



## Content

### Media Environment

TV editors get criticized for violent content during prime time - 30th Monitoring Report by ANEM – Boza Prelevic: The media was more critical during Milosevic's rule – Ljiljana Smajlovic: The media acts as accomplice in deceiving the public – Council of Europe Parliamentary Assembly calls on politicians to refrain from influencing the media – RTS concludes new agreement on broadcasting of parliamentary sessions – RTS continues testing thousands of candidates – Journalists in Leskovac, Nis and Kraljevo are attacked – Criminal charges are filed against persons distributing B92 "death notice" – Unsolved murders and attempts to kill journalists: Investigations are still unsuccessful after five years in the Anastasijevic case and 13 years in the Curuvija case – European Parliament insists on identifying murderers and those who have obstructed investigations – Anniversary of the political assassination of Slavko Curuvija is marked – Associations protest against obstruction of and lack of results in investigations – Anniversary of death of RTS employees is marked – Protests are organized against inefficiency of investigation on the background of the decision that employees must remain in the threatened building – President of EFN Arne Konig supports Day of Remembrance

### Professionalism in the Media

Media Center launches Resource Center with high-quality information on elections – Most of the TV airtime is dedicated to the Democratic Party (DS) and Boris Tadic – BIRODI: Reporting on election campaign is characterized by positive instead of critical approach by the media – RRA receives complaints: SNS protests against TV Pink (complaint rejected); Monitoring Section protests against LSV (complaint accepted); a citizen files a meaningless complaint against LSV (complaint is to be considered) – *Pravda* draws attention to violation by RTS (no reaction from RRA) – Movement Dveri protests against SNS – Diaspora media participate in an event in Belgrade – Programme of B92 is criticized – New examples of unprofessional behavior in the media appear, especially in TV stations – Broadcasting of the new Insider series on B92 is delayed – RRA and RATEL again cut off the programme of TV Zupa and TV Aleksandrovac because of political abuse of airtime – This year's Media Summit organized by ABC is announced – New visits take place – UNS website has published 3000 pieces of information so far – Local media outlets join ABC audit – Anniversary of birth of Mir Jam is celebrated – Commemorative event is dedicated to Verica Barac

### Media Economy

Centroproizvod intends to improve retail sale via newsstands – Company Novosti is excessively indebted – Several municipalities announce public contests for allocation of money to the media – VAC offers the government its share in *Politika* – The offer receives unclear responses – After 10 years, Ana Tomanova revives the rejected media privatization proposal in accordance with the 30:30:40 pattern – Pink searches for partners – Representative of state capital in TV Pirot is appointed

### Media Institutions & Activities

NUNS supports the demand made by the International Federation of Journalists – RRA warns against abuse of children in political videos – RATEL becomes a member of European electronic communication regulators – RATEL investigates each individual reported case of interference with broadcasting signals – RATEL adopts amendments to the Plan of Enumeration – Media Association gets two new vice presidents

### Media Innovations

TV programme "Okruzenje" is aired in five ex-Yugoslavian republics – Web portal Novinarnica.net covers 90% of all print media outlets – The First Transnational Conference on Digital TV in 2012 dedicated to future challenges and possibilities offered by new standards and technologies within the digital platform is held on April 19-20 in Trieste

## Media Environment

### The media scene in Serbia

A letter from a reader published in the daily newspaper *Politika* says: "The media reports that the Republic Agency for Electronic Communication (RATEL) will have to pay TV SOS damages in the amount of around 650 million dinars, because it had allocated the station a television channel already in use by the Second Channel of the Romanian Television. I am shocked that no one has responded to that news. This means that citizens will be forced to pay for mistakes of institutions. If by any chance the disputed channel had been allocated to TV Pink, TV B92 or TV Prva, the Government of Serbia would have already taken strict measures against RATEL.

(Politika, 18.04.2012)

### Current assessments of the media situation in Serbia

TV programmes in prime time slots are full of scenes of brutal violence, vulgarities and barbarism. Branislava Dzunov claims that such programmes are a result of inertia and the lack of accountability and editorial oversight on most of TV stations. Darko Brocic, the executive editor of the company AGB Nielsen in Serbia, says that slightly more than 50 percent of viewers has a technical capability to watch such programmes on cable TV, which is still preventing them from being among the top 10 most-watched programmes – although the number of their viewers is constantly growing.

(Blic, 20.04.2012)

The 30th MONITORING REPORT of the Association of Independent Electronic Media (ANEM) on the media scene in Serbia in January-February 2012 has been published. Additional information is available on the website of ANEM.

(MC, 24.04.2012)

In a wide-ranging interview, lawyer Boza Prelevic says: "Not all journalists who were persecuted during Milosevic's rule have been rehabilitated after his fall from power. Today, the most renowned authors have joined PR agencies, which indicates that our journalism is as much held hostage as the state itself. If you read again some of the newspapers published during the time of Milosevic's rule and before him, you will find many articles which are more critical than the ones published today. This is a strong signal for alarm."

(Vecernje Novosti, 22.04.2012)

"The media have become accomplices in deception of the public, because it has stopped acting as a watchdog of the power", said the president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, during an event hosted by the Media Center. She pointed out that almost all of the media outlets – acting like soldiers – had fulfilled the request or suggestion coming from the cabinet of the president of Serbia to describe the resignation of Boris Tadic as "shortening of the mandate". "Tanjug even published a news saying that international agencies had reported that President Tadic had shortened his mandate, which was of course untrue. The international media said that he had resigned from his position. It was painful to watch foreign TV channels and on-screen headlines with clearly written word 'resignation'", said Smajlovic. The vice president of the Independent Journalists' Association of Serbia (NUNS), Dragan Janjic, pointed out that political activities in Serbia have turned into PR.

