

## Media Environment

Increased pressure on the media to be expected during election campaign – UNS: Journalist is not to blame for exposure of state secrets – Two critiques of the Report prepared by the Anti-Corruption Council – Media situation in Sandzak gets scanned – Economic Intelligence Unit Democracy Index shows worsening of media freedom in Serbia – State financing of the media faces problems – Committee for Control of State Assistance is practically a part of the Ministry of Finance – Proposed Budget for the year 2012 allocates 368 million dinars for financing of the media – Coalition of five media associations criticizes the decision not to use project-based allocation of money from the budget – Isakov: RTV is the only public service broadcaster in Europe without its own building – Dispute between SUBNOR and Aleksandar Tijanic – Court acquits former JUL official in litigation with *Blic* – Editor-in-chief sues journalist in court – Mayor of the city of Nis gives favor to "Infobiro" – Prosecutor's Office publishes a book about incitement to war crimes in the Serbian media – Discrimination of the media and journalists in the municipality of Zvezdara, Belgrade, Aleksandrovac, Kragujevac, Apatin, Pirot – Media Strategy is criticized

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## Professionalism in the Media

Serbian TV channels achieve positive changes – The media publish inappropriate and unethical reports about a family tragedy – UNS and NUNS warn the media to report properly about children – IPSOS analyses efficacy of advertising in the print media – *Svedok* files a complaint against *Politika* to the Press Council – Drunk TV host and his guests appear in a show aired by TV Pink – Journalists receive awards – Analysis of media usage by minors in Vojvodina – ABC gemiusAudience extends deadline for entry in the program of measuring ranking of websites – New training courses are available – Slobodan Reljic is elected as the president of the Association of European Journalists of Serbia (UENS) – TV Prva snatches the best-rated soap opera in the region from TV Pink – *Press* celebrates six years of existence; Radio Subotica is 43 years old – Sinisa Jakonic, Aleksandar Bobic and Slobodan Jovanovic pass away

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## Media Economy

NIN reports about economic crisis in RTS – NUNS and UNS oppose the Law on Cinematography – The new Law on Cinematography would reduce the revenue of RRA, RATEL and RTS by 20%, 10% and 1.5%, respectively – Proposed Law on Cinematography contradicts the Law on Broadcasting and the Media Strategy – Pavlovic: The media market in Novi Sad is chaotic – The practice of using state money for advertising is increasingly evident in countries around the world – What is the price of advertising in the forthcoming election campaign? – Alleged purchase of three major daily newspapers by *Kurir* lead to reactions and numerous speculations – Media associations demand that the state publicly reveal information about the sale

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## Media Institutions & Activities

NUNS calls on the government to make more effort to create institutional framework for the media – UNS praises Wikileaks – NUNS, UNS, European Federation of Journalists and the trade union protest against the attack by the director of *Novosti* on the president of the trade union – Trade unions demand that the government make available information about the sale of *Vecernje Novosti*, *Politika* and *Dnevnik* – RRA is opposed to the Law on Cinematography

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## Media Innovations

TV BK reappears – Info Center in Vladicin Han receives new equipment – BIRN launches "Media Informant" – *Dnevnik* from Novi Sad creates a new web portal

### The media situation in Serbia

The situation in the Serbian political scene is becoming more tense with the approaching of elections, especially after the failure to get the candidate status for membership in the EU and due to most recent events in Kosovo. These unfavorable events have resulted in an unofficial beginning of the election campaign. Individuals interviewed by daily newspaper *Danas* are of the opinion that the pressure on the media could increase. The president of the Independent Journalists' Association of Serbia (NUNS) expects an increase in the pressure exerted on the media "because our political elite still believes that votes can be won by applying a virtual reality via TV screens or newspaper pages, instead of by relying on the reality in which we all live". The president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, does not expect that the ruling parties and the opposition will have an equal access to the media during the election campaign, while she expects the government to strengthen its control over the media and increase its advantage in the media scene. According to Sasa Mirkovic from ANEM, most of the media outlets will not be able to resist this pressure.

(Danas, NUNS, 19.12.2011)

Journalist Jelena Spasic cannot and must not be a victim of the incompetence of the state, nor is there any reason to prosecute her for alleged revealing of military secrets and unwillingness to disclose her source of information – this is the conclusion reached at the round table "State Secrets and the Public's Right To Know – The Case of Jelena Spasic" organized by the Journalists' Association of Serbia (UNS).

(Dnevnik, Pravda, UNS, Politika, NUNS, Danas, B92, 13.12.2011)

Participants of the round table "State Secrets and the Public's Right To Know – The Case of Jelena Spasic" have agreed that the state is responsible for keeping the state secrets confidential and that journalists cannot be held criminally accountable for publication of such information. "On the basis of analysis of around 300 cases from the European Court of Human Rights we can conclude that the Court has always given precedence to freedom of information", said Professor Vesna Rakic Vodinelic.

(Dnevnik, 18.12.2011)

### Assessment of the current media situation in Serbia

Ambassador of the USA, Mary Warlick, said during her visit to the editorial office of the newspaper *Kurir* that journalists should be respected and protected. "I consider that it is crucial that independent media be allowed to operate and to report accurately and freely. I think that politicians should not criticize them", said the Ambassador.

(Kurir, 08.12.2011)

In an editorial published by the magazine *Vreme*, Dragoljub Zarkovic writes: The Report on Pressure and Control Over the Media prepared by the Anti-Corruption Council analyzes thirty relevant media outlets and asserts that "there are no media outlets that can deliver complete and objective information to citizens". The Report is superficial and generally hostile towards the media. The Council is a parasitic body that panders to the lowest human instincts and creates the atmosphere of lynch.

(Vreme, NUNS, 08.12.2011)

Darko Brocic, the executive director of AGB Nielsen Media Research, considers doubtful the Anti-Corruption Council's conclusion that "the media receive around a quarter of their revenue from state institutions". According to Council's estimate, 15 million (out of 40 million in total, according to their claims) comprise funds allocated to advertising and promotion by Telecom Serbia and various ministries. "First, I think that these things should not be viewed together. Telecom Serbia is a typical commercial advertiser, similar to Telenor and Vip. I am convinced that the primary interest of advertising by Telecom Serbia is not to prevent negative reporting on the company, nor to promote its director and his political party, but to achieve a better market position that directly influences the company's profit. Second, considering the activities of various ministries, I am not sure that only the funds allocated for traditional advertising have been analyzed. I am afraid that the Council has in fact added up the total expenses of

various ministries", says Brocic.

