



Serbia Media Assistance Program

Request for Proposals For “New Media” Projects

The IREX Serbia Media Development Program (www.irex.rs), funded by USAID, is interested in promoting innovative “New Media” projects. The media scene is changing world wide. Weekly internet use in Serbia has reached one third of the population. There are almost a million smart phones in Serbia. Social networking sites have taken off and have high usage and some Serbian news sites are increasing their reach.

IREX research shows that most “New Media” applications are used for entertainment, music downloads, email and social networking. But IREX realizes that the Internet and mobile telephone applications have great potential to provide people information they need to function as citizens in a democracy.

Therefore IREX is issuing an open call for ideas that will utilize new media platforms to engage citizens, particularly younger citizens in public debate, informing them and giving them an outlet for participation. The working principle of this project is “informed participation in a democracy.” While this could include vigorous debate, IREX will not consider projects that favor one particular political view. We are particularly interested in proposals that have a component that allow for local or regional (in that we mean “less than national” content) because we believe that many decisions are best discussed and decided at the grassroots level.

We have no fixed idea of what these projects will look like. We are advertising this offer widely and are asking for a statement of interest that will include three page (Maximum) narrative, in English, and a one page budget summary and CVs for key people. IREX will consider projects of up to \$25,000. IREX expects that the applicant will be able to show some cost share or matching funds. This project will not fund major equipment purchases but may fund software.

An IREX committee will review all proposals and invite the projects that look most interesting to IREX to submit complete subgrant applications. IREX has no set guidelines for deciding who it will invite to make full proposals. New and creative approaches that will advance the aims of the Serbian Media Assistance Program and that look like they have a reasonable chance of success will have preference.

The deadline for these statements of interest is April 23.

Please send your proposals, by email to newmedia@irex.rs.