(RTV, NUNS, 20.04.2012)

### The state and the media

The delegation of the Council of Europe Parliamentary Assembly called on the political parties in Serbia to refrain from attempts to influence the editorial policy of the media. The delegation stated that "all political participants have confidence in the electoral process and campaign" and that election campaign "has been mostly focused on issues related to economy and European integration".

(Politika, NUNS, UNS, 20.04.2012)

## Public service broadcasters

Radio-Television Serbia (RTS) will continue broadcasting the parliamentary sessions. A contract on reporting on parliamentary activities was signed 10 Takovska Street, serving as an occasion for the visit of the President of the National Parliament Slavica Djukic Dejanovic and the Secretary General of the National Parliament Veljko Odalovic. According to the contract, RTS is obliged to report on the activities of the parliament each Tuesday, Wednesday and Thursday, as well as on all days and in time slots specified by the National Parliament.

(RTS, 24.04.2012, Vecernje Novosti, UNS, NDNV, NUNS, 25.04.2012)

Radio-Television Serbia (RTS) is in the process of testing of skills of young contributors participating in the last year's public contest. 17,000 candidates applied for the contest. 10,000 candidates fulfilled the conditions of the contest, while 6,000 among them entered the second round. Following TV directors and designers, tests will be taken by scenographers, journalists and candidates in the fields of marketing and finance. After the third round of tests, the chosen candidates will be interviewed, which will constitute their last test.

(Vecernje Novosti, 22.04.2012)

## Threats, attacks and legal processes against journalists; media-related trials

The police in Leskovac arrested I. K., aged 35, on suspicion of threatening Bratislav Ilic, a journalist working for B92, *Press* and local TV Klisura, while he was photographing the construction site of the company "Bagat" located in downtown Leskovac, as well as the hole in the ground, several meters deep and lacking any support walls.

(RTV B92, NUNS, 16.04.2012, Blic, Kurir, Press, UNS, Pravda – Srbija, 17.04.2012, Politika, 18.04.2012)

The Independent Journalists' Association of Serbia (NUNS) expects the authorities in Leskovac to immediately charge the person who on Saturday, 14 April made serious threats to the correspondent of TV B92, Bratislav Ilic. NUNS welcomes the efficient response of the police, who quickly found and arrested the individual who had threatened the journalist.

(NUNS, 17.04.2012)

The Independent Journalists' Association of Serbia (NUNS) demands that the police and investigators in Kraljevo immediately investigate the circumstances of the physical assault on Milan Milovanovic, a journalist with newspaper *Kraljevske Novosti*, and file charges against the attacker, Ljubisa Vujovic, who is the president of the municipal Football Association.

(NUNS, 17.04.2012)

The Journalists' Association of Serbia (UNS) condemns the physical attack and threats against the journalist with the newspaper *Kraljevske Novosti*, Milan Milovanovic, and against the editor of the local station TV Klisura in Leskovac and correspondent of daily newspaper *Press* and TV B92 from the city, Bratislav Ilic. UNS warns that threats and physical attacks against journalists have become increasingly common and demands strong response from the authorities so that attacks on colleagues would not remain unpunished.

(UNS, 17.04.2012)

Five years ago today, journalist Dejan Anastasijevic and his family were attacked with a hand grenade. The case is still unsolved. At the time of the attack, Anastasijevic was working as a journalist for the magazine *Vreme*, while today he is the correspondent of Tanjug from Brussels.

(Tanjug, Politika, Blic, UNS, 13.04.2012)

Four individuals from Lazarevac have been charged of threatening security and violent behaviour because they distributed posters with "death certificates" of TV B92. "By filing these criminal charges, the prosecutor's office has made clear its position that journalists have to be protected", says Tomo Zoric, the PR of the Republic Public Prosecutor's Office.

(B92 onlajn, NUNS, UNS, 19.04.2012, Politika, 20.04.2012)

The editorial office of the web portal Juzne Vesti protested because it had not been informed of today's meeting in Belgrade between the mayor of the city of Nis, Milos Simonovic, the prime minister of Serbia, Mirko Cvetkovic, and the representatives of the Italian company "Calearo". Their public statement, signed by the editor-in-chief of the web portal, Predrag Blagojevic, says that the spokesperson of the mayor of Nis, Stanislava Todorovic, confirmed today that the media had been invited in accordance with "the list prepared by the mayor himself". Juzne Vesti reminds that this is not the first time that the Mayor Simonovic himself chose the media outlets that would be informed about significant events, and that the web portal is on the mayor's "black list" probably because of "continued unbiased reporting on the activities of the city administration".

(NUNS, UNS, 25.04.2012)

### Investigations of murders of journalists

Jovo Curuvija, the brother of murdered journalist Slavko Curuvija, wrote to the European Parliament Rapporteur for Serbia, Jelko Kacin, because the murder of his brother has not been solved after 13 years.

(Pregled, 11.04.2012)

Jelko Kacin confirmed that he had received and responded to the letter of Jovo Curuvija. Kacin did not want to reveal the content of his reply. Instead, he pointed out that the case, as well as murders of other journalists in Serbia, must be solved. "There is strong resistance in certain political and institutional circles in Serbia whenever it comes to tackling issues related to connections between criminals and Serbian state officials during the rule of Slobodan Milosevic."

