



Media in Europe for Diversity Inclusiveness

EUROPEAN EXCHANGES OF MEDIA PRACTICES (EEMPS)

EEMPS

OUTPUT SUMMARY

Pair n° (for CoE only):

Date of application:

1. **Exchange Title:**

1. **Exchange Partners:**

	Partner 1	Partner 2
Name and Surname	Marina Lalovic	
Job title	journalist	
Organisation / Media	Radio3	

2. **Brief summary of the Exchange Output** (100 words max, in English or French)

Tradition is one of the main signs of the Italian city of Matera.

Immersed in a beautiful historical centre of "Sassi", when you visit this city, you have an impression that you are stacked in time. One of the most important things of the city of Matera and of the old historical center is to maintain the origins and not to let the traditional values disappear. I chose to talk about diversity inclusiveness of the city through two persons who are working on a daily basis on maintaining the diversity of Matera through its traditions: Giuseppe, artisan and Priest Mimmì.

While Priest Mimmì is concerned about maintaining Matera's traditions, Giuseppe is a symbol of a young person who decided to come back to Matera to invest his work in his own land. So he is making the famous cucù (a kind of a traditional instrument) of Matera in order to maintain the roots of his city. Cucù today became a souvenir but it is a key symbol of the old city's values useful also for the tourists to get to know better the city of Matera.

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3. Please describe how your output was disseminated. Give detailed information on the public targeted, size and its profile and also on the means of dissemination (journalism school, public tv or radio, private tv or radio, online, print, journalists' organisations...). (*max. 100 words / 760 characters*)

Materadio, festival of the Italian public broadcaster Radio Rai 3, in the city of Matera. And it will be broadcast on Radio 3.

4. Please add the biography of the two partners.
 - a. Biography of Partner 1 (*max. 100 words / 760 characters*)

RAI - Radiotelevisione Italiana is Italy's national public broadcasting company. Radio3 is an Italian radio channel operated by the state-owned public-broadcasting organization RAI, specialized in culture and classical music.

Marina Lalovic is a Serbian journalist from Belgrade. She is currently living in Rome where she graduated from the University "La Sapienza" in Journalism and Publishing. She worked as a journalist for BABEL TV (SKY channel 141) as well as correspondent from Rome for a Serbian daily "Politika" and also for the radio-television B92 as well for PINK International

Company. She is also a Host-Moderator at Rai-Radio3Mondo, a radio show focused on a news from around the world, international press review, stories, interviews and on-the-spot reporting including highlights. In 2009 she also cooperated with Associated Press Television News bureau in Rome. She has been working also as an advertising producer since 2005: responsible for managing all aspects of major advertising campaigns.

b. Biography Partner 2 (*max. 100 words / 760 characters*)

Please return this sheet electronically to mediane@coe.int.

We remind you that this summary is mandatory and is part of the 3 files that exchange partners have to send back in order to finalise their exchange and to be reimbursed.