(Vreme, NUNS, 08.12.2011)

The 27th Monitoring Report has been published on the web site of the Association of Independent Electronic Media (ANEM). According to analysis performed by the monitoring team, the most important event in the media sector in October 2011 was the adoption of the Media Strategy after two years of work. It was officially published in October and the authors of the Report analyze the solutions adopted by the Strategy. Their Conclusion points out possible problems in the implementation of the Strategy and their causes. [The twenty-seventh Monitoring Report](#) (MC, 13.12.2011)

The media scene in Sandzak can be described as divided in the political sense and characterized by the existence of numerous media outlets, whose total number in the market threatens their survival, says Dragana Solomon, the head of the OSCE Media Department. "It seems that editors of media outlets in Sandzak sometimes cannot clearly see the line between their profession and their political affiliation. It has become obvious that opinions are divided about the role of the media in the society", says Solomon.

(Danas - Sandzak, NUNS, UNS, 9.12.2011)

Journalist Radoman Iric writes in the Media Center Newsletter: "Media analysis of poverty-stricken municipalities of Bujanovac and Presevo, inhabited by Serbs, Albanians and the Roma, has given the following results: 75,000 inhabitants are served by 11 media outlets – 4 television stations, 4 radio stations, 1 monthly magazine, 2 weekly magazines and 1 web portal, employing 135 journalists, technicians and administrators in total. These media outlets cost taxpayers (numbering 8,500 employees), few donors and international benefactors no less than 55.5 million dinars a year! On top of all this, the produced content is of low quality, even suspicious.

(MC Newsletter, 16.12. 2011)

This year, Serbia is placed at the 64th position among 167 countries ranked according to their democracy index, which is one position better than the previous year, but it is also characterized by worsening of the freedom of the media in the last three years – says the annual report published by the Economist Intelligence Unit.

(Blic, UNS. 19.12.2011)

The Independent Journalists' Association of Serbia (NUNS) warns that the report issued by the Economist Intelligence Unit should be a cause for serious concern for the government of the Republic of Serbia and all relevant political players that are responsible for the achieved level of democracy in the society, of which the freedom of the media is a part.

(NUNS, Fonet, 19.12.2011, Dnevnik, NUNS, Kurir, Pravda, 20.12.2011)

### **The state and the media**

The president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, said at the opening of the Seminar on State Assistance to the Media that the state should clearly define the public assistance to the media and the procedure for allocation of the taxpayers' money. Henrik Selin from the Permanent Representation of Sweden to the EU pointed out that the EU forbids state financing of the media. The head of the Media Department of the OSCE Mission, Dragana Solomon, said that it was necessary to establish efficient mechanism of control over the state assistance to the media which would prevent disruption of market competition by the state. Adrijana Curcic, from the Ministry of Finance, said that as of 1 January 2012, state assistance would be given only after approval by the Committee on Control of State Assistance, and that only the state-owned media would be under such control.

(Fonet, NUNS, 09.12.2011, Danas, Pravda, NUNS, 10.12.2011)

Vlado Mares writes in the Media Center Newsletter: Considering the control over the state assistance to the media, the European Committee has noticed significant fluctuations in Serbia. Namely, the Law was adopted in mid-2009; another year passed until the formation of the Committee that would control the flow of state money; while the implementation of the Law in accordance with European standards is planned for the beginning of 2012. The Control Committee is insufficiently independent. The Committee is located in the building of the Ministry of Finance, the Committee uses the logo and the official seal of the Ministry of Finance, while the president of the Committee serves

as the assistant minister of finance. Henrik Selin, from the Permanent Representation of Sweden to the EU, said that the Brussels expected a clear and logical explanation of the public interest for allocation of assistance, while the criteria were extremely strict.

(MC Newsletter, 16.12.2011)

The draft Republic budget, which has been delivered to the National Parliament of Serbia and is waiting to be adopted, proposes media subsidies in the amount of 368 million dinars. The subsidies would be given to the news agency Tanjug, *NIJP Panorama*, *SJU Jugoslovenski pregledand SJU Radio Jugoslavija*.

(Beta, NUNS, NDNV, 19.12.2011)

A coalition of journalistic and media associations (The Independent Journalists' Association of Serbia – NUNS, the Journalists' Association of Serbia – UNS, the Independent Journalists' Association of Vojvodina – NDNV, the Association of Independent Electronic Media – ANEM, and Local Press) strongly protests against the manner in which the republic government intends to implement the decision on allocation of 368 million dinars. The money will not be distributed via project-based financing, in accordance with the public interest, but directly to media outlets who will spend the money from the budget. This decision by the Government of Serbia violates the fundamental principles of the recently adopted Media Strategy and the principle of equal position of all participants in the market, says the public statement issued by the coalition.

(NUNS, UNS, NDNV, ANEM, Lokal pres, B92, Politika, 20.12.2011, Beta, Pravda, Danas, NUNS, 21.12.2011)

### **Public service broadcasters**

Radio-Television Vojvodina is probably the only public service broadcaster in Europe that does not have its own building, said the general director of RTV, Sinisa Isakov, during the public discussion held in the Media Center Vojvodina. He said that he was in favor of a different mechanism of collection of the public service broadcasters' TV fee, because the current system was extremely problematic.

(Beta, B92, NUNS, 09.12.2011)

The general director of Radio-Television Serbia (RTS), Aleksandar Tijanic, says in his reply to the open letter published by the Association of Veterans of the National Liberation War (SUBNOR) that the letter was not written by patriotic partisans, and that it is a communist pamphlet written in the best tradition of the postwar ideological matrix. Previously, the representatives of SUBNOR reacted because in one of the episodes of the series "The Village on Fire" one of the characters told the other that his father had been killed by partisans. Tijanic also says: "Nothing in your history or present allows you to brutally interfere with art in any of its forms".

