module adaptation to journalists in different languages Dilyana Giteva Journalism Awards 2024 Caroline Helene Martin
16.00-16.30	Roundtable discussion: What are the next possible steps and actions at national level? Live: drafting national recommendations for journalists Facilitators: Maria Milkova and Maria Cheresheva
16.30-17.00	Conclusions and closing of the seminar