



**Performing Arts Center MULTIMEDIA
Annual Report
(January 1-December 31, 2008)**

Submitted by:
Violeta Simjanovska
Executive manager

FOREWORD

At the end of 2008, when the results are summarized and the future activities are planned, we can pride itself on a successfully completed year. We have fully realized the planned activities, and at times have surpassed the foreseen plans with new projects, publications and initiatives.

Here, I would highlight the Local cultural policy project, piloting conceptualization of strategies for cultural development of 5 municipalities in the country that can easily serve as a model for planning of the cultural life of all municipalities in Macedonia. In addition, the Art and Gender Programme successfully implemented complex regional project on the issue of women and their representation in the media, an issue we so much debate and pose alternatives to.

PAC Multimedia is building its human capacities promoting higher level of institutional education and informal training for all of its members.

Most importantly, PAC Multimedia is actively participating in the regional cultural dialog. In 2009 we are starting long-term projects with Kosovo, on which we are proud and eager to.

Violeta Simjanovska
Executive Manager

Table of Content

| | |
|----------------------------------|----|
| 1. About the organization..... | 4 |
| 2. Activities by Programmes..... | 5 |
| 3. State of the Unit..... | 12 |
| Human Resources | |
| Professional Development | |
| 4. List of Donors..... | 13 |
| 5. Contact..... | 14 |

1. About the organization

THE VISION:

The PAC Multimedia vision is to become a center of excellence, in the community well integrated and internationally widely recognized as such, an initiating force in creating and developing new standards of living in a wider cultural and social context in Macedonia and in the region (Balkan).

THE MISSION:

All we do is to focus to the values that society is gaining through arts and culture, thus performing in practice the values of a democratic society. PAC Multimedia is engaged in performing higher professional standards in transfer of knowledge and experience, bringing together innovative art, public debate, research, education, life-long learning and socially engaged work.

PROGRAMMES:

Our main programs for the period 2007-2010 are the following:

- CULTURAL POLICY AND RESEARCH
- ART AND COMMUNITY
- ART AND GENDER

OUR WORK IN 2008:

During 2008, PAC Multimedia was mainly focused on developing and implementing activities from Culture Policy and Research Programme and Art and Gender Programme. It continued with already started projects from 2007 and further developed them in 2008. Some of the important aspects for each programme were: regular programming of activities, fundraising and developing of initiatives for the future.

In addition, PAC Multimedia was involved in research activities as part of regional research on virtual culture and cultural tourism.

It also devoted time on human resource development, being active participant in trainings and seminars on national and international level.

2. Activities by Programmes

2.1 CULTURAL POLICY AND RESEARCH PROGRAMME

2.1.1 Project: Local cultural policy; strategies for local cultural development (start September 2007)

Duration: September 2007/ February 2009

Funding: European Cultural Foundation, US Embassy in Skopje, contribution by the municipalities, private companies and the organizer

This research oriented project have served as an indicator of the cultural situation, because it implied analysis of current and general challenges of the cultural life in 5 Municipalities as Case Studies, as well as finding possible solutions for it, emphasizing the importance of cultural industries as a potential for economic development as well.

General goal of this project was to define an efficient system of mechanisms in the area of culture that would lead to a systematic cultural development of the municipalities that are chosen, i.e., to define the local cultural policy of the municipalities.

The project was designed in order to promote discussion, identify challenges, exchange best practices and disseminate knowledge concerning the current role of culture in urban governance, from city objectives (policy making and programs) to the methodologies (research methodologies or strategic planning).

This particular project was focused on determination of Local Cultural Policy of five Municipalities in Macedonia: **Resen, Debar, Probishtip, Negotino and Strumica.**

Training modules implemented in 2008:

Workshop 3: "Active citizenship and participatory cultural policy" (Negotino 18-20th February, 2008)

Workshop 4: "City cultural policy strategies" (Strumica, 02-04 of April, 2008)

Workshop 5: "Strategies for Cultural development, Analysis and model of writing" (Resen (Pretor) 02-04 2008)

Workshop 6: "Fundraising for cultural policies", 18-19.11. 2008, Skopje

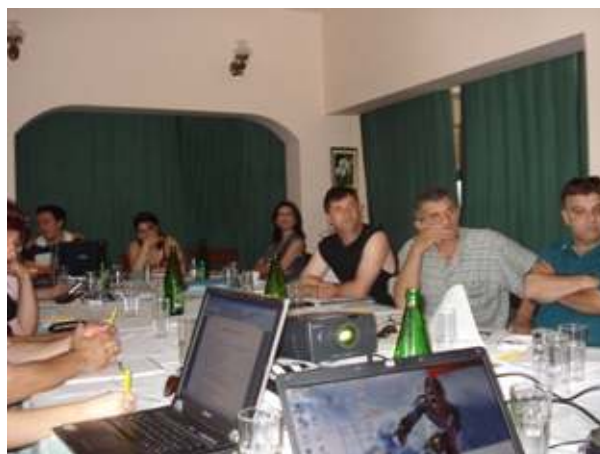
Workshop 7: "EU funds for Macedonia", 19-20.11. 2008, Skopje

As part of the project a "**Guide to citizen's participation in the development of the local cultural policy of the European cities**" was translated into Macedonian, edited and published. This publication is highly relevant in the development of the local cultural policies of the selected municipalities as it elaborates the experience of European cities in this process and it proposes methodology which with certain modifications can be applied by any municipality in Europe. The promotion of the publication took place at the Center for Culture "Anton Panov" in Strumica, on 03.04.2008.