(Blic, UNS, NUNS, 14.12.2011)

Antifascist veterans from the Association of Veterans of the National Liberation War (SUBNOR) said to Aleksandar Tijanic that they had expected more appropriate words, vocabulary and style from him, instead of "the time-worn phrases that we have heard many times".

(Dnevnik, 17.12.2011)

### **Threats, attacks and legal proceedings against journalists; media trials**

Ivan Markovic, a former senior official of the Yugoslavian Left (JUL), has been acquitted of the charge of slander against the daily newspaper *Blic* and his founder. The Court of Appeals in Belgrade rejected the first-instance verdict that had sentenced him to pay damages. The Court explained its decision by stating that Markovic had committed the slander as an official of a political party and that therefore he was not personally accountable.

(Blic, B92, NUNS, 08.12.2011)

Today, the Higher Court in Zrenjanin began legal proceedings related to a private action for slender initiated by the editor-in-chief of the newspaper *Zrenjanin* and member of the Managing Board of Radio-Television Vojvodina (RTV), Dalibor Bubnjevic, against the daily newspaper *Blic* and journalist Ana Lalic. The journalist had reported on a protest by the coalition of non-governmental organizations "Civic Vojvodina" against the appointment of Dalibor Bubnjevic as a member of the Managing Board of RTV. The protest was supported by more than 40 non-governmental organizations and the RTV Trade Union. The League of Social Democrats of Vojvodina (LSV) and the Antifascist

Front described Bubnjevic as a "promoter of neo-nazism".

(Portal Autonomija, NDNV, 08.12.2011)

The mayor of the city of Nis, Milos Simonovic, signed a contract on managing of the cinema "Vilingrad". A cameraman from the agency *Infobiro* was the only one who was allowed to attend the event. The city of Nis has a contract on special IT services with the agency.

(Pravda, UNS, NUNS, 12.12.2011)

The Journalists' Association of Serbia (UNS) says: "We consider that the president of the municipality of Zvezdara has violated the provisions of the Law on Public Information. The Law stipulates that state institutions are obliged to make information about their activities available to all media outlets under equal conditions. Mr. Popovic said that he did not want to talk to the daily newspaper *Pravda*, which clearly proves that he does not deliver information to all media outlets under equal conditions". The commissioner for information of public importance and the protector of citizens share this opinion.

(Pravda, 10.12.2011)

A writer and a columnist for daily newspaper *Danas*, Svetislav Basara, writes: "I don't know about you, but these private legal actions against journalist Lukovic seem a bit rigged to me. When the state begins oppressing satire and satirists, that means that the end time is here."

(Danas, Autonomija, 11.12.2011)

The Journalists' Association of Serbia (UNS) strongly protests because the correspondent of the daily newspaper *Blic* from Aleksandrovac, Gvozden Zdravic, was again prevented from doing his journalistic work in the city. Security personnel in the Municipality of Aleksandrovac "rudely" prevented Zdravic from entering the main hall and reporting on the session of the City Assembly that was dedicated to a discussion about the proposal of the 2012 city budget. UNS calls on the municipal government in Aleksandrovac to immediately stop this unacceptable practice.

(UNS, 14.12.2011)

The Journalists' Association of Serbia (UNS) and the Independent Journalists' Association of Serbia (NUNS) protest against the decision by the President Boris Tadic and Prime Minister Mirko Cvetkovic to allow their visit to the factory in Kragujevac to be recorded only by the news agency Tanjug. Apart from the fact that this kind of behaviour violates the free access to information under equal conditions, in this way the state (in this case, the cabinet of the President of Serbia) also disrupts the equal position of all participants in the market which is contrary to the Law on Public Information. "We call on the government to refrain from this practice", said UNS and NUNS.

(NUNS, UNS, NDNV, MC, 13.12.2011, *Danas*, 14.12.2011, NUNS, MC, 15.12.2011)

The press department of the president of Serbia announced that they had rejected the request for accreditation of the programme "*Svet Plus Info*" because of the information, received from the Republic Broadcasting Agency (RRA), that the cable channel Kopernikus 3 - which broadcasts the programme "*Svet Plus Info*" – does not have a broadcasting license. Insinuations that the political orientation of any media outlet influences the issuance of accreditations is completely baseless, says the statement. NUNS says that no TV station should be prevented from reporting, if such station has a license to operate.

(Beta, *Danas*, NUNS, 20.12.2011)

The Journalists' Association of Serbia (UNS) condemns the threats against TV Apatin that were made on the social network Facebook by Marko Knezevic, the president of the Municipal Board of the Socialist Movement of Apatin.

UNS again reminds that all misunderstandings between political parties and the media should be solved in accordance with law and in a non-violent manner.

(UNS, 16.12.2011)

The Independent Journalists' Association of Serbia (NUNS) condemns the decision by the president of the municipality of Pirot, Vladan Vasic, to practically prevent the newspaper *Pirotske Novine* from reporting on sessions of

the local assembly.

(NUNS, 19.12.2011, BETA, Blic, 20.12.2011)

A thunderbolt strike has damaged the transmitter of the regional station TV Vujic located at Divcibare. FM transmitter working on the 105 MHz was damaged and the programme is being broadcast from the city UHF transmitter and by the SBB cable system. It is uncertain when the programme will be aired from the damaged transmitter again.

(Blic, 18.12.2011)

### **The Media Strategy**

Participants of the public discussion about the Media Strategy organized by the Independent Journalists Association of Vojvodina (NDNV) said that the state would not have agreed with many provisions of the Media Strategy had it not been for the pressure from the EU. The president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, said that the government was obliged to begin implementation of the Law on Control of State Assistance as of January 1, thereby establishing one of the preconditions for the fair and equal competition in the media market. The president of the Executive Board of the Journalists' Association of Serbia (UNS), Petar Jeremic, said that the financial assistance from the state should be available to all media outlets under clearly defined rules and criteria. Zuzana Serences from NDNV criticized the Strategy saying that it failed to elaborate on informing in languages of ethnic minorities, nor to take into account the media established by national councils.

