

BALKAN MEETING OF MEDIA REGULATORS

MEGRA: WE'RE TALKING SPECIFICALLY ABOUT MEDIA LITERACY



WHAT HAPPENED?

- Commercial vs public media
- Social networks as media
- Polarization of opinions, polarization of the media
- Principles became a badge



HOW DID WE START?

- BNT - the first Bulgarian television with podcasts
- Why MeGra?
- We draw from the experience of journalists from the newsroom with the highest public trust
- We don't open the door, we give a key



БНТ подкаст | Медийна грамотност

БЪЛГАРСКА
НАЦИОНАЛНА
ТЕЛЕВИЗИЯ



BULGARIAN
NATIONAL
TELEVISION



WE ARE FIGHTING FOR...

- MeGra is a conscious responsibility, not a marketing tool
- Useful for students, but not on academic way
- We speak intelligibly to reach more people
- A strong voice in the debate about the future of media



STEP FORWARD

- The second season of MeGra went beyond the limits of television
- Fake news or post-truth?
- Social networks and misinformation
- Information & Health
- Ethics in the media



WHAT DID WE LEARN?

- Fake news targets emotions
- Attention to information in an election campaign, for health and finances
- To be able to put the facts in context
- The critical eye
- The role of media brands



WHAT DID WE LEARN?

- More than one mind for social networks
- "False Identity" Department
- Scandalous! Shock! Bomb!
- There is always a middle way!



WORDS THAT STAY

Hear more!

Remember that life is not black and white!

I think this is a lesson. And this lesson is not only about the crisis, but about what kind of journalism we should do in the new age

Boyko Vassilev



WORDS THAT STAY

I think it's good for the public television not to think so much about ratings.

When certain standards are followed and there is a good assessment of important and unimportant - then you can't go wrong with quality.

Adelina Radeva



WORDS THAT STAY

There are no alternative facts.
There may be unknown facts.
It's our job to find those
facts not presented to us at
Casserole.

Надя Обретенова



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THANK YOU!

