

Press release

Director of the Agency for Electronic Media (AEM) and Director of the Public Service Broadcaster “Radio and Television of Montenegro” (RTCG) have signed a Memorandum of Understanding. The Memorandum of Understanding is a follow-up to the activities carried out within the framework of the media literacy campaign “Let’s Choose What We Watch”.

AEM and RTCG have agreed to cooperate in the field of promotion and enhancement of media literacy in Montenegro by promoting and participating in the establishment, implementation and observance of good practice in the field of media literacy. The cooperation focuses on the exchange of information, skills, knowhow and experience aimed at ensuring mutual assistance and cooperation related to the media literacy projects and activities.

The Memorandum signing was attended by a representative of UNICEF and Jan Willem Bult, Director of the Centre for Children, Youth and Media in the Netherlands. Within the framework of the “Let’s Choose What We Watch” campaign, Mr Jan Willem Bult is in charge of the Wadada News for Kids training for representatives of Montenegrin television channels. The training is a good opportunity for Montenegrin television channels to improve their expertise in the production of children’s programmes in line with Wadada programming standards.

RTCG will gain access to the online video store of news reports and TV stories in the Wadada format, produced by young people from all continents, as well as the right to broadcast them free of charge. Moreover, all TV news reports produced for Wadada by the young people of Montenegro will be available at the online video store, and the TV channels throughout the world that have access to the Wadada network will be able to broadcast them free of charge.