(Beta, NUNS, 09.12.2011, Dnevnik, NUNS, 10.12.2011)



### Professional standards

Branka Otasevic, a TV critic for daily newspaper *Politika*, writes: "The television has embraced genres whose nature is more realistic and documentary, which are less attractive and pleasant but at the same time more necessary and useful. A good example of this approach is Marina Fratucan ("*Radar*", RTV) and her attempt in Pristina and Gracanica to directly verify and complement the existing opinions and beliefs about the situation in the field. Another approach would be for the always patient Zoran Stanojevic (RTS) to become more energetic, to take the situation in his own hands and not to allow the supporters of political parties to spread their propaganda and election slogans. The third approach would be for Brankica Stankovic and her team (B92) to continue investigating the high-level corruption. The fourth approach is to travel around Serbia similarly to the way it is done by Branko Stankovic ("*Squaring the Circle*"/"*Kvadratura Kruga*"), Jovan Memedovic ("*Quite Naturally*"/"*Sasvim Prirodno*"), and recently by Milan Popovic ("*The House at the End of Serbia*"/"*Zadnja Kuca Srbija*"), and to show how the people in the country actually live, together with all the torment and joy, poverty and tolerance, material poverty and spiritual richness, powerlessness and entrepreneurship, deaths and births. Abandoning fairy tales and embracing "reality prose", from pink to dark-colored glasses, would give us a chance to find out the true color of truth."

(Politika, 11.12.2011)

Some of the print media outlets in Serbia reported on a family tragedy and published photographs of a child on their cover pages, together with its full name and utterly unprofessional headlines. The president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, says: "I warn my colleagues that in this way they violate the Law on Information and the journalistic code of ethics which stipulate that journalists are obliged to protect the identity of minors". Tamara Luksic Orlandic, the deputy protector of citizens for children's rights, called on the media to be more considerate in tragedies like this one. The Ministry of Culture, Media and Information Society has announced its intention to file charges against all media outlets whose reporting violated the rights of underage persons.

(Politika, NUNS, 10.12.2011)

The Journalists' Association of Serbia (UNS) calls on its colleagues to adhere to the Journalistic Code of Conduct of Serbia and the Law on Public Information while reporting on children and minors.

(UNS, 5.12.2011)

The Independent Journalists' Association of Serbia (NUNS) warns that the daily newspaper *Vecernje Novosti* has repeatedly and grossly violated the Law on Public Information and ethical principles of the Journalistic Code of Conduct of Serbia by publishing photographs of an underage person.

(Beta, Pravda, NUNS, 16.12.2011)

The International Civilian Office organized a visit of Serbian journalists in Kosovo and their meeting with Hashim Tachi, the prime minister of Kosovo.

(NUNS, RTV, 12.12.2011)

The Media Association and the IPSOS Agency have presented the results of the research entitled "The Efficacy and Effectiveness of Advertising in the Print Media". The presentation was intended for marketing experts from companies who are associated members of the Media Association.

(ASMEDI NEWSLETTER, no 165, ABC SERBIA Newsletter, 14.12.2011)

The editor-in-chief of the newspaper *Svedok*, Vladimir Dinic, has submitted a complaint to the Press Council against the daily newspaper *Politika*, which had allegedly published an "exclusive" testament of the General Milan Nedic four days after its publication by *Svedok*, which at the time was still available for sale on newsstands.

(Danas, NUNS, 15.12.2011)

Daily newspaper *Blic* has refused to publish a paid advertisement in which journalists Slavoljub Kacarevic, Biserka Ilic and Slobodan Sreckovic wanted to publicly thank the German Chancellor Angela Merkel, who had previously said

that Serbia "has not fulfilled necessary conditions to become a candidate for membership in the EU".

(UNS, 15.12.2011)

A TV host from TV Pink, Ognjen Amidzic, and his guests Nada Topcagic, Ljuba Alicic, Rada Manojlovic, Stevan Andjelkovic and Ana Kokic, got drunk during the airing of the programme "The Ami G Show", reports *Press*.

(Press, 21.12.2011)

### **Awards, training courses and competitions**

A protocol on cooperation has been signed by the general director and the editor-in-chief of the company *Novosti*, Manojlo Vukotic, and the dean of the Faculty of Nis, Prof. Dr. Goran Maksimovic, giving students of journalism from Nis a chance to achieve professional advancement in the most widely circulated newspaper in the country.

(Vecernje novosti, UNS, 08.12.2011)

During a training course for journalists organized by the Ministry of Health in Zajecar, the media and journalists were described as the most important participants in the new strategy of fight against HIV. Analyses made by the Ministry of Health show that the media provide the first and most crucial information about health care to citizens.

(Danas, NUNS, 19.12.2011)

We call on journalists and editors of the media in Serbia to apply for an exclusive three-stage seminar organized by the BBC World Service Trust within the project financed by the EU under the title "Support for Media Capacity in the Area of EU Integration". Applications with motivation letters and professional biographies should be sent to email address [maja@eumediafund.rs](mailto:maja@eumediafund.rs). The deadline for applications for [BBC's journalistic seminar](#) is 15 January 2012.

(MC, 9.12.2011)

Public Company "National Park Fruska Gora" has announced a competition for the journalistic award "Fruska Gora 2011" for contribution in promotion of the value of the oldest National Park in Serbia and the only national park in Vojvodina.

(RTV, NUNS, 14.12.2011)

For the second time, World Press Photo organizes an annual contest for the best multimedia story in the field of visual journalism. The deadline for applications is 12 January 2012. More information is available at the web page [World Press Photo multimedia contest](#).

Dart awards for excellence in reporting about situations are being given for innovative, ethical and effective reporting on all media platforms. The application deadline is 19 January 2012. More information is available at the web page [Dart Awards 2012](#).

A vacancy has been announced at the position of the [editor of the web site of the Independent Journalists' Association of Serbia \(NUNS\)](#). The deadline for applications is 15 January 2012.

The deadline for application for [Investigative reporting grants](#) is 10 January 2012.

Journalistic award "Ivan Markovic" is given by the Media Center "Defense" ("*Odbrana*") for the best media reports on activities of the Ministry of Defence and the Army of Serbia in 2011. The deadline for submission of applications is 31 December 2011. Additional information is available at the web page [Journalistic Award "Ivan Markovic"](#).

Interested journalists can apply for [annual awards given by the Association of Sport Journalists of Serbia](#) as of 21 December 2012.

