

## PARTNER SEARCH FORM

Identification of the applicant	
Name of the organisation	Media Research Center
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Short presentation of your organization (key activities, experience)	<p>The Media Research Centre (MRC) founded in Serbia in 2010, is a non-profit organization promoting the role of the non-profitable local community and media literacy in a local community as well as projects at national and an international level in Europe.</p> <p>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.</p> <p>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 on web media platforms and social media – in included partner local community.</p> <p>Within these programmes, MRC has developed and is going to develop partnership with national and international institutions in EU.</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</p>

	<p>businesses and inform their audiences about all important aspects of life impartially, reflecting a variety of views. 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>On going project:</p> <p>01/10/2017 – 31/08/2018 Forming of OTV, non-profitable local community media in local community Nis, Prilep, Prijedor and Berane for specific social groups such as children and youth, minority and ethnic groups, the disabled, the elderly, the unemployed, the socially and medically vulnerable residents of Serbia, Montenegro, BIH and Macedonia. <a href="https://www.mic.org.rs/otvorena-televizija/item/396-open-television-starts-in-nis">https://www.mic.org.rs/otvorena-televizija/item/396-open-television-starts-in-nis</a></p>
<b>Description of the project</b>	
<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 3: - Civil Society Project</p>
<p>Timetable of the project</p>	<p>01/10/2018 – 31/09/2020</p>
<p>Short description of the project, including its aims</p>	<p>Description:</p> <p>The MRC-EU Project Forming of non-profitable local community media "Open TV" (OTV) aims at sharing best practices in the policy of 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 on web media platforms and social media (online reportages, opinion columns, interviews, videos, etc.) concerning media freedom and</p>

	<p>freedom of expression in partners country.</p> <ul style="list-style-type: none"> <li>- Specific Objective 1: Democratic Engagement and Civic Participation in Encourage EU local citizens to establish of 10 non-profit local community media in partners countries.</li> <li>- Specific Objective 2: To increase the active participation of 2500 EU citizens in their attitude towards local community media through enhancing interest and affection towards spreading media literacy and alternative narratives on citizens and promoting intercultural dialogue and mutual understanding among EU local citizens.</li> <li>- Specific Objective 3: CSO broadcasting – in included partner countries</li> <li>- Specific Objective 4: support and promote freedom of expression in Europe.</li> </ul> <p>Objectives and Results:</p> <ul style="list-style-type: none"> <li>- Specific Objective 1: To build partners capacities for objective informing the citizens through seminars in Journalism, Basic TV production, and Media literacy, organized by professional journalists,</li> <li>- Specific Objective 2: 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>- Specific Objective 3: Raising awareness of the general public on needs for objective informing.</li> </ul> <p>Activities:</p> <p>Activity W1 - Workshop 1  Activity W2 - Workshop 2  Activity PD - Public Debate;  Activity IE – Intercultural Encounter;  Activity SC - Social Campaign;  Activity S – Survey;  Activity P – Petition;  Activity PE - Public Event.</p>
<p>Role of the partner organization in the</p>	<p>The nonprofit organization and Association capable of developing “Third media sector”</p>

project

capacities for objective informing the citizens in local communities as main dissemination activity of the Project and coordinated dialogue of civil society with public authorities in the area of media freedom and objective informing of citizens.

The Partner should:

- 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.
- Organize and implement the 1<sup>st</sup> Transnational Meeting (in a date that will be decided at a later stage)
- Implement Activity W2 - Workshop 2 "Freedom of expression and freedom of the media" during the First Transnational Meeting which includes also a Field Visit
- Bring 3 people to each Transnational Meeting as representatives of the Organization
- Produce and maintain the web resources of the Project (Website, Facebook Page, Google+ Profile,..)
- Present the web resources produced for the Project OTV to the Partners at the 2<sup>nd</sup> Transnational Meeting
- Manage the publication of the produced contents and videos through the Social Campaign (which includes advertising through social media)
- Measure the impact of the Social Campaign and share the results with the Partners in the closing of the Project
- Publish the contents produced throughout the Project for the Social Campaign on its own web resources

Comments from the applicant

Deadline for applying is 1st March 2018; interest for partnership proposal shall be presented no later than 20<sup>th</sup> February 2018.

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

If interested, please reach us by email at [mediarescenter@yahoo.com](mailto:mediarescenter@yahoo.com) indicating < OTV Project Partnership Proposal > as object of the communication.