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The Interactive Radio Program - CMPP heart



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How to put to work a creative journalistic strategy

The Communicational Multiplier

The CMPP nucleus is a daily one hour Interactive Radio Program (IRP) live broadcasted from Monday to Friday. The IRP works as an “on air/live” interface between ordinary citizens - who have free access *by phone* to the IRP, and become “public voices” addressing the community, Local Government (LG), Local Government Units (LGU), and Regional (County) Government (RG) as well - and the administrative authorities responsible in solving their concrete needs and demands, and/or answering citizens suggestions, proposals and ideas regarding the community main issues in the democratization process.

The “on air/live” dialogue is based on equal terms for all partners. It means that LG, RG and/or LGU representatives are asked to answer citizens questions, and, from time to time, especially invited to reply, during IRP, the problems addressed by ordinary citizens. Weekly, administration representatives are invited to enjoy the IRP in a common talk show.

In addition, the IRP is strongly sustained by a mechanism of gathering, analyzing, arranging in classes, disseminating and wide spreading information which provides:

I. a specialized team (Communicational Multiplier Team - CMT) of two experts/experienced journalists (IRP producers) sustained by two volunteers (young journalists) who have - as daily main tasks - gathering, analyzing and arranging in classes collected information; CMT also administrates the whole CMPP data base, including Romanian, Serbian & Montenegro and European legislation;

II. a dedicated Gathering Information Technical Support (GITS) consisting in:

II.1. a *special web site* on Internet which provides 24 hours per day citizens’ free access to the public debate figured out by CMPP on important issues of the community; this special web site also provides links to all local, regional and national government and administration web sites.

It is important to emphasize that all results of the IRP and GITS concrete dialogue are published on Internet aiming at a permanent monitoring of public opinions regarding the community main issues; through this public research, monthly LG, RG and LGU will be regularly informed on current public attitude in front of community’s problems;

II.2. a *special robot phone line* (CMPP Green Line) which permits 24 hours per day citizens’ free access to communicate their concrete needs, demands, suggestions, ideas and proposals (3 min/message).

All messages are recorded by the phone robot and are analyzed and arranged in classes of information by CMT; the most interesting messages are broadcasted in the next day in the one hour interactive radio program IRP;

II.3. a *special fax line* which permits 24 hours per day citizens’ free access to communicate their concrete needs, demands, suggestions, ideas and proposals;

II.4. ordinary citizens may address to CMPP by *regular mail* their concrete needs, demands, suggestions, ideas and proposals;

II.5. a *special dedicated page in a weekly regional magazine* offers too to all readers the possibility to get in contact and to address via CMPP their problems to LG, RG and LGU; in this special dedicated CMPP page are published all answers collected from local and regional authorities.

II.6. daily, from Monday to Friday, between 4 and 6 PM time, CMT accepts “*person to person*” contact with ordinary citizens in order to gather, analyze and arrange in classes information regarding the community issues;

II.7. the daily one hour interactive radio program it self represents an important informational source of CMPP.

As shown above, CMPP develops a complex communicational mechanism, which combines radio broadcasted programs, printed media and IT/Internet-e-governance programs, in order to increase LG, LGU and RG accountability, efficiency and transparency, to combat bureaucracy and corruption, and to improve citizens participation and involvement in decision making and in local and regional governments affairs as well.

The main objective of the CMPP is the creation of a suitable pro active multiple communicational mechanism in order to ameliorate direct links between ordinary citizens and LG, LGU and RG members, of local and regional Councils, local parliamentarians, regional and national authorities as well.

In respect of the democratic rules and EU Acquis, aiming at building up an open and democratic society by educating the citizens in the spirit of social cooperation and solidarity, of increasing the role of civil society, CMPP is an innovative experiment in using in a very creative way all journalistic tools with the goal to increase mass media contribution in democratic stabilization processes.

PROBITAS 2004

IV-th Year
 No.1
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 Românești
 Timiș County
 România

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WHAT IS CMPP?

The “Communicational Multiplier Pilot Project (CMPP)” is an innovative approach to strengthen local governance and civil society communicational capabilities and enhance the administrative and political dimensions of the local governance by stimulating the real, effective and concrete dialogue between citizens and Local Government and Local Government Units, impacting the regional and national governance environment.

In the First phase of the project implementation (February-June 2004), based on a strong logistic support offered by West Radio Timisoara, one of the main partner, CMPP developed a pilot interactive radio program (IRP) as well as a complex mass media and IT communicational and collecting information mechanism, with the goal to sustain a real and open dialogue between citizens and authorities and to stimulate local government representatives to increase their responsibility, efficiency and transparency, as well as to improve citizens participation and involvement in decision making. It also aimed at increasing public-private partnership.

The Second phase of the project is dedicated to a large summer training and exchanging experience program (STP) having as a target group over 30 young journalists from Romania and Serbia and Montenegro.