The deadline for applications for [UNESCO/Guillermo Cano World Press Freedom Price](#) is 15 February 2012.

(MC, 18.12.2011)

This year's recipients of the traditional Award for Citizen Courage "Dragoljub Stosic" are the following individuals: Ljubomir Zivkov, journalist for magazine *Vreme*, Vladimir Radomirovic, the editor of the website *Pistaljka* and Dr Dragana Jovanovic, former secretary for health of the City of Belgrade. The awards will be presented on 24 December.

(NUNS, 13.12.2011)



The correspondent of *Danas* from Vranje, Vojkan Ristic, is the winner of this year's award given by the Regional Chamber of Commerce Leskovac for reporting on economy in the South Serbia. Recipients of the award for media reporting are TV Protokol K-1 from Leskovac and a local radio station OK Radio from Vranje.  
(Danas, UNS, NUNS, 19.12.2011)

A correspondent of *Novosti* newspaper from Zrenjanin, Slobodan Pasic, is the recipient of this year's award "Captain Misa Anastasijevic", which is given as a part of the project "Towards the Top" that is jointly organized by the Faculty of Technical Science in Novi Sad, Media Invent and the Chamber of Commerce of Serbia.  
(Vecernje novosti - Vojvodina, 17.12.2011)

The Journalists' Association of Serbia (UNS) has chosen the recipients of awards for the most successful journalists in 2011. This year's winners of the award for lifetime achievement are the long-time journalist of the daily newspaper *Politika* and a TV critic, Branka Otasevic, and the long-time photographer and editor of photography in the weekly magazine NIN, Branko Belic. Ivica Milosavljevic, a renowned television journalist, is the recipient of the Golden Award of the UNS for contribution to development of journalistic organizations. The annual Editorial Award "Dimitrije Davidovic" has been given to the web site Njuz.net. Cvijetin Milivojevic, a columnist for daily newspapers *Danas* and *Politika*, is the recipient of the "Bogdan Tirnanic" Award for the best comment or column.  
(UNS, 20.12.2011)

### **The media audience**

New technologies have caused a change in the culture of communication even among the children in primary schools. A research conducted in primary schools in Vojvodina has shown that the information they are most interested in is predominantly related to school, entertainment, sports and music. Newspapers are ranked behind radio and are more often read by eight-graders, mostly those with entertaining and tabloid content, while the daily newspaper *Blic* is most often read among news-oriented media outlets. Among radio stations, those with predominantly musical content are more popular. Only nation-wide TV stations are watched by this audience. Educational programmes are not favored by children and teenagers in Vojvodina. Facebook is the most popular website on the internet.  
(Blic, NUNS, 11.12.2011)

So far, 117 have joined ABC gemiusAudience, which constitutes the largest research of the internet audience in Serbia. Due to great demand among owners of websites and the internet community in the country, Gemius and ABC Serbia have extended their promotional period for inclusion of new websites until the end of December 2011.  
(ABC SERBIA Newsletter, 14.12.2011)

The semiannual ABC audit for the period 1 April – 30 September 2011 has been completed and is posted at the ABC Serbia website. The data contain all certificates of average sold/accepted circulation and is available to all members at the internet address [www.abcsrbija.com/sertifikati](http://www.abcsrbija.com/sertifikati).  
(ABC SERBIA Newsletter, 14.12.2011)

### **Media transfers**

Journalist, publicist and the editor of the foreign affairs section in the daily newspaper *Vecernje Novosti*, Slobodan Reljic, has been elected as the president of the Association of European Journalists of Serbia (UENS). As of 1 January 2012, Reljic will replace the current president, Nebojsa Ristic, whose term in office has expired. The deputy president of UENS is Zivorad Nikolic, while Miloje Popovic is the organization's secretary general.  
(UNS, 15.12.2011, Vecernje novosti, 16.12.2011)

Slobodan Reljic, a new president of the Association of European Journalists of Serbia, said that the mission of his organization was to raise the awareness about the European integration and cooperation between European countries, protection of the freedom of the press and the media, maintenance of the best traditions of European journalism, and the development of modern media, as well as to educate journalists.  
(Pravda, UNS, NUNS, 21.12.2011)

Last week, TV Pink pompously announced the beginning of broadcasting of the popular Croatian series "Lara's Choice". However, in the end, "Lara" chose TV Prva. The series is the most-watched Croatian series during the last few seasons, which is currently being aired in no less than 17 countries around the world. Yesterday, TV Prva issued an announcement saying that the record-breaking series would be aired by TV Prva.

(Kurir, 17.12.2011)

### **Anniversaries**

"We are six years old today. We do not intend to celebrate our birthday today. We will help those who need help the most", said Branko Miljus, the general director of the *Press Publishing Group*.

(Press, UNS, NUNS, 14.12.2011)

Radio Subotica organized a humanitarian event for children "Gifts for Joy" on the occasion of the forthcoming holidays as well as the 43rd anniversary of the station. Apart from individual donations from citizens, the event was co-financed by numerous companies, banks, public companies, schools, trade unions, as well as the Croatian Consulate and the station's employees themselves.

(Danas, NUNS, UNS, 19.12.2011)

### **In Memoriam**

Journalist, writer, author of numerous reports, researcher, and contributor to RTV VK, Sinisa Jakonic, passed away on 8 December at the age of 51. For many years, he worked as a correspondent for the daily newspaper *Danas* and various magazines in all parts of the country.

(NDNV, 11.12.2011)

Aleksandar Bobic, a long-time journalist from *Sportski Zurnal*, passed away in Belgrade on 14 December. He was born in 1968 in Belgrade and began his journalistic career in 1993 at Radio Index.

(UNS, 16.12.2011)

A long-time journalist, Slobodan Jovanovic, has passed away at the age of 63. He was active in journalism since 1966, when he began working as a contributor to *Izvidjacke Novine* and the newspaper *Cukarica*. He began cooperation with TV Studio B in 1972. During the last few years he was working for UNS funds for assistance to journalists.