2. Activities by Programmes

Concrete results achieved with this project:

- Five realized workshop;
- Five written Local Cultural Policies;
- 30 people from the local government, local cultural institutions, and local NGOs were actively involved in the process of creation of the Local Cultural Policies;
- 1.000 people/ citizens indirectly involved in this process, by answering the questionnaires;
- 10 local and regional experts actively involved in the training sessions;
- five Public presentations of the whole process and the Local Cultural Policies;
- published manual, distributed to the other Municipalities in Macedonia.



2. Activities by Programmes

2.2 ART AND GENDER PROGRAMME

2.2.1 Project: “Thought woman’s eyes: debates on the quality of life of women in Macedonia”

Duration: February 2007/ May 2008

Funding: European Commission, OSI Network (Ease-East Regional Programme) and the organizer, Embassy of Democratic Republic of Germany in Skopje and the Embassy of the Kingdom of Nederland in Skopje

In 2008 this project's activities were coming to its very end. The last activities included the organization of one national debate on the subject of **Women and the use of ICT**, which took place in Skopje, on 22.02.2008. Summarizing all activities of the project, a publication is published “**Thought woman’s eyes: debates on the quality of life of women in Macedonia**” and promoted on 12.05.2008 in the Cultural center Tocka-Skopje.

Concrete results achieved with this project:

- 7 national debates on issue of women and quality of life in Macedonia;
- 2 regional debates on issue of women and quality of life in the region;
- 1 Regional Training Meeting for women activists, artists and volunteers;
- 1 Regional Conference Meeting on the issue of women, labour and policies in the region and EU;
- 1 publication printed and freely distributed to all interested parties in the country and wider.



2. Activities by Programmes

2.2.2 Project: “Training on gender sensitive reporting for young journalists and media practitioners”

Duration: December 2007/ December 2008

Funding: European Youth Foundation and European Commission; Youth in Action Programme

The project was one year educational and process oriented with aim to strengthen the capacities of young journalists, media practitioners and youth organizations in the Balkan and EU so they can promote equality and equal relationships among genders in their reporting, exercising in such way citizen’s rights and media accountability.

The project included:

- **2 training meetings-** designed to sensitize young journalists, media workers and reporters to a fair and balanced gender portrayal in the media content and to develop useful guidelines for gender mainstreaming in their media organizations;
- **case studies and research activities in all participating countries-** designed with objective to offer screening and basis for analysis of the issue in all involving countries and test proposed methodology for gender mainstreaming;
- **comparative analysis of the studies and researches–** as a basis for upgrading the proposed methodology for gender mainstreaming;
- **development of a “good practice CD Rom”** – approach developed as a result of the project that can serve as a gender mainstreaming guidelines for the use of journalists, producers etc.

Involved organizations and target group:

The project included two different target groups: **youth with fewer opportunities that work as youth workers and volunteers**, as well as **young media professionals engaged in media work in their community, in total 45 participants**.

| Country | Name of the promoter, location |
|-------------------------------|---|
| Macedonia | Performing Arts Centre MULTIMEDIA, Skopje |
| Bosnia and Hercegovina | Media Center Sarajevo |
| Serbia | Center for empowerment, education and connecting of youth, Belgrade |
| Slovenia | Peace Institute, Ljubljana |
| Germany | JugendKunst- und Kulturzentrum Schlesische 27, Berlin |
| Croatia | B.a.b.e., Zagreb |
| Bulgaria | “The Fabric” Association, Gabrovo |
| Montenegro | Youth Cultural Center JUVENTAS, Podgorica |
| Italy | Cooperativa Sociale Grado 16, Milano |

2. Activities by Programmes

The first Training Meeting **“Gender sensitive reporting: training for young media practitioners”** was held on 28.05-01.06.2008 in Skopje and the second Training Meeting on the subject **“Gender sensitive reporting: training on media lobbying for gender issues”** was held in the period 25.11-01.12.2008 in Skopje.

The results of the project toward inclusion of young media practitioners are:

- 45 people actively participated in the training programme and at least 30 people were indirectly involved through the organization, the Institute for sociological and political-juridical research and the Club of journalists;
- Informal platform of young media practitioners where they could reflect on creative approach to gender reporting in the media in the Balkan and in Europe ;
- 10 days working together in a new context for every participant.

