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| **Project information** | | | | | | | |
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| CALL FOR PROPOSALS | | 2 | | | | | |
| MIS-ETC: | | 1381 | | | | | |
| PRIORITY AXIS: | | 3. Promoting “people to people” exchanges | | | | | |
| MEASURE: | | 3.1 Support the development of civil society and local communities | | | | | |
| PROJECT TITLE: | | **EU MEDIA BRIDGE** | | | | | |
| ACRONYM: | |  | | | | | |
| DURATION[[1]](#footnote-1): | | 28.08.2013 – 27.08.2014 | | | | | |
| IPA FUNDS CONTRACTED: | | 235.434,53 | | | | | |
| TOTAL FUNDS CONTRACTED: | | 276.981,80 | | | | | |
| ABSORBTION RATE (%)[[2]](#footnote-2): | | 83,14 | | | | | |
| PROJECT OBJECTIVE(S): | | Developing communication networks between cross-border local communities and establishing a new way to exchange information.  Start-up cross-border interactive radio shows and newspaper for information exchange.  Raising the quality of education of journalists and media technicians in the border area through education and technical equipment.  Adjustment of standards and qualities that are prescribed conditions and standards for electronic media in the European Union in the process of digitizing. | | | | | |
| SHORT DESCRIPTION OF THE PROJECT: | | Partners established the cross-border radio information program called “Begej waves” (an interactive radio show) that addressed the problems of the border areas for both population groups and gave possible solutions to all interested. Also School of Journalism: “Language in Banat media”, media camp “Free words – free thought”, workshops for journalists, seminars, roundtables were organized and specific technical equipment was purchased - computers, printer, scanner, photocopier, sound system, projector, LCD, microphone, recorders. | | | | | |
| DEGREE OF ACHIEVEMENT OF INDICATORS[[3]](#footnote-3): | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Indicator** | **Indicator value provisioned in the contract** | | **Present indicator value** | | **%**  **6= (5)/(3)\*100** | | **Output indicators**  **(1)** | **UM**  **(2)** | **Quantity**  **(3)** | **UM**  **(4)** | **Quantity**  **(5)** |  | | Improving the professional training of journalists and sound technician who are able to contribute to the quality media | Number of journalists  Number of sound technician in both regions who participated in training seminars  Number of music editors | 60  25  10 | Number of journalists  Number of sound technician in both regions who participated in training seminars  Number of music editors | **157**        **34**      **20** | **261%**  **136 %**    **200%** | | Disseminate examples of good practice and encourage experience exchange | Number of joint seminars of information and organisations in the project  Number of round tables organized in the project  special workshops | 3/7parts  1  2 | Number of joint seminars of information and organisations in the project  Number of round tables organized in the project  special workshops | 3/7 parts    1  2 | **100 %**  **100%**  **100%** | | Sharing experiences from projects | % of the participants presented reports on the experience gained in carrying out projects specific to the event | 50% | % of the participants presented reports on the experience gained in carrying out projects specific to the event | 60% | **120%** | | Activities in order to discover students for events | % of students participants on all events in both regions | 30% | % of students participants on all events in both regions | 30% | **100%** | | Improving social and communication skills and developing spirit of competition and tolerance | % of participants are aware of the necessity of improving social and communication skills and developing spirit of competition and tolerance | 50% | % of participants are aware of the necessity of improving social and communication skills and developing spirit of competition and tolerance | 60% | **120 %** | | Lifting of journalism at the highest peaks of performance | No of students (in both regions), very talented, for journalism and technical personnel | 10 from both regions | No of students (in both regions), very talented, for journalism and technical personnel | 34 | **170%** | | Encourage the exchange of information between the two regions | Participation of media  number of radio shows  number of issued and distributed magazine per year | 5 local  5 from province  15 national  52 per year  72000 pieces | participation of media  number of radio shows  number of issued and distributed magazine per year | 20  17     15    56    72000 | 400 %    340 %    100 %      107%  100**%** | | **Result indicators** |  |  |  |  |  | | Improving communication skills in Serbian language for Serbian journalists and sound technician in Timis County | No of Serbian journalists and sound technician Timis County that have improved their communication skills in Serbian language | 80 | No of Serbian journalists and sound technician Timis County that have improved their communication skills in Serbian language | **80** | **100%** | | Improving communication skills in Romanian language for Romanian journalists and sound technician in Central Banat | No of Romanian journalists and sound technician in Central Banat that have improved their communication skills in Romanian language | 60 | No of Romanian journalists and sound technician in Central Banat that have improved their communication skills in Romanian language | **123** | **205%** | | Knowledge of national, historical, geographical and religious particularities of both regions | No of participants familiarized with national ,historical, geographical and religious particularities of both regions | 80 | No of participants familiarized with national, historical, geographical and religious particularities of both regions | **90** | **112,5%** | | Familiarising with the our system and with journalists and sound technician in both regions | No of participants that familiarised with the education system and with journalists and sound technician in both regions | 80 | No of participants that familiarised with the education system and with journalists and sound technician in both regions | **90** | **112,5%** | | | | | | |
| RESULTS ACHIEVED: | | Journalism School: “Language in the Banat medias”;  Interactive programs were established;  Starting the cross-border magazine: “BEGEJ PRESS-BEGA PRES”;  Seminars: “Journalist approach to EU integration subject on local level”;  Roundtable “Position of Radio Station in Serbia/Romania in Timisoara”;  “Media camp” conducted in Buzias;  The media presentation of project results in Zrenjanin. | | | | | |
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| **Partnership information** | |  | | | | | |
|  | |  | | COUNTRY | COUNTY/DISTRICT | BUDGET(EURO) | CONTACT DETAILS |
| LEAD PARTNER: | | Public company “Radio Zrenjanin” | | Serbia | Middle Banat | 151.866,20 | Zrenjanin, 1 Narodne omladine  Tel. +381 23 5 111 78 |
| PARTNER 2: | | The Regional Centre for Continuous Training Of Local Public Administration Timisoara | | Romania | Timis | 125.115,60 | Calea Sever Bocu, nr. 49, Timisoara, Romania;  Tel. +40256 200 282; |





1. the implementation period (including extensions) [↑](#footnote-ref-1)
2. total funds spent/total funds contracted \*100 [↑](#footnote-ref-2)
3. indicators and level of achievement against targets set [↑](#footnote-ref-3)