



EEMPS

**OUTPUT
SUMMARY**

MEDIANE

Media in Europe for Diversity Inclusiveness

EUROPEAN EXCHANGES OF MEDIA PRACTICES

Pair: **COE 33**

ROMA MINORITY MEDIA IN ROMANIA AND FINLAND

1. Exchange Partners

| | Partner 1 | Partner 2 |
|----------------------|-----------------------|--|
| Name and Surname | Aija SALOVAARA | Vlad ODOBESCU |
| Job title | <i>Freelance</i> | <i>Freelance</i> |
| Organisation / Media | TV and print | <i>Romanian Centre for Investigative Journalism</i> |

2. Summary

In our exchange we decided to focus on media produced by Roma in both Romania and Finland. In Romania we encountered a problem, since the Roma magazine produced by Roma people appeared to have shut down. We interviewed the editor-in chief of a newspaper, EVZ, on his ideas on how the Roma are perceived by the mainstream media. The image of Roma by the media in Romania, according to him, is not positive. Roma are written about when they commit crimes and the same stereotypes are being confirmed over and over again. We also talked to a journalist of EVZ, a Roma himself. This journalist, George Lacatus, has also founded a Roma journalist's association in the country and is the president of it. Unfortunately due to lack of funding the association is not very active and Mr Lacatus turned out to be totally unreachable after our first, brief meeting in the redaction of the paper. In internet no information on the association could be found. As a journalist of the newspaper Mr Lacatus said he does report on Roma issues as well and supposedly he possesses of better understanding of the culture than a journalist with a mainstream background. In Finland we interviewed the editors, Satu Bromerus and Marita Korp, of the Finnish Roma magazine, Latso Diives. We also talked about their ideas on how the Finnish mainstream media portrays the Roma. The ladies emphasised the fact that the image of Roma in Finnish media is relatively positive. There is not much writing about the Roma, though and it concentrates on a very narrow selection of subjects. The magazine Latso Diives is funded by the Ministry of Education and has a circulation of 2000 copies, published 2-3 times a year. Around 400 copies are sent abroad as well, but since it is published in Finnish, they are migrated Finns. The magazine is not visible in mainstream public but is sent to some government office

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3. Dissemination of the Output

Aija will write about the Romanian Roma journalists association to the Finnish Reporters without Borders platform and has agreed on that with the editor of the platform. Response from the president of the Romanian Roma journalists is yet to be received and communication has not been successful so far. Further platforms to publish our report will be examined. Our idea is to send it to the journalist's association in Finland and to journalism schools as well. Vlad will write about the perception of Roma immigrants in the Finnish media. This experience will be used in the seminars held by the Romanian Centre for Investigative Journalism in the next years, as Romania is a country with a high level of discrimination against Roma, visible in media.

4. Biographies of the authors

Aija SALOVAARA - Finland

Freelance

Aija is a freelance journalist with an academic background on communications, film and art studies (Master of Arts, University of Bologna, Italy, 2001-2006). She has been working in TV productions in both the National Broadcasting Company of Finland (YLE) for a couple of years and in several private TV production companies since 2006 until today. She first started her TV career as a production assistant and intern, apprentice journalist. Today she works as a journalist and scriptwriter. She has been writing for print media since 2008. She focuses on human interest stories and on human rights related issues in both Finland and abroad. She has written stories from several countries, such as Argentina, Kenya, Zambia, Malaysia and Vietnam. She has also worked as a storytelling trainer in workshops aimed for street and slum children in both Argentina and Kenya. Apart from University of Bologna, Aija has studied in Aalto University in Helsinki (updating training for TV and film making professionals in 2009) and has acquired a title of Senior Manager of Cultural Exports (Aalto University, 2009-2011). Aija is currently working on her first novel, which will combine both fiction and non-fiction writing. The novel is related to the street children in Kenya.

Vlad ODOBESCU - Romania

Freelance

Romanian Centre for Investigative Journalism

Vlad Odobescu is a freelance features writer, recently converted to investigative journalism. For five years, until mid-2011, he was special correspondent for one of the main Romanian newspapers, „Evenimentul zilei”. During his work as a correspondent there, Vlad covered mainly social subjects usually labeled as marginal by mainstream media. For one of his stories, he was awarded for the best feature writing in 2011 by the Romanian Press Club. In January 2012, he won „European Reporter 2011”, competition organized by The Representation of the European Commission and the European Parliament Information Office in Romania, for another story published in "Evenimentul zilei". In December 2011, he became a member of The Romanian Centre for Investigative Journalism. After a nine months experience as an editor for the Romanian portal of Yahoo! News Romania, he started a freelance career. His stories were published by media outlets such as USA Today, Bloomberg BNA or Dilema Veche. Between January and March 2013, Vlad worked as a reporter-in-residence with The New England Centre for Investigative Reporting (NECIR) in Boston. In 2013, Vlad was a fellow at the Balkan Fellowship for Journalistic Excellence, awarded by The Balkan Investigative Reporting Network (BIRN), and he won the first prize of the competition.