



Launch of ADAMI Media Prize

On 9th of September in the press hall of the hotel "Vozdvizhensky" the launch of ADAMI Media Prize took place.

The speakers of the launch were:

- **Matthias Conrad**, Press Officer at German Embassy in Kyiv
- **Stephen Rogers**, Deputy Chief, International Organization for Migration, Mission in Ukraine
- **Stefan Tolz**, Programme Director ADAMI Media Prize
- **Jamala**, Ukrainian - Crimean-Tatar singer
- **Andrii Kulakov**, Programme Director Internews Ukraine
- **Zurab Alasania**, NTU Director General

At the beginning, Matthias Conrad said few welcome words in Ukrainian and continued in German. He said, that the culture diversity is a strong part of Ukrainian nation, every day Ukrainians show their tolerance. This Media Prize is very important, because media are not just informing, it's always a very strong active power. That's why German Embassy supports (not only financially) the development of Ukrainian Public Television.

Stephen Rodgers mentioned introduced International Organization of Migration, mission of which is present in Ukraine since 2007. He said that migration is a challenge of our age to the whole world. The problem which we see now - the waves of refugees, migrations are coming to Europe and this problem should be solved by

all of us together. IOM and UN High Commissioner Mission for Refugees in Ukraine are working on the campaign "Diversity" for helping people in need.

Stephen Tolz explained the rules of Competition, mentioned all categories and deadlines. He said how important this Prize is for young journalists, cinematographers, who can apply with their short videos and get better known, because the main prize, in his opinion, is that their works will be known in all six countries participating in the competition.

Jamala, as a symbol of ADAMI Media Prize, said how honoured she is to be a part of this Prize. She said that she is an example of multicultural diversity - she was born in Kyrgyzstan, but her Motherland is Ukraine. Her sister got married to Turkish man - so her nieces are Turkish. And she is happy to promote Prize for cultural diversity because it's very important for all countries - be multicultural.

Andrii Kulakov as a moderator of the launch said that he is very glad to present the Prize in Ukraine and hopes that in 10 years they will celebrate 10th ADAMI Media Prize Competition in Kyiv. Also he said that all applicants will send their works to Internews office, where they will be checked and sent to Jury.

Zurab Alasania said that there are living representatives of 130 nationalities in Ukraine and during the last year and a half this topic is very relevant for NTU as a broadcaster that becomes public there was no doubt to be a partner of the prize. Multiculturalism - one of the basic social values. Recently Ukrainian media have shown that they can do as "terror" and "miracle". He hopes that this award - it's a miracle.