



LALOVIC Marina

BABEL TV

Journalist
Italy



BABEL TV - TUTTI I COLORI DELL'ITALIA – is launched on November 8, 2010. BABEL TV is the first European TV channel dedicated to "NEW ITALIANS", people of non-Italian origin living in Italy, broadcast on Sky Italia's pay-TV package, channel 141 (www.babel.tv). In 2011 Babel won Hotbird TV Awards for the best European satellite

television channel in the category Culture and Education. Babel is an entertainment/edutainment channel dedicated to opening "cultural windows" on the stories, traditions, cultures and faces of everyone that now calls Italy their home. Programming mixes original productions with TV series, and documentaries acquired from Babel's target countries and communities. Program scheduling combines Italian produced edutainment shows to the entertainment products purchased from the target regions. Italian productions include original docu-realities, cooking shows, updates on cultural events and international artists, local personalities and community leaders' interviews, stories of foreigners who have succeeded in Italy, and those of young foreigners involved in music, sports and the arts. - Acquired programming from the target countries includes TV series, music, food, travel, lifestyle, documentaries.

My name is Marina Lalovic and I am a Serbian journalist from Belgrade. I am currently living in Rome where I graduated from the University "La Sapienza" in Journalism and Publishing. I am working as a journalist for BABELTV (SKY channel 141) as well as correspondent from Rome for a Serbian daily "Politika" and also for the radiotelevision B92. I am also a Host-Moderator at Rai-Radio3Mondo, a radio show focused on a news from around the world, international press review, stories, interviews and on-the-spot reporting including highlights. In 2009 I also cooperated with Associated Press Television News bureau in Rome. I have been working also as an advertising producer since 2005: responsible for managing all aspects of major advertising campaigns. I would like to participate in this programme mainly because I am dealing with cultural diversity issues on a daily basis through BABEL TV which represents a TV channel completely dedicated to immigration issue in Italy.



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