



## DANUBE-MEDIA



## PROJECT

Development and strengthening Danube region strategy, as a compact economic, environmental, cultural and tourist area; the development of appropriate means of media connection between the various states and cities of Danube region. This link does not exist today, and works only in the parts related to international cooperation through the EBU and other, smaller international systems of exchange.

### Current situation

- The lack of an institution in the region that collects radio and TV materials in one place;
- Lack of daily exchange of information in the region;
- Lack of media strategy for the promotion of the region;
- Lack of exchange of special economic and other information in the region.

### Objectives

- Creation of media presentation strategy of the region;
- Creation of systems of exchange programs between broadcasting centers in the region;
- Development of cooperation between media centers;
- Speeding up cooperation between various parts of the region;
- Development of regional and local broadcasting studios.

Our goal is the formation and development of media networks inside the Danube region, which would by means of a special internet, or satellite connection, link all radio and television centers in the region between themselves, through the main media operation center. The system works in text, audio and video format.

The system includes the following activities:

1. Daily news exchange by establishing a common database system, where each member of the system would fill the database with information and materials, and in turn would be able to use information and materials of all other members. System implies respect and professional agency behaviour declared by clauses that will be determined by the members of DA-ME network.
2. Establishing a system database event announcements.
3. Exchange of political, economic, cultural and other analysis, reports, assessments and other materials.
4. Establishment of text, audio and video archive (news, documentaries, films, etc...). Archive is used by declared clauses.
5. Exchange of television and radio shows.
6. The establishment of mutual cooperation on the development of production of television and radio projects. The provision of mutual technical, technological and personnel support. Design and realization of joint projects.
7. Maintaining a common Internet portal.
8. Publishing activities: periodic professional and popular publications.
9. Promotion of economic, cultural, environmental, scientific, tourist and other potentials of the region.
10. Organization of professional seminars, conferences and other events.
11. Exchange of personnel, mutual visits, as well as other forms of cooperation.
12. Building a communication network between countries and various institutions of the region.
13. Organization of annual radio and TV festival in the region.
14. Organization of the first, founding conference of DA-ME network.

The system works in the languages of countries within the Danube region. Common language of communication is English.

Potential members of the system are all public, state and private (international, regional and local) radio and television stations in the region. By international radio and TV network clauses, establish the rules of membership in the DA-ME network, which must be adapted to EU standards, notably the rules on use of radio and television, as well as agency material and copyright acts. Each country and its radio and TV stations have the right to ask for special conditions of usage for certain materials from its own production, which other members of the system would have to fulfill if they wish to use that certain material.

List of member states of the system:

1. Germany
2. Austria
3. Slovakia
4. Czech Republic
5. Hungary
6. Slovenia

7. Croatia
8. Bosnia and Herzegovina
9. Serbia
10. Montenegro
11. Romania
12. Bulgaria
13. Ukraine
14. Moldova

List of broadcasting stations is made in cooperation with national media authorities or organizations.

The holder of the project is the Foundation Sodalitas from Novi Sad, Serbia, in collaboration with Radio Television of Vojvodina, with its headquarters in Novi Sad, Serbia.

Partners are radio and television stations within the Danube region, as well as media organizations and other countries in the region.

The project is being implemented with the support of the Serbian government, relevant institutions of the European Union, and the Danubian countries in the region.

### **Package of technological measures**

- production of technological-organizational program plan;
- Construction of internet and satellite digital links between the different centers;
- building of technical and technological center in Novi Sad, Serbia;
- construction of substations in all regional centers;
- Construction of the daily operational cooperation between centers;
- development budget of the project;
- production and acceptance of basic documents and symbols of the system.

Technical and Coordination Center DA-ME network is in Novi Sad, as a part of Foundation Sodalitas, and Radio Television of Vojvodina.

RTV Vojvodina is a regional radio and television center within the Province of Vojvodina, in the composition of the Republic of Serbia. RTV Vojvodina has for more than 35 years worked as a public service media in multinational Vojvodina. RTV Vojvodina already makes programs in ten languages: Serbian, Hungarian, Slovak, Romanian, Ukrainian, Ruthenian, Croatian, Roma, Macedonian and Bunjevac. German language is planned to be added to this list which means that nearly all languages that are used in the Danube region are represented. At the same time, minorities living in Vojvodina, represent a bridge between Serbia and the mother countries of minorities. According to the original cultural diversity of its programs, RTV Vojvodina is traditionally the richest media institution in Europe.

In this way we believe that RTV Vojvodina, according to their specific characteristics, is most suitable to host the DA-ME network.

Sodalitas Foundation was established to improve multinational cooperation in Europe, particularly within the Danube region. It is the initiator of the whole project and will exercise the coordination of basic activities.

Mutual relations, rights and duties among all project participants, will be determined in a founding document, as well as multilateral agreements.

Among other things DA-ME involves building a strong technological center in Novi Sad, which is capable of receiving, categorization and classification of radio, and especially television material, and their distribution to other centers in the region. This system will also serve for the exchange of economic information, scientific, cultural and other materials. The system is in service of development of towns and states of Danube region.

The system would also be used for cooperation between various university centers in the region, in line with conclusions of the conference of university centers. Foundation Sodalitas will develop this aspect of the functionality of the DA-ME network in collaboration with the University of Maribor, Slovenia, as well as other universities in the region.

For definition of all the details, a media conference will be appointed for all member countries of the Danube region in autumn 2010th in Novi Sad, Serbia.

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