(UNS, 16.12.2011)

### Media business operations

According to NIN reports, the general director of Radio-Television Serbia (RTS), Aleksandar Tijanic, not only took a bank loan in order to pay salaries to employees, but also decided to drastically reduce the same salaries – up to 80 percent in some cases. The already low level of collection of TV fee from citizens has dropped to 40 percent. The RTS' marketing department has not achieved satisfactory results, and its programmes have lost sponsors. At the same time, the legal department is losing legal cases before courts. Money is becoming increasingly difficult to find, which is now jeopardizing the very survival of the public service broadcaster.

(NIN, NUNS, 08.12.2011)

The Independent Journalists' Association of Serbia (NUNS) and the Journalists' Association of Serbia (UNS) have joined the appeal sent by the Association of Independent Electronic Media (ANEM) to the National Parliament of Serbia. The organizations call on the Parliament to reject the Draft Law on Cinematography, proposed by the Government, which would stipulate significant reduction of the funds collected by the Republic Broadcasting Agency (RRA) and the Republic Agency for Telecommunication (RATEL) from broadcasters and telecommunication providers. NUNS and UNS agree with ANEM's opinion that it would be dangerous and irresponsible to adopt the proposed law without a serious analysis of its effect on financing of the regulatory bodies (RRA and RATEL), the broadcasting sector and the electronic communication in Serbia. At the same time, the media and journalistic associations have been saying for years that the fees collected by the agencies from the electronic media should be reduced to the level that is required to pay for justified expenses of regulation.

(B92, UNS, NUNS, MC, 15.12.2011, Pravda, NUNS, 16.12.2011, Politika, Pravda, 17.12.2011)

If the proposed Draft Law on Cinematography is adopted by the parliament, the Republic Broadcasting Agency (RRA) will be required to finance film-making by allocating for such purpose 20 percent of the fees paid by broadcasters. In the case of the Republic Agency for Telecommunication (RATEL) and Radio-Television Serbia, these figures would amount to 10 percent and 1.5 percent of the monthly subscription, respectively. The Law has been sent to the parliament to be adopted, but its authors have overlooked the fact that it would violate other current laws – writes daily newspaper *Kurir*.

(Kurir, NUNS, 16.12.2011)

The Article 18 of the Draft Law on Cinematography is contrary to the Law on Broadcasting and the Media Strategy, says a letter sent by the Council of the Republic Broadcasting Agency to the president of the parliamentary Committee for Culture and Information, Jelena Trivan.

(Danas, NUNS, 16.12.2011)

Maja Pavlovic from Channel 9 in Novi Sad writes: "TV media market in Novi Sad is in a complete chaos. On the one hand, the local public service broadcaster, TV Apolo – now operating under the name of *Novosadska Televizija* – is not required to pay for the broadcasting license; it has not been privatized to this day despite the legal obligation to complete privatization of the broadcaster until 31 December 2007; and every year it receives around 1,000,000 euros from the city budget without any public contest. There are illegal broadcasters which make their revenue illegally. Cable distributors have a virtual monopoly over the distribution of TV programme (more than 95% of households in Novi Sad) and use their systems – thanks to the lack of legal regulation – to distribute programmes that are not licensed to be broadcast in Serbia. Without any explanation, distributors deny distribution to media outlets that have valid broadcasting licenses. Legal broadcasters operate completely at the mercy of market conditions, respect all legal limitations pertaining to their programme, pay all legally required taxes, fees and royalties, and their total revenue is still 2-3 times smaller than the subsidies paid by the City to its own local TV station. These TV stations have a right to receive funds allocated from the budget of the City of Novi Sad via public contests for programs and projects in the field of culture. Not a single private TV station has received more than 4,000 EUR for this purpose in Novi Sad in 2011.

(Kanal 9, 13.12.2011)

In countries around the world, governments have turned to using advertising to manipulate the media: Positive coverage equals more government ads; negative coverage leads to governments pulling their ads. In many cases, government officials are making advertising payments directly to individual reporters, and even calling editors upset over certain news coverage. Jessica Weiss  
(IJNEditor, 19.12.2011)

Daily newspaper *Vecernje Novosti* writes that a serious election campaign cannot cost less than a million euros. Officially, TV advertising is the most expensive. One second of advertising in the Second Evening News (*Dnevnik 2*) aired by the public service broadcaster has the highest price and costs no less than 17,000 dinars. One second of advertising after 20.00 costs 12,000 dinars, while advertisements inserted in sport events cost 11,000 dinars per second. Billboards are also expensive. One week of advertising on a billboard in the capital ranges between 500 and 1,000 euros. Printing of posters costs between 15,000 dinars (for a small number of copies) to 40,000 dinars. However, Marko Blagojevic from CESID claims that official price lists are not relevant and that no one has ever paid such prices. "Pre-election advertising is purchased in the wholesale manner and discounts come into play just like in the case of any other goods. The price is agreed between the buyer and the seller", says Blagojevic.  
(*Vecernje novosti*, 19.12.2011)

### Privatization and the state-owned media

The Liberal-Democratic Party (LDP) has submitted a request to the Anti-Corruption Agency and the prosecutor's office demanding an investigation of the purchase of ownership share of the VAC company in the daily newspapers *Politika*, *Novosti* and *Dnevnik* by the owner of the daily newspaper *Politika*. "The corruption in this case is huge and extremely immoral", says Zoran Ostojic, an official of the LDP. A journalist from daily newspaper *Danas* asked the Ministry of Culture, the Provincial Secretariat for Information, the Serbian Business Registers Agency, as well as the daily newspapers *Politika*, *Novosti* and *Dnevnik*, whether VAC has sold to Kurir its ownership share in Serbian media outlets, but none of these organizations has been able to offer an answer to this question.