(Blic, UNS, NUNS, 11.04.2012)

Friends, colleagues and Curuvija's family are convinced that his murder has a political background, because of strong words and criticism of the regime of Slobodan Milosevic written by the journalist. A statement issued by the Journalists' Association of Serbia (UNS) points out that the investigation of the death of Curuvija, despite numerous promises of governmental officials since 2000, has not given any results. UNS condemns the fact that "perpetrators and organizers of this terrible crime against the freedom of the press have remained unpunished".

(Pravda, 24 sata, 11.04.2012)

On the occasion of the 13th anniversary of the brutal murder of Slavko Curuvija, the Journalists' Association of Serbia (UNS) intends to propose the new Serbian parliament to immediately establish an independent body that would investigate all circumstances related to the unsuccessful and unprofessional investigation of the murder of our colleague. UNS considers that the claim made by the Special Prosecutor's Office – that everything that could possibly be done, within the prosecutor's authority, was indeed done in the Curuvija case – was not true.

(UNS, 11.04.2012)

"My brother was murdered by the state, which has not done anything to solve his murder during the last 13 years. All these years, judicial and political circles have been faking an investigation. They talk about my brother before elections and abuse his death for their political, pre-election purposes", said Jovo Curuvija.

(Alo!, 12.04.2012)

"I have not yet received the response of Jelko Kacin to my letter, but his statement given to the media encourages my efforts to find the perpetrators of the murder of Slavko Curuvija. Unsolved murders of three journalists and unsolved cases of bomb attack against the reporting van and the explosion under the window of a journalist's apartment, seem to prove that there are perfect crimes in this country and that no one will be punished for murders of journalists. I will not rest and will continue fighting for the rest of my life. State officials murdered Slavko and the state – not the journalists or the victim's family – has to bring the perpetrators to justice", said Jovo Curuvija.

(Blic, UNS, 12.04.2012)

Colleagues and friends paid a tribute to journalist Slavko Curuvija, who was murdered 13 years ago in front of his apartment in downtown Belgrade. They reiterated their demand that perpetrators and organizers of the crime be identified, and emphasized that otherwise it would not be possible to create a democratic Serbia and maintain

freedom of speech. Vuk Draskovic said that journalist Slavko Curuvija was murdered by secret services and that "it is well-known who ordered the crime, who organized it and who executed it".  
(Vecernje Novosti, Danas, UNS, 12.04.2012)

The memorial plate located at the place where journalist Slavko Curuvija was murdered is barely discernible today near a large advertisement depicting a woman shaving her legs.  
(Kurir, NUNS, 12.04.2012)

Journalistic associations and the family of the murdered journalist Slavko Curuvija marked the 13th anniversary of his death yesterday. The president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, said: "Identify the organizers, name the killers; the authorities must peek into the dark chambers of the regime of Slobodan Milosevic". The president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, said that Curuvija had been murdered for exercising his fundamental human right – the freedom of speech.  
(Beta, Politika, Dnevnik, UNS, 12.04.2012)

16 employees of Radio-Television Serbia (RTS) were killed in NATO bombardment of the RTS building on 23 April 1999. Director Janko Baljak, who has made two documentary films about their death, said that "those who are truly responsible are still free", and that "the case bears the same signature and shares the same secret" as the political murders of Slavko Curuvija, Dada Vujasinovic and soldiers who lost their lives in Topcider.  
(B92 online, UNS, 13.04.2012)

The Independent Journalists' Association of Serbia (NUNS) condemns the fact that 13 years after the bombardment of the RTS building, the Serbian authorities have not yet launched an independent investigation that would find out who and why sacrificed 16 RTS employees during the NATO campaign. NUNS considers that this and other cases of murders of journalists and media workers in Serbia must be solved for the rule of law to be established.  
(NUNS, 23.04.2012)

Families, colleagues and friends of RTS employees killed in the bombardment of 1999 laid wreaths and lighted candles at the monument entitled "Why?". The general director of RTS, Aleksandar Tijanic, said that those who are hiding the truth about the tragic event act as accomplices. The Journalists' Association of Serbia (UNS) and the Journalists' Union of Serbia called on journalistic associations and trade unions from NATO member countries to demand independent investigations of the war crime in their own countries.  
(Beta, UNS, NUNS, NDNV, Danas, Pravda, 23.04.2012, Vecernje Novosti, UNS, 24.04.12)

The president of the European Federation of Journalists (EFJ), Arne Konig, issued a statement on the anniversary of the death of 16 media workers of RTS killed during NATO bombardment. EFJ supports the initiative of the UNS and the Journalists' Union of Serbia to mark April 23 as the Day of Remembrance. Konig called on other members of the European Federation of Journalists to support the Day of Remembrance and emphasized that the media must not be a military target.  
(UNS, NUNS, 24.04.2012)

### Professional standards

Aiming to offer as adequate information about political parties' campaigns, programs and candidates, as well as electoral procedures and everything related to the elections, the Media Center Belgrade, with support from the Fund for an Open Society, has launched the [Resource Center web platform](#), which allows journalists and citizens access to relevant and high-quality information about election campaign, the elections, the results of elections, and post-election activities. The project "Resource Center for Journalists – Reporting on Elections 2012" by Media Center is being realized with support from the Fund for an Open Society and the Open Society Institute.

