



Editorial Policy

Medianordest group (Teleradio Diffusione Bassano s.r.l.) aims to deliver local information and news to the north-east area of Italy. We do not take our information from other media organizations and groups, but our news are crafted by our journalists, who strive to give the viewers the latest news which are relevant to the territory.

Our key principle is Concreteness when writing a news article. We employ Creativity in the video creation to convey our audience the best possible feeling of the news.

Our goal is to show to people the events and what is happening around them, by getting on the places of these events as quick as possible, in order to report news as soon as it happens. It is the case of floods, weather emergencies, major health issues as well as political events which are in the interests of our viewers.

With our News Shows, we want to put the spotlight on some particular matters involving local stories. By doing this, our journalists can do reportage on the daily lives of people who are into the most diverse situations. These stories allow people to have a view of how other citizens like them live - all with the promise to tell the truth and do not use press to influence opinions.

Our News Shows are delivered to various areas and types of people, in order to allow them to receive local information of their zone very precisely. Furthermore, we strive to create productions dedicated to specialized job sectors.

When delivering information about some specific topics, we strive to have expert people to talk about the matter during shows, in order to ensure that our viewers will have the best and more reliable source of information on a particular topic. It is the case, for example, of chief surgeons, university professors, city majors and public security administrators.

When dealing with politics, Medianordest has always kept a par-condicio stance, by giving equal time and space to the figures involved, while maintaining a neutral stance.

When dealing with matters which have a relevance on a national scale - but are linked to our area - we stay away from national agendas and their interests and instead work to provide detailed information which can be better understood on our particular territory.