

Reporting Europe

Best practices from Romania

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The Romanian Television Society

- A variety of national channels: TVR 1, TVR 2, TVR 3, TVR Cultural, TVR Info, TVR International, TVR Moldova
- 5 regional studios

TVR  CLUJ 1972 – 1985 / 1989 - present

TVR  CRAIOVA

TVR  TG. MUREȘ

TVR  IAȘI

TVR  TIMIȘOARA



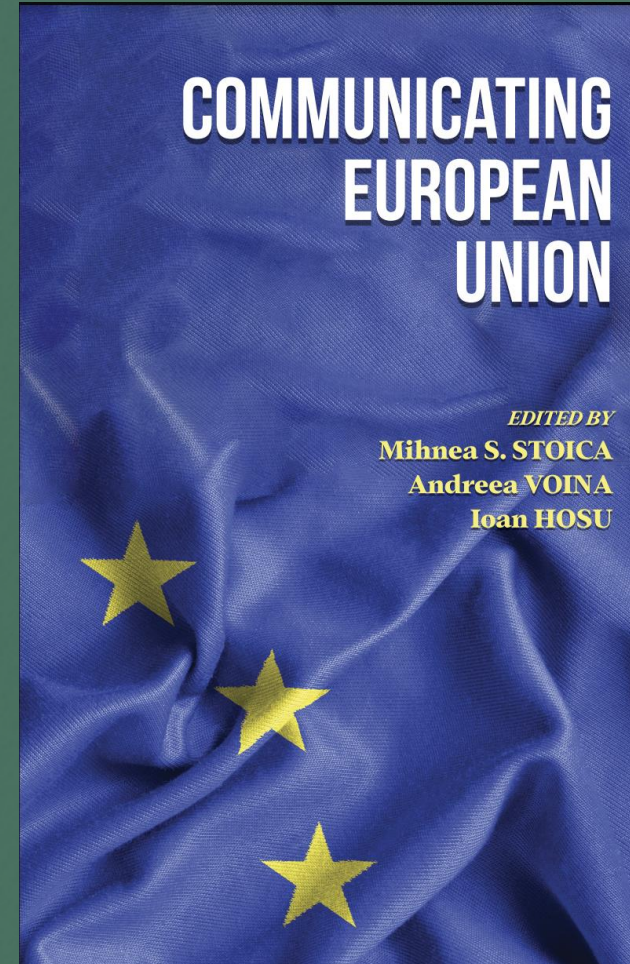
Acasă în Europa / At Home in Europe

- Talk-show (1 – 1 / 1— 2 / online)
- Major topics on the European agenda, with local/national/EU guests
- A variety of perspectives, with arguments



Communicating EU - challenges

- Institutional Complexity
- Technical Language
 - Anti-elite sentiment
- National vs. EU Identity
 - Rise of Euro-skepticism
 - Rise of populism
- Cultural Sensitivities
- Spread of Fake News



Science + TV = Love

Interacting with viewers via online platforms

- Hybridisation
- Gamification through **political compasses**
 - Platforms that provide citizens with information, but in a personalized manner
 - Increase the knowledge of citizens about political/social/economic issues
 - Vote(r)/(ing) Advice Applications
- The rise of **euroscepticism** in Romania