(MC, 20.04.2012)

Journalist Tatjana Aleksic says in an article published by the MC Resource Center: "There are several important locations for journalists during the election night. The Republic Electoral Commission (RIK), the Center for Free Elections and Democracy (CeSID) and headquarters of political parties. Each party will organize monitoring of election results. Political parties will have their representatives at the polls, which will allow them access to the same information as the official institutions. When it comes to results announced by political parties during first few hours, caution is warranted. CeSID has created a representative sample that reflects the Serbian electorate, on the basis of which it is possible to establish the voting results. During the last several elections, CeSID was the first to announce the winners. In Serbia, they have not been incorrect.

(MC, 23.04.2012)

During the election campaign, public service broadcasters are not allowed to earn money by airing time slots paid by political parties, while commercial broadcasters are free to decide whether political candidates and their electoral lists are worthy of their space. "Regardless of whether we are talking about commercial or public service broadcasters, they are obliged to ensure equal representation of electoral lists of all political parties", reports daily newspaper *Politika*.

(Politika, NUNS, 11.04.2012)

Analysis of the airtime dedicated to political parties and their presidential candidates in main news programmes of RTS1 and TV Pink on Wednesday, 11 April shows that the first position was held by the electoral list "For Better Life – Boris Tadic", followed by the electoral list of the coalition led by the Serbian Progressive Party, while the third position was held by "Cedomir Jovanovic – The Reversal".

(Danas – special supplement, 13.04.2012)

In the last week, most of the airtime on RTS1, TV B92 and TV Pink was dedicated to representatives of the coalition lead by the Democratic Party (DS), which had 35 percent more airspace than the Democratic Party of Serbia (DSS) and the third-positioned coalition led by the Serbian Progressive Party (SNS). Ilija Vučević from the agency *Kliping* points out that during the last week, RTS and Pink dedicated almost 70 minutes to elections during their main news programmes, while B92 dedicated only 30.5 minutes. Most of the news aired by RTS and TV Pink reported on the campaign of the electoral list "For Better Life – Boris Tadic", while B92 gave most of its airspace to DSS. The only list among those confirmed by the Republic Electoral Commission that has not been given any airtime was SVM.

(Danas – special supplement, 16.04.2012)

Folk music has found its place on TV B92: programme entitled "Night TV Project" has been included in the station's programme.

(24 sata, 17.04.2012, NUNS, 18.04.2012)

Media reports during the election campaign has predominantly positive, and in many cases even promotional character, shows the media research conducted by the Bureau for Social Research (BIRODI) during the period April

1 – April 14. During this time, the media mostly refrained from exercising their watchdog role i.e. any critical or analytical reporting, and acted only as conveyors of information about activities of political parties and their candidates. The exceptions were public service broadcasters RTS and TV Vojvodina, as well as commercial broadcaster TV B92 and the daily newspaper *Danas*.

(Beta, Autonomija, NDNV, NUNS, 19.04.2012, *Danas* – special supplement, *Pravda*, UNS, 20.04.2012, *Danas*, 21.04.2012)

During the current election campaign, the media has not performed their fundamental social role of acting as a watchdog – this is the conclusion reached by the participants of the round table on monitoring of the electoral process in Serbia. Participants of the discussion held in the Media Center Belgrade and organized by USAID, IREX and OSCE agreed that the main change from the previous campaign was the fact that the media, faced with the economic crisis, was forced to be servile in order to ensure its financial survival.

(*Pravda*, 21.04.2012, *Danas*, UNS, 23.04.2012)

The Serbian Progressive Party (SNS) has submitted a complaint to the Council of the Republic Broadcasting Agency (RRA) against TV Pink, "which has openly sided with the Democratic Party (DS) and grossly violated the Law on Broadcasting and the Mandatory Directive of the RRA". "TV Pink aired a report on the award presented to the vice president of DS, Dragan Djilas, by himself, without any mention of the response from the opposition. This is not the first time that the DS candidate was favored in such a way", says SNS.

(*Danas* – special supplement, 11.04.2012)

The Council of the Republic Broadcasting Agency (RRA), rejected as unfounded the complaint filed by the Serbian Progressive Party (SNS) and related to the reporting of TV Pink during the election campaign.

(Beta, NDNV, 12.04.2012, *Danas* – special supplement, 13.04.2012)

The Council of the Republic Broadcasting Agency (RRA) reviewed the report, made by the monitoring team, tagging as inappropriate the video authored by the League of Social Democrats of Vojvodina (LSV) and aired on TV Pink yesterday. The video mentions Slobodan Milosevic and Vojislav Kostunica, while the leader of the party, Nenad Canak, talks about the privatization of NIS. The RRA has ordered all broadcasters not to air the video. LSV says that it is "shocked" by the RRA's decision, and especially because the Agency had found the critique of harmful privatization to be inappropriate.

(RRA, E-novine, 17.04.2012, NUNS, *Dnevnik*, *autonomija.info*, 18.04.2012, *Danas* – special supplement, 21.04.2012)

The vice president of the Council of the Republic Broadcasting Agency (RRA), Goran Karadzic, announced that the Council would consider today the proposal that the latest video made by the League of Social Democrats of Vojvodina (LSV) be banned from airing. Karadzic told the news agency Beta that the latest video was the cause for complaint, just like the two previous LSV videos. He said that a citizens from Novi Sad had submitted a complaint because he believed that the video, depicting the leader of LSV Nenad Canak playing the song from the Second World War "The Young Woman from Vojvodina", constitutes "incitement to terrorism and war". RRA banned the first video made by LSV from being broadcast further – the one that describes "the sale of NIS for pittance and demands compensation for the citizens of Vojvodina".

