



**MEDIA &
CULTURE DAYS**
7th December 2021

Dear ABU Members and Colleagues,

We are pleased to invite you to a joint ABU and Radio Romania **Media & Culture Days** dialogue taking place on **7 December 2021**. Due to the ongoing travel restrictions the event will be held online. This year's dialogue aims to continue the very successful Media 2020 Conference series, which ran from 2015 to 2020 – now updating our vision for the decade ahead.

After the unprecedented challenges of the COVID-19 health crisis and subsequent difficulties at all levels of society, this year's conference places culture at the core of the debate, since culture defines our global identity, is part of our mission as public media and is an indelible heritage of every community's lasting values.

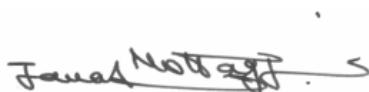
Public broadcasters have faced difficult times since the pandemic began, and culture has often been among the first programming areas sacrificed to meet other pressing demands. Because of this, the conference will discuss the role of the media in creating, promoting, and preserving culture and the arts in our changed times. Over three sessions, innovators from leading European and Asia-Pacific media organisations and alliances will join us to address some of the most urgent issues concerning media and culture.

You will see from attached conference program, there is something for everyone, ranging from the big issues of why culture and the arts are important, through an expert Superpanel reporting from the digital frontiers to some practical examples of programming initiatives that are proven to work.

Registration is now open at <https://www.abu.org.my/eventer/abu-media-and-culture-days-2021/>

We look forward to welcoming you to the new **Media & Culture Days!**

Yours sincerely,



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Dr Javad Mottaghi
Secretary-General
ABU



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Dr Dan Santa
Director, International Relations
Radio Romania