EU-RO *metru*



Fă-ți testul de compatibilitate cu Uniunea Europeană

Începe



Four typologies of European identity



Strongly Pro-european



Moderate Pro-european



Euro-neutral



Euroskeptic

EU-RO metru

PRO EUROPEAN

PRO EUROPEAN CONVINS

38.40%



45.73%



EURO NEUTRU

11.63%



EURO SCEPTIC

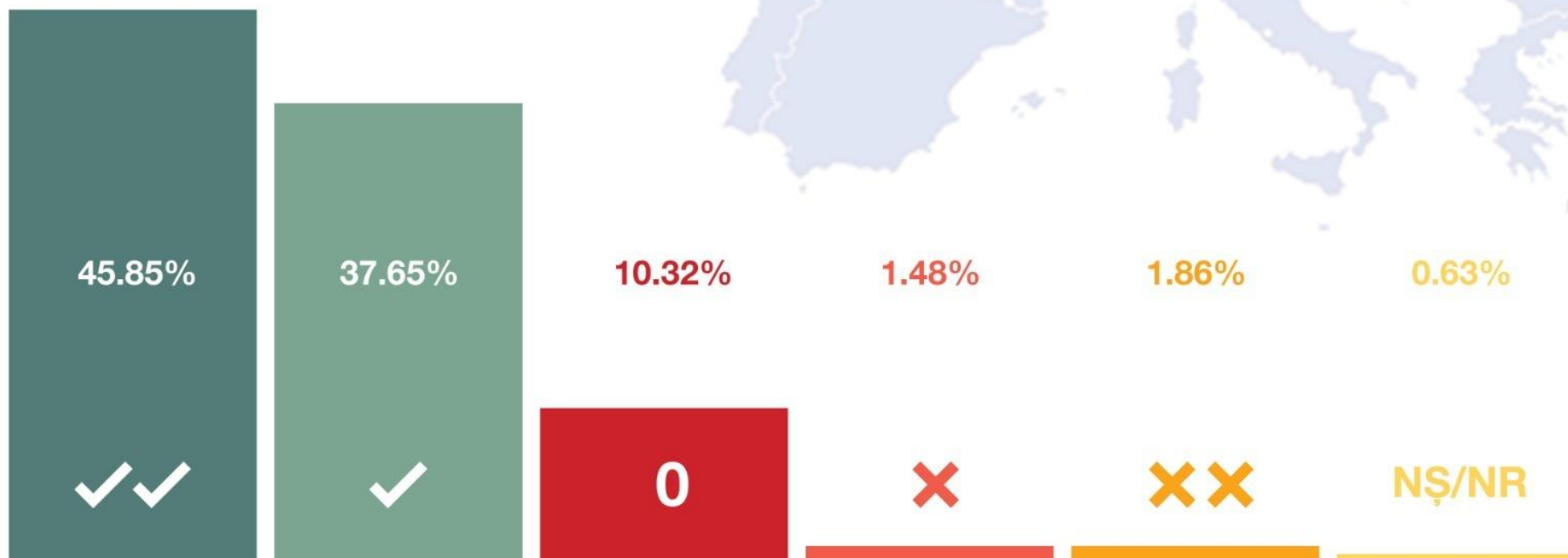
4.23%



EU-RO metru



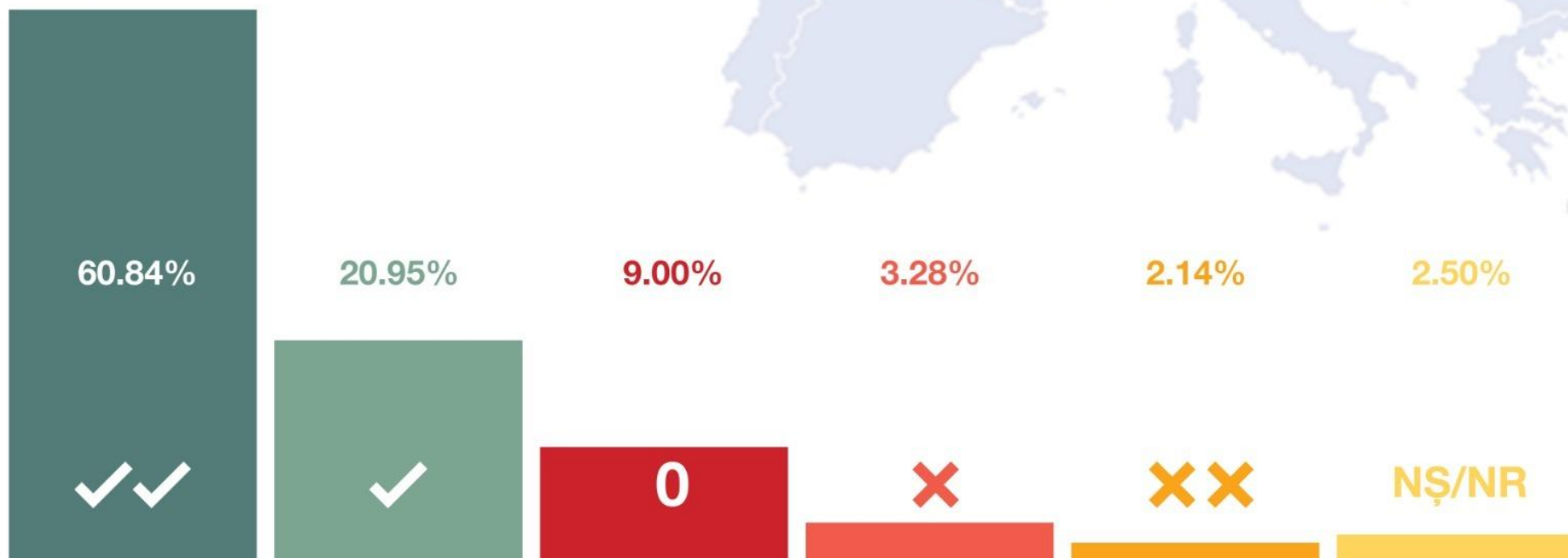
UE și Statele Membre ar trebui să acorde refugiaților din Ucraina sprijin pentru integrare, locuri de muncă și educație.