(*Danas*, *Vecernje Novosti*, 25.04.2012)

The Movement "*Dveri*" sent a letter to the leader of the coalition "Let's Move Serbia Forward", Tomislav Nikolic, because they had – in their words – become the subject of reports aired by the media that is "undoubtedly under the control of the coalition led by Nikolic". The Movement "*Dveri*" asked Nikolic to explain who stands behind the "media lynching campaign" targeting the movement. The letter specifies the daily newspaper *Pravda*, television station Svet Plus Infor and Radio Fokus.

(Tanjug, *Politika*, 21.04.2012)

As of Wednesday, April 25, Radio-Television Serbia (RTS) will violate the General Mandatory Directive issued by the Republic Broadcasting Agency (RRA). On that day, RTS will begin broadcasting a re-run of the series "*Grlom u Jagode*" whose main character is played by actor Branko Cvejic, who is also a candidate of the Democratic Party for

a deputy of the National Parliament of Serbia.

(Pravda, 21.04.2012)

Opening the conference on the media of the diaspora in the premises of the Ministry in Belgrade, the Minister of Religion and Diaspora, Srdjan Sreckovic, said that a joint action of Serbia, the diaspora and Serbs in the region could change the negative perception of Serbia that is now dominant. He called on the media from Serbia to give the diaspora media – for free or for a nominal fee – all the necessary information and content whenever such a move would not jeopardize their commercial interest. Representatives of UNS and NUNS pointed out that they were willing to assist media outlets from the diaspora.

(Beta, NUNS, 12.04.2012)

TV B92, which used to rely on its news programme, looks more like TV Pink and TV Prva today – says an article published by daily newspaper *Blic*. It seems that the situation culminated when the programme "The Daily Magazine" featured folk singers – which was their first appearance on TV B92. The programme also offered several inappropriate jokes about the Roma, as well as few lascivious remarks about sportsmen. The editor of the programme, Marina Seizovic, explained that TV B92 "produces programme for its viewers and brings people that the viewers want to see on TV". She agrees that the programme of TV B92 has changed in the recent period.

(Blic, UNS, 18.04.2012)

TV B92, which used to be an urban TV station, has produced and aired new programmes featuring the worst turbo-folk screaming from the nineties of the last century, which is only a logical outcome of the years-long erosion of the station's values and its commercialization – says *E-Novine*. The station's PR head, Saska Beric, said that it was the policy of B92 not to comment on its programmes.

(e-Novine, 18.04.2012)

Web portal *E-Novine* says: "Reporting on the offer of Bulgaria to give citizenship to Goranis from Kosovo and Albania citizenship and financial benefits, the website of B92 posted a properly signed photograph of Budapest. The editor warned of the monstrous intention of the Bulgarian administration ('Bulgaria abuses its status of EU member to advance the longtime policy of assimilation of other nationalities') and illustrated its article with a photograph of a grotesquely huge building of the Romanian Parliament and a caption reading: 'Bucharest offers Goranis citizenship'."

(e-Novine, 19.04.2012)

Branka Otasevic, a journalist with the daily newspaper *Politika*, says in an article: "Pragmatic changes in the programmes of certain TV stations are still being perceived as a surprise. Recently, such reactions have come as a result of new programmes aired by TV B92: 'The Evening Show' and 'The Daily Magazine'. It is interesting to note that the main trigger for this reaction and cries about 'jeopardized image' of TV B92 were not the shallow show-business nature of these programmes, but the appearance of folk singers on the programme of this 'urban' TV station".

(Politika, 22.04.2012)

Journalist Ljubomir Vujisic says in an article published by the daily newspaper *Politika*: "I rarely watch television because TV hosts poke their finger at my eye – and they keep doing it in these pre-election programmes! This should be the basic rule of good manners. I remember an appearance of Mr. Djilas in a TV programme, when he told the TV host: 'Please stop waving your hands at me, I don't want to talk like that!' TV hosts often use wrong accents and wrong forms of certain countable nouns, like 'kilometer'. They should first read the primary school Grammar of Serbian Language and the Orthography of Serbian Language so that they could pronounce words correctly in the programme aired by public service broadcasters."

(Politika, 21.04.2012)

Press statement issued by TV B92 says: "Since the series did not begin airing at the announced time due to misunderstanding between the Republic Broadcasting Agency (RRA) and B92 with regard to the mandatory directive, the journalistic team of 'The Insider' did not want to begin airing the series now, during the last stage of the election



campaign. For all these reasons, 'The Insider' will be on-air on Tuesday, May 22."

(B92 online, UNS, NUNS, 20.04.2012)

After numerous warnings to TV Zupa and TV Aleksandrovac, the Republic Broadcasting Agency (RRA) and the Republic Agency for Electronic Communication (RATEL) ordered the stations to be cut off from the cable distribution network "Kopernikus". Some of the citizens and opposition political parties in the city of Zupa are satisfied with the decision. They had complained because of the "inappropriate one and a half month-long reality show authored by Jugoslav Stajkovic". They had also complained because "the president of the municipality vulgarly attacked on TV Zupa and TV Aleksandrovac his political opponents, the Government of Serbia and ministers".