Concrete results achieved with this project:

- lectures, workshops, presentations, videos on gender mainstreaming methodology and media advocacy, gender stereotypes, poster compilation of print media from every participating country;
- web site information (<http://www.multimedia.org.mk>);
- 2 debate sessions with 2 presentations on subjects related to gender and media;
- 1 presentation of a brochure;
- Presentations of 3 movies produced by b.a.b.e. as an advocacy tools for different gender related issues;
- Developed CD Rom as a guideline for media practitioners available on Macedonian and English language distributed for free to all participants and interested parties.



2. Activities by Programmes

2.2.3 Project: “The 1000 Peace Women across the Globe- Macedonia”

Duration: April 2008/ June 2008

Funding: Swiss Embassy in Skopje

The **1000 Peace Women across the Globe- Macedonia** promotes and emphasises the role of the significant women-activists in a peacemaking strategies wide world and locally, and share a positive experience of 1000 Women Peacemakers in building the Peace in their countries and communities. This event was part of the “**1000 Peace Women across the Globe**” Platform that tries to define what peace and peace-building means, revealing 1000 different ways women are building peace in different corners of the world (www.1000peacewomen.org).

In 2005 this movement was nominated for the Nobel price of peace. However, by the end of 2005, each peace woman had been documented, and this collective body of knowledge has been reaching the public through an international, publication, documentary films, a global travelling exhibition, and media coverage.

The goal of this particular exhibition in Macedonia, was to facilitate connections and strengthen women’s peace efforts around the globe, so that a strong cross-sectorial and global women’s peace movement will emerge and make Macedonia to become a part of this global movement.

The cores of the exhibition which took place on 05.06.2008 in Skopje were the 1000 postcards that were shown in the National gallery- Skopje where 1000 postcards were hanging in one room, visible from different sides of the room. So the audience could walk among the postcards and look at them.



2. Activities by Programmes

2.3 ART AND COMMUNITY PROGRAMME

2.3.1 Project: "Youth exploring human right in Macedonia"

Duration: November 2008/ July 2009

Funding: UNDP Office in Skopje, private companies and the organizer

The project is nine months educational and process oriented project with aim to strengthen the capacities of young people from secondary schools in the Republic of Macedonia so they can promote human rights and equality in their community and close environment, exercising in such way citizen's rights. The project includes different workshops on human rights education, review of case study and research activities, as well as education on various media and art tool, all directed toward development of new approach for social inclusion and non-formal human-rights education based on art. We want to underline the fact about the importance of art used as a tool for social inclusion, especially in situations that are dealing with political, social and economical misbalance.

The working process includes:

- preparation phase
- human rights education workshop phase
- video production workshop phase and development of video materials
- promotion of the video productions
- evaluation of the project

Until the end of December 2008 only the preparation phase of this project was finished.

3. State of the Unit

3.1 Human Resources (full-time and part-time employed staff in 2008)

| Name | Profession | Function | Employed since... |
|--------------------------|---|-----------------------|-------------------|
| Ms. Violeta Simjanovska | B.Sc. Electro technical engineer MA Cultural policy and management | Executive manager | 2000 |
| Ms. Krisi Naumovska | Screen writer | Project manager | 2000 |
| Mr. Aleksandar Corbevski | B.SC. Electro technical engineer | Technical support | 2001 |
| Ms. Radmila Zivanovic | B.Sc. Psychologist MA Communication studies | Programme coordinator | 2004 |
| Ms. Mojancevska Katerina | B.Sc. Psychologist MA Communication studies | Programme coordinator | 2004 |
| Ms. Kristina Nestorovska | B.Sc. Economist | Account manager | 2007 |

3.2 Professional Development of the team in 2008

During 2008 the team of PAC Multimedia was part of the following trainings and seminars:

- Gender diversity management, organized by Institute for lifelong learning, Berlin, Germany in the period 9-16.11.2008
- Intercultural dialog, organized by European Commission, EACEA, Brussels, Belgium
- Fundraising skills, organized by Public room, Skopje, Macedonia in the period March-April 2008
- Culture 2007-2013 Programme of EU, 3 seminars organized by Culture Contact Point Macedonia in the period February – December 2008.

4. List of Donors

Main donors of PAC Multimedia activities remain to be European Cultural Foundation, Embassy of US in Skopje, the European Commission and the European Youth Foundation.

New partnership has been established with UNDP Macedonia for a short term project on human rights.

Expenditures in 2008 have been soundly made in accordance with the proposed budget applications and a sound bookkeeping have been made. The balance sheet and income statement are part of this report.

Main donors in 2008 have been:

1. European Cultural Foundation
2. European Commission
3. Embassy of USA in Skopje
4. Embassy of Germany in Skopje
5. Embassy of Nederland in Skopje
6. Embassy of Switzerland in Skopje
7. UNDP Office in Macedonia
8. European Youth Foundation
10. Private companies sponsorships
11. Local municipalities in the Republic of Macedonia

5. Contact

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