

Press release 01-2017  
Berlin, 1 September 2017



*Changing Europe!*

14 - 20 October 2017, Berlin  
[www.prixeuropa.eu](http://www.prixeuropa.eu)

## **European media put to the test**

### **PRIX EUROPA 2017 in search of journalistic credibility**

Whom can we trust and – above all why? With news tickering in by the second, the globally networked media world is becoming more and more unfathomable. This makes orientation difficult for viewers, listeners, readers. Buzzwords like “fake news” and “alternative facts” create further uncertainty. How can journalists make sure their sources are reliable? How can the audience distinguish between invented and critically researched facts, between propaganda and information? These essential questions will be discussed by media-makers from the entire continent between 14 and 20 October at the 31<sup>st</sup> PRIX EUROPA in Berlin.

“Credibility needs reliable quality, journalistic competence needs to be continually checked and strengthened. This is where we see our duty as an influential European media competition”, says Susanne Hoffmann, Festival Director of PRIX EUROPA. “European broadcasters have to confront the growing distrust of the media pro-actively. It is their duty to create a common ground and to fend for the cultural diversity of our democratic societies.”

677 productions from 34 countries went into the first round for the distinction as Best European Television-, Radio- and Online Programme of the Year, 205 of them have taken the hurdle of pre-selection. The list of all nominations is published on the [festival homepage](#).

The winners of PRIX EUROPA 2017 will be awarded a bronze Taurus Trophy on 20 October at rbb in Berlin. In addition, the distinction European Journalist of the Year will be accorded for the first time. Candidates can still be proposed until 15 September. There will also be a special focus in the festival programme on the state of journalism in Turkey.

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Since 1987 PRIX EUROPA honours the best media productions of the continent. The festival differs from similar events through its open jury groups, open-ended debates and individual voting in the different categories. The festival takes place from 14 to 20 October in Berlin.

PRIX EUROPA is supported by an alliance of 19 European media organisations, as well as the European Commission and the European Broadcasting Union. Since 1997 rbb hosts the festival at Haus des Rundfunks in Berlin. The current President of PRIX EUROPA is Cecilia Benkö Lamborn, Director General of SVERIGES RADIO, Swedish public radio.

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Media professionals can register online, participation is free of charge, please book your hotel as early as possible.

<http://prixeuropa.eu/festival/personal-registration>

Press material and other information is available on

<http://prixeuropa.eu/press/materials-for-press-use>

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**Any questions about the press release?**

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