(Blic, 23.04.2012)

### **Assessments, awards, training courses and competitions**

The ongoing election campaign obliges media professionals and political parties to ensure objective and professional informing of voters. A training course for journalists, most of all those who are reporting on elections for the first time, was held in the premises of the Media Center Belgrade as a part of the project "Resource Center for Journalists – Reporting on Elections 2012".

(MC, 18.04.2012)

The Central European Initiative (CEI), in cooperation with SEEMO has launched a Call for Proposals for the 2012 Award for Outstanding Merits in Investigative Journalism. The Call for Proposals and Application Form is available at: [www.ceinet.org](http://www.ceinet.org) / [www.seemo.org](http://www.seemo.org) . Previous award recipients were: Drago Hedl, Croatia (2008); Besar Likmeta, Albania (2009); Adrian Mogos, Romania (2010); and Wlodzimirz Kalicki, Poland (2011).

(SEEMO, 12.04.2012)

The Independent Journalists' Association of Serbia (NUNS), in cooperation with the American Embassy in Belgrade, organizes a three-day seminar entitled "New Media, New Challenges". The seminar will take place in Belgrade, in the premises of NUNS (28/II Resavska Street) in the period May 14-May 16, 2012. American media expert, Professor William Silcock, who teaches journalism at the Walter Cronkite School of Journalism and Mass Communication, will lecture at the seminar.

(NUNS, NDNV, 18.04.2012)

A major regional conference organized by ABC Croatia will present leading advertisers, publishers and agencies from Croatia, Serbia and Bosnia-Herzegovina via eight expert lectures and two panels. The conference will take place on June 4, 2012 at the Hotel Regent Esplanade in Zagreb.

(ABC Newsletter, 17.04.2012)

The general director of the media company "Ringier Axel Springer Serbia", Jelena Drakulic, is the recipient of the Award "Kapetan Misa Anastasijevic" in the category "Social Responsibility and the Quality of Management in the Media".

(Blic online, UNS, Alo!, 20.04.2012)

The Journalists' Association of Serbia (UNS) and Media Art have announced a series of one-day workshops intended for those who are preparing for or making first steps in the media. Workshops will be held in Belgrade and Novi Sad, and some of them will be available online (with the possibility of active participation via Skype). Additional information is available from phone numbers 021 427 462, 064 18 10 376, or email [tanja.prodanov@mediart.org](mailto:tanja.prodanov@mediart.org).

(UNS, 20.04.2012)

Due to the large number of nominated works, the Independent Journalists' Association of Serbia (NUNS) has decided to respond positively to the request of the jury and extend the deadline for publication of the list of the works

nominated for the award for investigative journalism. This year, the number of submitted works is almost double the number of such works in the previous year, which had already been a record-breaking year.  
(NUNS, 20.04.2012)

In the first round of voting, the jury for the annual Award for Investigative Journalism of the Independent Journalists' Association of Serbia (NUNS) has selected three nominated works in each of the three categories: the electronic media; the print media; and the online media. The winning works will be announced at the award ceremony to be held on the Faculty of Dramatic Arts in Belgrade on May 3 at 19.00.  
(CINS, NUNS, 23.04.2012)

The editor-in-chief and the editor of educational and science programme of TV Metropolis, Ljubica Urosevic, participated in the International Conference on Popularization of Science in the Media that was held in Florence recently. Representatives of Greece, Turkey, Croatia, Macedonia and Montenegro participated in the conference. It has turned out that Serbia has the most visible results and the longest tradition (the Science Programme Section of RTS has been in existence for 45 years).  
(Vecernje Novosti, Politika, UNS, NUNS, 24.04.12)

UniCredit Bank Serbia announced today that the public contest for the journalistic award "Writing for Central and Eastern Europe (CIE) 2012" will be open until July 31. Application documents are available at the website: [www.apa.at/cee-award](http://www.apa.at/cee-award).  
(Beta, 23.04.2012)

This year, the traditional regional October Media Summit, organized by ABC for the last three years, will be dedicated to regional cooperation. Aside from leaders of press publishers, who are the traditional participants in the Summit, this year the state representatives in the field of information of the countries in the region will be invited to participate in the event.  
(ABC Newsletter, 17.04.2012)

### **Media visits**

Members of the Club of Veteran Journalists of the Journalists' Association of Serbia visited yesterday the National Bank of Serbia. They will soon visit the Headquarters of the Army of Serbia as well.  
(UNS, 12.04.2012)

The Commissioner for Information of Public Importance and Protection of Personal Data Rodoljub Sabic and the Protector of Citizens Aleksandar Jankovic visited the Media Association. Their hosts were the editors-in-chief and directors of media companies that are members of the Media Association.  
(ASMEDI, april, 2012)

### **The media audience**

In the last four years, around 3000 news and multimedia items have been published on the website of the Journalists' Association of Serbia (UNS) in the last four years. The communication department of UNS made around 2000 news, announcements and audio and video items, while other information about journalists and the media have been posted on the website via other media outlets.  
(UNS, 08.04.2012)

Small local media outlets belong to the growing group of market research users. In cooperation with IREX and USAID, ABC Serbia has begun introducing local print media outlets in the audit. The aim of the project is to allow local print media outlets to become visible in the system the brings together all relevant representatives of the media sector, which would make them relevant for advertisers and advertising agencies. Data about the sales of 17 local publications will be available on the website of ABC immediately after the initial revision in the beginning of May and

will cover the period 1 September 2011 – end of March 2012.