This complex training, good practice sharing and know-how transferring program provides for five groups/sessions of young and/or experienced journalists from Romania and Serbia & Montenegro, representing the NGO and media institutions involved as project partners, a large framework to live, to debate, to explore and to work together towards a common objective: to experiment, to practice and to learn how CMPP can be put to work at local and regional level.

By these, the STP aims at disseminating the First Phase positive results and achievements and to improve citizen engagement with government as well as governmental communication with citizens, monitor government performances, and improve citizen understanding of their rights and social responsibilities.

The five training and experience exchanging sessions will take place in the village of Românești, Timiș County (100 km from Timisoara), at the *Center for Journalism Românești* as it follows:

- 1st Session - Monday 21.06 - Thursday 01.07.2004
- 2nd Session - Monday 05.07 - Thursday 15.07.2004
- 3rd Session - Monday 19.07 - Thursday 29.07.2004
- 4th Session - Monday 02.08 - Thursday 12.08.2004
- 5th Session - Monday 16.08 - Thursday 26.08.2004.

Applicants will produce together an experimental one hour radio show (IRP) and will edit a full colour newsletter focused on main themes of the project.

An appropriate background useful to the correct understanding and approaching of the common problems from South-Eastern European countries and the possibilities of some joint journalistic actions will be created on the occasion.

The Summer Training Program of the Communicational Multiplier Pilot Project in integrated - as the Fourth Edition of “Probitas” program - in the larger WFJ and partners strategy, aiming at consolidating the Euro-regional young journalists community, and at finding out jointly common realistic answers to transition society problems, very specific for the geographical coverage of the project, the Danube – Kris – Maris – Tisza Euro-region.

A long term joint Euro-regional NGOs program:

PROBITAS

In old latin, *probitas* means probity, integrity, honesty, objectivity, balance. These are exactly those aptitudes needed by a journalist to be a real professional.

On June 12th 1998, in Timisoara took place the first Euro-regional meeting of independent radio stations from Romania, Serbia and Hungary. Representatives from West Radio Timisoara, Radio 021 Novi Sad (Serbia) and Radio Media 6 Szeged (Hungary) signed an *Partnership Agreement* with the aim to stimulate the tri-lateral collaboration.

On July 4th 1998, at the end of a second meeting, in Szeged (Hungary), the representatives of the three independent radio stations signed a new *Agreement* stipulating the *Foundation of “Euro-media Danube-Kris-Maris-Tisza”* project with the following goals:

- a) to inform the public, media and international organizations about “Euro-media Danube-Kris-Maris-Tisza” project;
- b) to establish the most suitable ways to accomplish the technical needs in order to exchange information and to create the basis for further development of Euro-regional communication;
- c) to analyze and decide the structure and the deadlines of the radio materials which will be broadcasted as a part of the project;
- d) to establish the basic elements of a unique marketing strategy;
- e) to debate and elaborate a project to inform the European Community, the European Union and international organizations who support quick Euro-regional development about “Euro-media Danube-Kris-Maris-Tisza”.

On September 12th 1998, in Novi Sad, the participants signed *The Novi Sad Agreement* with the concrete activities for the first common Euro-regional radio program.

In December 1998, the first one hour Euro-regional radio program “Euro-media Danube-Kris-Maris-Tisza” was broadcasted simultaneously in Timisoara (by Radio West), Novi Sad (by Radio 021) and Szeged (by Radio Media 6).

The cooperation between the three partners continued in 1999, when representatives of the three radio stations participated at the *First Edition of the Summer School for the Regional and Euro-regional Journalism* organized by West Foundation and Radio West Timisoara in Sebis, Arad County.

The collaboration stopped for a while, in the 1999 autumn, under the constraints of the Serbian regime hindering freedom of speech and has been re-launched on April 5-7th 2001, on the occasion of the *Euro-regional Mass Media Meeting*, organized by CED in Timisoara.

The event aimed at bringing together journalists, press institution and media related NGO’s and thus at increasing media’s contribution to the establishment and/or consolidation of democracy in the region.

The debates focused on the results of “Euro-media Danube-Kris-Maris-Tisza” project. All participants agreed the WFJ initiative of the “Probitas” long term program and appreciated its strategy as an important step for the promotion of cross-border cooperation in the journalistic domain.

“Probitas” was launched during 2001 summer, and has been defined on May 2002, when a *Partnership Agreement* was signed by actual partners. The first three editions of the program implementation (2001, 2002, 2003) scored a great success, over 150 young and/or experienced journalists and artists from Romania and Serbia and Montenegro being involved in its lucrative activities.

The program “Probitas” was rewarded with “Best@Networking Award” on the occasion of the Third Edition of the “Regional NGO Fair” held in Timisoara.