
THE "DECADE OF ROMA INCLUSION" ON THE MEDIA AGENDA

Project Objectives

- Development of new strategies for interaction with the media in the context of the "Decade of Roma Inclusion";
- Conduct of monitoring the Roma issues' presence in the electronic media and the adherence to the professional standards upon reflecting Roma community issues.

Project Implementation Tools

- Monitoring of majority media;
- Juxtaposition of the conduct of regional press and of central press upon reflecting Roma community issues;
- Interviews with opinion leaders – majority representatives;
- Analysis and discussions within the journalistic community and the mass media;
- Forming of a Roma Inclusion Group of distinguished journalists in view of development and implementation of a media "pattern of Roma inclusion".

Project Status

In progress

Funding

Open Society Institute - Sofia

Experts and Partners

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