EU-RO metru



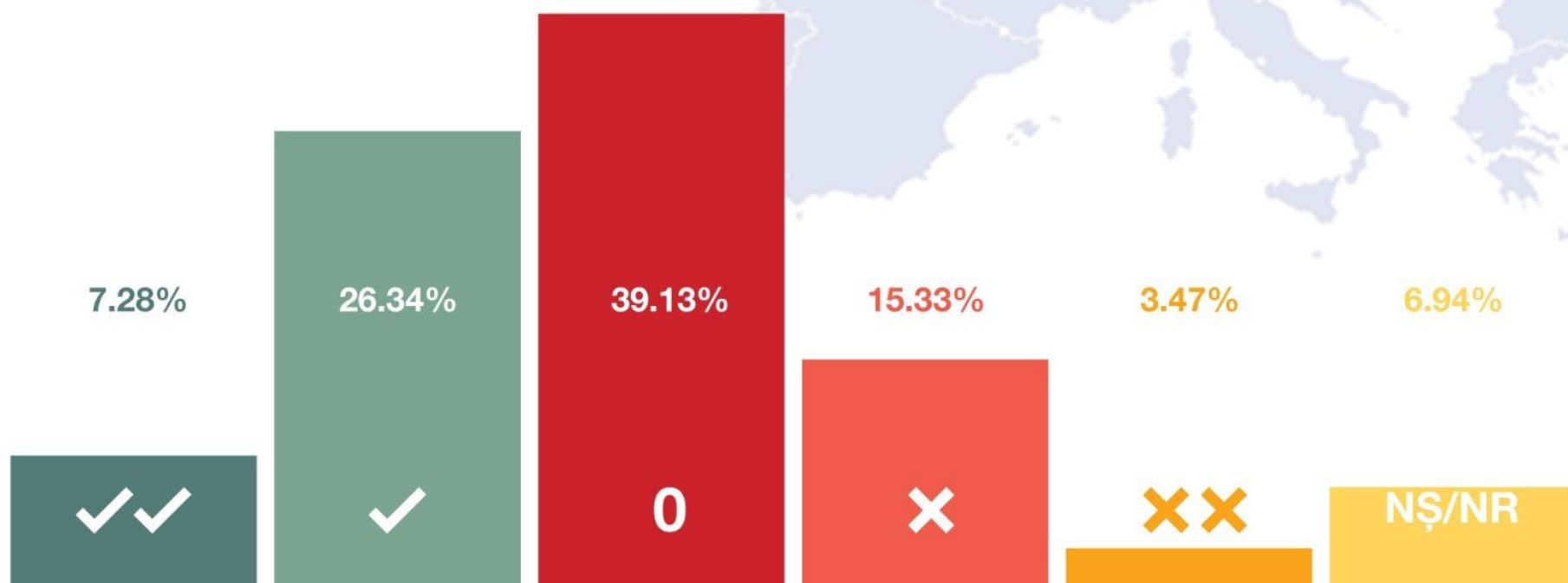
Uniunea Europeană a procedat corect aplicând
sanțiuni economice Federației Ruse.



EU-RO metru



Uniunea Europeană a luat suficiente măsuri pentru a întări siguranța utilizatorilor de internet.





TRUMP-*metru*

**Compară opiniile tale
cu cele ale lui Trump și Biden**



EU VOTE

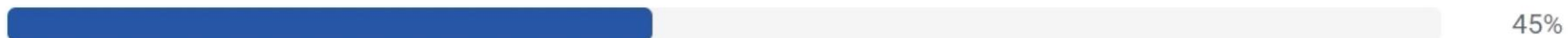
==== 2024 =====

Your Voice, Your Europe, Your Vote.

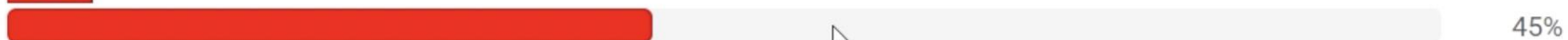
Start 

Cum te asemeni cu grupurile politice europene?

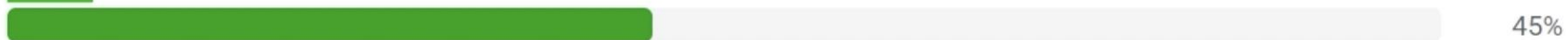
European People's Party (EPP)



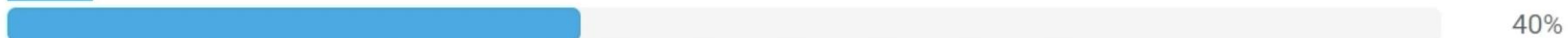
Alliance of Socialists and Democrats (S&D)



Greens/European Free Alliance



Renew Europe





Busola electorală 2024 - alegerile prezidențiale

Află cât de compatibil(ă) ești cu fiecare candidat(ă)!

Start!