(Tanjug, *Danas*, *Pregled*, *Dnevnik*, *Politika*, *Kurir*, NUNS, UNS, 13.12.2011, Beta, NUN S, 14.12.2011)

The owner of the daily newspaper *Kurir*, Aleksandar Rodic, denied LDP's claims that the newspaper had received money from the Fund for Assistance to the Media in Crisis that allowed them to buy VAC's ownership share in dailies *Vecernje Novosti*, *Politika* and *Dnevnik*. He said that the accusations were false.  
(Beta, B92, *Večernje novosti*, 13.12.2011)

Petar Jeremic, the president of the Executive Board of the Journalists' Association of Serbia (UNS), said to *Kurir* that it was obvious that the Liberal-Democratic Party (LDP) had the intention to exert pressure. "I am absolutely opposed to any proceedings and campaigns aimed against journalists and the media", said the vice president of the Independent Journalists' Association of Serbia (NUNS), Mr. Janjic.  
(*Kurir*, NUNS, 13.12.2011)

The Democratic Party (DS) intends to use a series of covert deals to buy the ownership shares belonging to the German VAC in the companies that own daily newspapers *Politika*, *Vecernje Novosti* and *Dnevnik*, says Zoran Ostojic from the Liberal-Democratic Party (LDP). Ostojic points out that the search for the financial construction necessary for completion of the deal was first attempted via abuse of funds from European and domestic subsidized loans to the media hit by the economic crisis. "According to indications available to LDP, the plan was partially changed after this attempt had been exposed. Now the intention is to use a consortium of domestic companies that are under the indirect control of the senior figures from DS to finance the purchase of shares", says Ostojic.  
(*Danas*, *Dnevnik*, NUNS, 15.12.2011)

Aleksandar Rodic, the owner of the daily newspaper *Kurir*, said that he would inform all domestic and international journalistic institutions about the "disgraceful attempt of the Liberal-Democratic Party (LDP) to smear and destroy *Kurir* in the National Parliament of Serbia". "Everyone must be held accountable for their publicly-made statements", added Rodic.  
(*Kurir*, NUNS, 15.12.2011)

The director of *Kurir*, Nebojsa Rodic, said in the programme "Between Two Fires", aired by B92, that *Kurir* was interested in purchasing an ownership share in these newspapers because they wanted "to prevent a publisher from Sarajevo, connected with drug cartels, from taking control over *Politika*".

(Politika, Vecernje novosti, Press, NUNS, 15.12.2011)

The Journalists' Association of Serbia (UNS) calls on the Managing Board of Politika AD and the Government of Serbia to fully inform the public about the sale of VAC's ownership share in newspapers *Politika*, *Dnevnik* and *Vecernje Novosti*. Taking into account the statement made by the director of the company *Kurir Info*, who said that Kurir intended to buy *Politika* in order to prevent a publisher from Sarajevo with ties to a drug cartel from purchasing the daily, the authorities have to confirm or deny whether there are any negotiations about the sale of major newspapers.

(UNS, 15.12.2011, Blic, 16.12.2011)

Sale and purchase of ownership shares between companies are in no way related to the Democratic Party (DS), including the case of *Kurir* or any other company, says the deputy president of DS, Jelena Trivan.

(Danas, UNS, NUNS, 16.12.2011)

A member of parliament from the Liberal-Democratic Party (LDP), Zoran Ostojic, demanded an urgent session of the Committee for Culture and Information to discuss the information the *Kurir* intends to buy the ownership share of German company VAC in three daily newspapers. He also demanded that the session be attended by representatives of state capital in the three newspapers, as well as representatives of media associations.

(Dnevnik, 16.12.2011)

The Independent Journalists' Association of Serbia demanded that the authorities investigate the claims that the daily newspaper *Kurir* intended to purchase the ownership share of the German company VAC in three domestic daily newspapers.

(NUNS, Pravda, 16.12.2011, Blic, 17.12.2011)

"The Independent Journalists' Association of Serbia (NUNS) considers that each change in ownership has to be transparent and in accordance with relevant laws. Since the media in question are very influential, any covert ownership transaction would create a possibility of favoring personal interests instead of the public interest", says a letter sent by the NUNS to the assistant minister of culture and information, Dragana Milicevic-Milutinovic, the president of the Committee for Culture and Information of the National Parliament of Serbia, Jelena Trivan, the secretary for information of Vojvodina, Milorad Djuric, and the president of the Committee for Information of the Assembly of the Autonomous Province of Vojvodina, Oto Bus.

(NUNS, 16.12.2011)

The director of the Anti-Corruption Agency, Zorana Markovic, said that the Agency would act on the complaint filed by the member of parliament, Zoran Ostojic, which mentioned the alleged intention of the newspaper Kurir to buy the ownership shares of the German company VAC in daily newspapers *Politika*, *Vecernje Novosti* and *Dnevnik*.

(Pregled, UNS, NUNS, Press, Vecernje Novosti, 16.12.2011)

I am not aware of anyone's intention to purchase *Politika NM*. The Managing Board of Politika AD, which is a co-owner of *Politika NM*, has not been approached by anyone who wants to purchase stocks, says Jovan Simic, the representative of the state capital.

(Tanjug, Politika, NUNS, UNS, 16.12.2011)

In the last year, VAC announced its intention to withdraw from the Serbian market, and various prospective buyers have discussed possible purchase of ownership shares in *Politika*, *Novosti* and *Dnevnik*, says Max-Sebastian Winterfeldt, the deputy general director of *Politika* and a representative of VAC. He does not know whether the owners of *Kurir* are among them.

(Danas, NUNS, 20.12.2011)

### The Independent Journalists' Association of Serbia (NUNS)

The Independent Journalists' Association of Serbia (NUNS) congratulates Rodoljub Sabic on his reelection to the position of the Commissioner for Information of Public Importance.

(NUNS, 07.12.2011)

The Independent Journalists' Association of Serbia (NUNS) has called on the Serbian authorities to make additional effort to create the institutional framework that would guarantee a higher degree of media freedom. "In accordance with the Action Plan that is an integral part of the Media Strategy, we expect the state to immediately begin solving the pressing problems and ensure that the media in Serbia become one of the crucial factors of democracy", says the president of NUNS, Vukasin Obradovic.

(Beta, Danas, 20.12.2011)

### The Journalists' Association of Serbia (UNS)

Wikileaks is the most important event in journalism in the last 20 years, said the president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, during the public presentation of the book "Wikileaks – Secret Cables from Belgrade". Among the participants of the presentation were the president of the Democratic Party of Serbia (DSS), Vojislav Kostunica, journalist Miroslav Lazanski, the editor of magazine *Pecat*, Milorad Vucelic, and the author of the book, Nikola Vrzic.