(ABC Newsletter, 17.04.2012)

Only a year after its launch, the Belgrade magazine "Vodici za Zivot" has already become one of the most-read Serbian magazines, according to the research and rating list made by "Ipsos Strategic Marketing", it was published on the magazine's website.

(Tanjug, UNS, 20.04.2012)

### Anniversaries

Veteran journalists of the Journalists' Association of Serbia celebrate the 125th anniversary of the birth of Milica Jakovljevic, Serbian writer and journalist. She began her journalistic career in the daily newspaper *Vecernje Novosti*, after which she worked for *Nedeljne Ilustracije*.

(UNS, 12.04.2012)

### In Memoriam

Search for truth was the defining characteristic of the life of Verica Barac, the president of the Anti-Corruption Council of the Government of Serbia, said today the president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic. At a commemorative event dedicated to Verica Barac, held in Belgrade, Obradovic said that the media were often her only ally, the one that made her job easier by giving their pages and airspace to her numerous battles.

(Danas, NUNS, NDNV, 12.04.2012, Kurir, Dnevnik, 13.04.2012)

## Media Economy

The company "Centroproizvod" has decided to direct its knowledge, energy and investment in a new area – improvement of operations of the retail chain of newsstands, which would provide conditions for creation of a stable business system and preservation of 4,300 jobs.

(ASMEDI, ABC Newsletter, 17.04.2012)

The Monitoring Board of the company "Novosti" announced on April 23 that the company was excessively indebted. The announcement, signed by the Board's president, Dragana Simic, says that liabilities of the company had exceeded the value of the company, which means that its assets cannot repay its debt. No less than 97 percent of the company's debt is short-term debt that is due for payment within a year. At the end of the last year, the total loss of the company amounted to 1,003,641,000 dinars i.e. 76% of total assets of the company. The report of the Monitoring Board and adoption of the financial report for 2011 will be a part of the agenda during the Regular Session of the Assembly of Shareholders scheduled for May 25, together with proposed removal from positions of members of the Managing and Monitoring Boards.

(NIP Company Novosti A.D, UNS, NUNS, NDNV, E-novine, 25.04.2012)

### Privatization and state-owned media

The local media in the city of Pirot will receive 11.1 million dinars for the first half of the year. TV Pi will receive 3 million, JP Radio Pirot (which has not been privatized) will receive 2.1 million dinars, while Radio Plus and weekly magazine *Sloboda* will receive 1.5 million dinars each. The regional TV Pirot has been allocated 3 million dinars.

(Blic, UNS, 16.04.2012)

The Commission for Allocation of Funds in the Field of Public Information in Subotica has given around 16.5 million dinars to local print and electronic media outlets, according to the results of the public contest, but judging by the amounts, some of the media won the lottery, reports daily newspaper *Danas*. (*Danas*, UNS, NUNS, 19.04.2012, *Pravda - Srbija*, 20.04.2012)

The Coordination Body for Presevo, Bujanovac and Medvedja will fund the project of the weekly magazine *Vranjske* with 323,000 dinars. Private radio station Radio Ema from Bujanovac received 256,000 dinars. (*Blic*, 20.04.2012)

German media company VAC has offered "Politika AD" its share in the joint company "*Politika Novine i Magazin*", confirmed the president of the Managing Board of "Politika AD", Sonja Liht. In her words, VAC demands 4.7 million euros and some other financial obligations for its 50-percent share in "*Politika Novine i Magazin*". The president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, reminds that it is Association's position that the state should withdraw from the media, instead of gaining a stronger role in the media scene. The ten biggest owners of "Politika AD" are the following: the Republic of Serbia (31.06%), Shareholders' Fund of RS (21.45%), the Electrical Power Company of Serbia (12.12%), the Pension and Disability Fund of RS (4.32%), Komercijalna banka (2.6%), Dipos DOO (2.42%), AIK Bank (1.82%) and the Electrical Power Company Belgrade (1.42%). (*Danas*, UNS, NUNS, 11.04.2012)

The Government of Serbia has not received any offer from the German company VAZ to buy its share in "*Politika Novine i Magazin*", said the Prime Minister Mirko Cvetkovic. "The Managing Board of Politika AD, whose majority owner is the government, cannot deliver such an offer to the majority owner. Instead, they should inform us what their position is with regard to that offer", said Cvetkovic. (*Danas*, E kapija, NUNS, 12.04.2012)

German concern VAC has not delivered a modified offer for sale of the share in "Politika", said yesterday the representative of the state capital in the Belgrade newspaper, Jovan Simic. (*BETA*, *Pravda*, UNS, *Danas*, NUNS, 18.04.2012)

The Journalists' Union of Serbia demanded today that the sale and purchase of the share of German company VAC in "Politika NM" be performed transparently and that the new owner do everything possible to restore the reputation that "Politika" used to have. (*Beta*, NUNS, 18.04.2012, *Danas*, UNS, *Pregled*, 19.04.2012)

