

## Partner Search Form

Identification of the applicant	
Name of the organisation	Udruženje Centar za razvoj manjinskih i lokalnih medija MINORITY & LOCAL MEDIA DEVELOPMENT CENTER
Registered address (street, city, country)	Maksima Gorkog 9, Novi Sad, Serbia
Telephone / Fax	+381 60 7337 555, +381 64 6465 226
Website of the organisation	<a href="http://www.mediapont.org">www.mediapont.org</a>
Name of the contact person	Nataša Heror, Aradi Vladimir Huba
Email/Telephone of the contact person	<a href="mailto:natasa.heror@gmail.com">natasa.heror@gmail.com</a> , <a href="mailto:aradi.vladimir.huba@gmail.com">aradi.vladimir.huba@gmail.com</a>
Short presentation of your organisation (key activities, experience)	<p><b>Minority &amp; Local Media Development Centre (MLMDC)</b> based in Novi Sad in Serbia was established in March 2014 as an organization that promotes the work of minority and local media in Serbia and Western Balkans region.</p> <p><b>The main objectives of MLMDC</b> is ongoing education of management of minority and local media and development strategies for minority and local media brands, as well as improvement the visibility and presence of these media in the public dialog.</p> <p><b>The focus of MLMDC</b> is mediation in the vertical and horizontal linking of minority and local media, as well as continued cooperation with non-governmental organizations and other entities from Serbia and its region on projects that promotes minority and local media in order to support their development.</p> <p><b>Projects</b> implemented by this organization include various types of activities: media campaigns and events to support the development of minority and local media, education, training and seminars, advocacy, expert analysis, organizing a regional conference on minority and local media etc.</p> <p><b>Portfolio of MLMDC:</b></p> <ol style="list-style-type: none"> <li>1. Academy of Management of the media as the transfer of knowledge for the successful transformation of the media as a phenomenon (in</li> </ol>

	<p>2015 in Novi Sad, Serbia).</p> <p>2. Summer event “Pod krošnjama na Štrandu“ at Danube beach at Novi Sad as a way of promoting minority and local media through minority language courses for children and debates on Olympic and sports themes, promoting activities in nature (hiking), since 2013. ongoing <a href="https://www.facebook.com/Pod-kro%C5%A1njama-na-%C5%A0trandu-295765953881409/">https://www.facebook.com/Pod-kro%C5%A1njama-na-%C5%A0trandu-295765953881409/</a></p> <p>3. Regional/European conference dedicated to minority and local media in Novi Sad and Belgrade (from 2012 ongoing) <a href="https://mediapont.org/wp-content/uploads/2020/05/3.-Evropska-konferencijapublikacija-2019-web.pdf">https://mediapont.org/wp-content/uploads/2020/05/3.-Evropska-konferencijapublikacija-2019-web.pdf</a></p> <p>4. Promotion of Serbian minority media outlets on music festival EXIT, Novi Sad within a program Agora, July 2014.</p> <p>5. Culture and Communication, 2019. round table about communication with a persons with disabilities (media and cultural institutions) <a href="https://mediapont.org/wp-content/uploads/2019/10/Kultura-i-komunikcijePostpublikacija-za-WEB-1.pdf">https://mediapont.org/wp-content/uploads/2019/10/Kultura-i-komunikcijePostpublikacija-za-WEB-1.pdf</a></p> <p><b>PIC: 893363211</b></p>
<b>Description of the project</b>	
<p>Action, Measure in the framework of „Europe for Citizens“ Programme</p>	<p>Strand:</p> <p>Measure:</p> <p>Title:</p> <p>Context:</p>
<p>Timetable of the project</p>	
<p>Short description of the project, including its aims</p>	
<p>Role of the partner organisation in the</p>	



Europe  
for Citizens

project	
Comments from the applicant	