(Kurir, UNS, 11.12.2011)

### Journalistic trade unions

The Journalists' Association of Serbia (UNS) and the Independent Journalists' Association of Serbia (NUNS) condemn the insults and threats made by the general director of the company *Novosti* and the editor-in-chief of *Vecernje Novosti*, Manojlo Vukotic, against the president of the Journalists' Union of Serbia and one of the journalists for the newspaper, Dragana Cabarkapa. UNS and NUNS remind Vukotic that employees must not suffer consequences because of their activities in the trade union.

(UNS, NUNS, 08.12. 2011, Beta, Pravda, Politika, 09.12.2011)

In his statement delivered to media associations and editorial offices, Manojlo Vukotic expresses his "astonishment" caused by the two associations' previous statement. The rest of his statement criticizes the activities of journalistic associations. Vukotic claims that the collective contract of the company *Novosti* is the best in the country, that no one has been dismissed from work in the last two years, and that salaries are being paid regularly and on time, twice a month. (e-novine, UNS, NUNS, 08.12.2011)

The president of the trade union and a journalist for *Vecernje Novosti*, Dragana Cabarkapa, had submitted a demand that the director of the company inform the employees about the possible sale of the ownership share owned by VAC but, in her words, she was told in reply that "the director doesn't know and doesn't have to know that, and that the employees do not have to know either". The president of the journalistic trade union of *Politika*, Zoran Anastasijevic, also pointed out that he had asked the authorities in *Politika* to inform the employees about the sale of the newspaper, but that he had not received any reply to this day. He called on the Serbian government to reveal all details about the sale of *Politika*, *Novosti* and *Dnevnik*.

(Danas, Dnevnik, 21.12.2011)



Journalism cannot exist while journalists are scared, hungry and threatened – this is the message voiced by the Journalists' Union of Serbia at a press conference. The Union has reacted in response to an attack on its president, Dragana Cabarkapa, who claims that she is a victim of the director and editor-in-chief of *Vecernje Novosti*, Manojlo Vukotic. The president of the European Federation of Journalists, Arne Koenig, sent a letter to the ministries of labor and culture asking them to react to these events.

(Tanjug, Politika, UNS, NUNS, Danas, Kurir, 21.12.2011)

### **The Republic Broadcasting Agency (RRA)**

The Council of the Republic Broadcasting Agency (RRA) reviewed today the Article 18 of the proposed Law on Cinematography. The article specifies that 20 percent of the fees paid by broadcasters to the Agency has to be paid to the Film Center of Serbia in order to be used to stimulate the domestic cinematography. The Council of the RRA warns that the Article 18 of the proposed Law on Cinematography directly violates the Article 34 of the Law on Broadcasting and the Strategy of Development of the Public Information System in the Republic of Serbia Until 2016 (The Media Strategy), which has recently been adopted by the Government of the Republic of Serbia. The Council also warns that implementation of the article would seriously undermine the activities of this independent regulatory body.

(RRA, 15.12.2011)

## Media-related news

TV BK is on the air again, but only on the Internet. The station's editorial office in Belgrade will soon hire new staff in order to launch a 24 hour-a-day programme.

(Vecernje novosti, NUNS, 08.12.2011)

"It is obvious that the broadcasting of TV BK on the internet avoids the circumstances that led to the closure of BK, i.e. the activities of an 'independent' agency that issues and revokes broadcasting licenses and punishes broadcasters. Still, new technologies have managed to overcome the legal framework and legal regulations. The idea as such relies on technological advances, but it is uncertain whether such a programme will be accepted by the audience", says Miroљjub Radoјkovic, a professor at the Faculty of Political Science.

(Danas, NUNS, 09.12.2011)

Ivana Vujanov, a columnist for *Dnevnik*, writes: "The news that TV BK has begun working again under the name of BK TV News does not seem as a big surprise. 'Telefact', a TV show that stood among others due to its precise time slot and carefully selected news that sounded unbiased and topical, came back to our computer monitors instead of our TV screens, after six years of absence. TV BK was closed down on 9 May 2007 after the Republic Broadcasting Agency (RRA) revoked its broadcasting license, shutting down a station whose news programme was one of the best-rated in the country. Despite nine verdicts issued by the Supreme Court confirming the illegal closure of TV BK, the station has not managed to resume broadcasting.

(Dnevnik, 10.12.2011)

The Press Center in Vladicin Han has received a new radio and studio mixer, a link and other necessary equipment for reporting on the sessions of the Municipal Assembly, all paid by the state budget. Installation of the new equipment will significantly improve broadcasting of the programme and working conditions of the station's employees.

(Vecernje novosti, UNS, 13.12.2011)

As a part of the campaign "A Penny for the Media", BIRN Serbia has launched a web application "The Media Informant" ("*Medijski Dousnik*"), which serves as an online tool that allows quick and simple communication with the media. "For the first time in a single location, we have formed an online database with contacts from 496 media outlets in Serbia, which citizens can use to ask a question with only three clicks!", says the announcement issued by BIRN Serbia.

(BIRN Serbia, MC, 14.12.2011)

A web edition of the oldest daily newspaper in Vojvodina, *Dnevnik* from Novi Sad, has grown into a web portal that offers real-time news from the country and abroad, with special emphasis on Novi Sad and its surroundings. The address of the portal is [www.dnevnik.rs](http://www.dnevnik.rs).

(UNS,16.12.2011)

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- Abbreviations - [www.mc.rs/media-news-bulletin-abbreviations.2317.html#104230](http://www.mc.rs/media-news-bulletin-abbreviations.2317.html#104230)
- Sections - [www.mc.rs/media-news-bulletin-abbreviations-and-sections.2317.html](http://www.mc.rs/media-news-bulletin-abbreviations-and-sections.2317.html)
- Archive - [www.mc.rs/media-news-bulletin-archive.2381.html](http://www.mc.rs/media-news-bulletin-archive.2381.html)
- Media News Bulletin home - [www.mc.rs/media-news-bulletin.2298.html](http://www.mc.rs/media-news-bulletin.2298.html)

Media News Bulletin is a short account of media reports on the situation in the media. It has been created with the aim to register the information about the media published in the previous 14 days in Serbia, shortened to reflect the basic message of media reports and grouped in thematic subsections. The editors convey the news without changing the essential meaning of media reports on the media. For the readers interested in the complete published article, its source and date of publishing are given.

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