26 local media outlets in Vojvodina have been sold at auctions for the sums ranging from 19,000 to 191 million dinars. Buyers frequently had no relations with the media scene, so the Privatization Agency has terminated many contracts with owners. Many people claim that privatization of Radio Srbobran is an example of a successful privatization, because the station was bought by journalists. After it turned out that privatizations were unsuccessful, at the initiative of the Government of the Province, 30 local radio and TV stations in Vojvodina that broadcast content in minority languages, out of 60 such local stations, were exempted from privatization. In other media companies, privatization was temporarily suspended. Ana Tomanova-Makanova, who is the vice president of the Government in charge of information, is the one who proposed that the privatization be suspended. The Government of Vojvodina, together with the relevant Ministry on the Republic level, decided to stop the privatization of broadcasters that had not already been privatized. "This is how radio stations Novi Becej, Bela Crkva, Kikinda, Subotica, and Stara Pazova have been saved. RTV Indijija and RTV Pancevo should be added to that list", explain Tomanova. The Privatization Agency has accepted this decision and the proposal to use the combined method during future privatization of the local media. "According to this model, municipalities, as previous founders, would have the right to own 30 percent, employees would also own 30 percent, while 40 percent would be privatized", said Makanova. (*Blic* – Vojvodina, UNS, 11.04.2012)

Zeljko Mitrovic, the owner of Pink, is currently negotiating with people he would like to have as partners of his company. These people are major Hollywood producers led by famous Mark Canton, who used to run big companies

like Warner Bros and Sony's Columbia Trista Motion Pictures.

(Blic, NUNS, UNS, 18.04.2012)

After the termination of the contract on privatization, the Privatization Agency appointed Zoran Savic from Nis as the representative of the state capital in the regional TV Pirot. Savic is also the representative of the state capital in the company "Racunari Impeks" in Nis.

(Blic, 22.04.2012)

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

The Independent Journalists' Association of Serbia (NUNS) supports the demand of the International Federation of Journalists (IFJ) that journalists and other media professionals be released from prisons in Burundi, China, Eritrea, Ethiopia, Iran, Turkey and Yemen. At its last meeting held on March 24, 2012 in Brussels, the Executive Committee of the IFJ decided that arrest and imprisonment of Journalist would be the global topic of the World Press Freedom Day, celebrated on May 3.

(NUNS, 23.04.2012)

### The Republic Broadcasting Agency (RRA)

The Council of the Republic Broadcasting Agency (RRA) examined the report on frequent appearance of children in the videos made by participants of the political campaign and aired by the electronic media. On the basis of the Articles 8 and 19 of the Law on Broadcasting, the Council warns the broadcasters that they should be especially careful to avoid abuse of children and violation of their dignity.

(RRA, 18.04.2012, Politika, NUNS, 19.04.2012)

### The Republic Agency for Electronic Communication (RATEL)

On March 1, 2012, the Republic of Serbia became the candidate for EU membership. Therefore, the Republic Agency for Electronic Communication now has the right to participate as an observer in the activities of the Body of European Regulators for Electronic Communications (BEREC).

(Ratel, 11.04.2012)

Citizens have increasingly been submitting complaints to the Republic Agency for Electronic Communication (RATEL) because of interference in the reception terrestrial radio and TV programmes. Their complaints say that the interference is caused by nearby radio stations that are part of networks of telecommunication providers. RATEL separately investigates each case of reported interference.

(Ratel, 12.04.2012)

On 17 April 2012, the Managing Board of the Republic Agency for Electronic Communication (RATEL) adopted [Amendments to the Enumeration Plan](#). The Ministry of Culture, Media and Information Society informed the Agency that there were no complaints from the constitutional and legal points of view.

(Ratel, 19.04.2012)

### The Media Association

The Managing Board of the Media Association has appointed two vice presidents, Robert Coban and Zoran Sekulic, and adopted several decisions aimed at further improvement of the operations of the Media Association and creation of conditions for approval of new members.

(Dnevnik, 11.04.2012)

"Okruzenje" ("The Environment"), a new programme broadcast in five countries, proved after two airings that it had brought something new, mostly in the areas of good concept and preparation, without any improvisations. The programme is a civil society project realized jointly by two non-governmental organizations: the European Fund for the Balkans and the Center for Reconciliation and Democratization in South East Europe. It is being broadcast in Serbia, Croatia, Montenegro, Bosnia and Herzegovina and Macedonia. Guests who appear in the programme also come from these five countries. The European Fund for the Balkans and the Center for Reconciliation intend to ask money for new episodes from the European Commission in Brussels after the series consisting of five episodes is completed. Therefore, the first series, although it has five episodes, constitutes a kind of a pilot project.

(Politika - TV revija, 14.04.2012)

Novinarnica is the first and only web portal in Serbia that aims to allow internet users to access and read all the print media that are published in Serbia in various fields, both on the national and the local levels, at the web address [www.novinarnica.net](http://www.novinarnica.net). The website covers 90 percent of the print media in Serbia in various areas: daily newspapers, weekly magazines, political, economic, professional and lifestyle magazines etc.

(Pregled, UNS, 25.04.2012)

### Digitalization

The first transnational conference on digital television in 2012, dedicated to future challenges and possibilities offered by new standards and technologies in the field of digital platforms, was held on April 19-20 in Trieste. The Republic Broadcasting Agency (RRA) attended the conference as a part of the project Digital Television in Southeast Europe (SEE Digi TV), which includes the introduction of the digital dividend, the legal framework of digitalization and issuance of licenses during the transition from the analog to digital broadcasting, as well as informing and communication with the public. Apart from the participants from Serbia, the conference was attended by representatives of regulatory agencies and other institutions from Italy, Austria, Hungary, Croatia, Bosnia and Herzegovina, Montenegro, Macedonia, Albania and Slovenia.

(RRA, 23.04.2012)

- 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)
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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.

