

## PARTNER SEARCH FORM

Identification of the applicant	
Name of the organisation	Media Research Center
Registered address (street, city, country)	Djure Strugara 10, Nis, Serbia
Telephone / Fax	+381638241361
Website of the organisation	www.mic.org.rs
Name of the contact person	Slobodan Jovanovic
Email/Telephone of the contact person	mediarescenter@yahoo.com
	micniss@gmail.com
	+381638241361
Short presentation of your organization (key activities, experience)	<p>The Media Research Centre (MRC) is a non-profit organization promoting the role of the Media and Media Literacy in the transition to sustainable ways of living in a local community in Europe. Our overall objective is empowerment and networking of CSO associations to participate and improve capacity to objective informing the citizens in a local community, and protection and promotion of human rights. Specific objectives of our action are encouragement networking of CSOs to facilitate an exchange of knowledge and skills for objective informing; establishment of local community media and CSO broadcasting TV program – in included partner local community.</p> <p>We believe that the freedom of expression as a fundamental human right and a core pillar of good governance and the rule of law; only media that are genuinely independent politically, editorially and economically can duly fulfill their key role in a democratic society: to be a watchdog over governments and businesses and inform their audiences about all important aspects of life impartially, reflecting a variety of views.</p>

	<p>MRC successfully implemented several projects that seek to improve the quality of investigative reporting and encourage more effective and transparent reform processes in the rule of law area while making justice more available to citizens through investigative reporting articles, public advocacy campaign, and public debate.</p> <p>We are seeking for the partnership to strengthen freedom of expression and media freedom in South East Europe and promote media internal governance in a local community and foster media and information literacy (MIL) in the region.</p> <p>We were established 2010. We have 20 active members, 10 associates, and 50 volunteers. Our turnover this year is about 40.000.00 EUR.</p>
<p>Description of the project</p>	
<p>Action, Measure in the framework of „Europe for Citizens” Programme</p>	<p>Strand 2: Democratic engagement and civic participation - Encourage democratic and civic participation of citizens at Union level.</p> <p>Measure: Civil Society Projects</p> <p>Title: Forming of non-profitable local community media "Open TV"</p> <p>Context: Encourage the development of media literacy by developing the citizens' individual capacities to use, understand and critically evaluate the various aspects of media outlets and media content, as well as their social skills to competently use information and communication services.</p>
<p>Short description of the project, including its aims</p>	<p>Our project <b>Forming of non-profitable local community media "Open TV"</b> aims to build trust and restore confidence in the local media in South East Europe. At a time when worsening economic conditions form a temptation for media outlets to deviate from professional practices, media self-regulation mechanisms need to be further strengthened and established in countries where they do not</p>

	<p>yet exist. This is a necessary condition to prevent the risk of professional ethics being compromised for the sake of obtaining public or commercial funding. It is also a necessary condition to increase the quality of local information transmitted to society.</p> <p>This project aims at further supporting professional and ethical journalism and boosting civil society's demand for quality media, we look forward implementing this new project, which is part of our Organization's broader strategy to support and promote freedom of expression in Europe.</p> <p>The project aims are:</p> <ol style="list-style-type: none"> <li>1) to build CSO capacities for objective informing the citizens through seminars in Media literacy, Journalism and basic TV production, organized by professional journalists,</li> <li>2) to establish coherent and coordinated dialogue of media and civil society with public authorities in the area of media freedom and objective informing of citizens,</li> <li>3) to raise awareness of general public on needs for objective informing.</li> </ol> <p>The project envisages forming of non-profitable local community media "Open TV" (OTV) and production of TV programs on web media platforms and social media (online reportages, opinion columns, interviews, videos, etc.) concerning media freedom and freedom of expression in partners country.</p>
<p>Role of the partner organization in the project</p>	<p>Our partners will have an opportunity to practice their skills in multimedia storytelling. With the help of professional and experienced journalists as well as photographers they shall develop the story ideas and make a finished multimedia projects at the end of the project.</p>
<p>Comments from the applicant</p>	<p>In cooperation with the civil society and media, OTV shall establish forms of communication with the public, such as the establishment of advisory structures, holding of public debates,</p>

panel discussions and talks providing the public with the opportunity to express its opinions about the program content and its wishes and requirements.