



Content

Media Environment

Media associations call on the Ministry to make public the results of the media contest – "Insider" brand attempted stolen, Commercial Court intervenes - 31st Monitoring Report by ANEM – Elections and World Press Freedom Day result in strong escalation of serious criticism of media situation in Serbia: B. Canak, Catherine Ashton, Freedom House, SEEMO, NUNS, Trade Union "Nezavisnost", N. Sejdinovic, N. Todorovic, Lj. Smajlovic, Z. Serences, UNS, Z. Stojkovic, C. Milivojevic, V. Obradovic and D. Gruhonjic – Report "Serbian Media Freedom in the European Mirror" to be presented on May 18 – Media associations demand that the future government implement the Media Strategy – TV Alt applies discrimination; SNS sues *Blic*; verdict against Velimir Ilic is passed after nine years – 29 journalists die since the beginning of 2012 – UNS lays wreaths on the site where Chinese journalists were killed – Journalists from Pomoravlje demand that murderers of Serbian journalists be identified – Sejdinovic says that government obstructs implementation of the Media Strategy

Professionalism in the Media

MC Resource Center is a new tool for monitoring of elections – Most of the media spreads propaganda for political parties, claims the Bureau of Social Research – Several interest groups debate and demand banning of individual election videos – RRA issues several warnings – RRA suspends broadcasting of several TV stations from the region and Serbia – Awards for investigative journalism, photography, freedom of the media... are presented – UNS veterans visit the Army Security Agency – TV Pink is the best-rated commercial TV station in April – Election night is the most watched programme on RTS – Alo! publishes 1500th issue – 13 years after the bombing, RTV still lacks its own business premises – Regional talk show airs for the last time – Dragic Lazic and Milica Krstanovic pass away

Media Economy

SPS ends advertising its campaign on electronic media as of April 26 – Trade Union of *Novosti* says that the government is responsible for company's losses – We have not violated the law, says *Novosti* – Employees of TV Avala begin striking again – NUNS offers support – Majority owner of *Novosti* has not yet fulfilled the obligation to sell shares

Media Institutions & Activities

NDNV says that RRA suspended broadcasting of several electronic media outlets in a non-transparent manner – Journalists' Union of Serbia demands that the new government seriously and urgently consider problems in the media scene and take necessary steps

Media Innovations

Global Experts is a new search engine used by Al Jazeera, BBC and CNN – BIRN publishes database of candidates for deputies – *Novosti* employ 12 young journalists – Color Press Group implements ERP and BI systems for management of its numerous publications – *Blic* offers iPad and iPhone app – New tabloid, Star, is launched – BIRN produces radio programme, makes it available in ex-Yu countries – Media Center launches "Digital Voice of Serbia"

Media situation in Serbia

The Journalists' Association of Serbia (UNS), the Independent Journalists' Association of Serbia (NUNS), the Association of Independent Electronic Media (ANEM) and Local Press demand that the Ministry of Culture inform the public about expenditure of the money allocated to the media by relevant committees after a public contest organized by the Ministry. The public contest was organized on 1 November of the last year, while the deadline for submission of project proposals was 1 December 2012. The committees completed their work around two months ago. To this day, the media has not been informed about the outcome of the contest, and no contracts have been signed with the media outlets whose projects have been approved.

(UNS, NUNS, 04.05.2012)

Legal representatives of B92 and the editorial team of the programme "The Insider" submitted a request in a court of law that the company of Dragan J. Vucicevic be forbidden from publishing their daily newspaper under the title of "Insider". The legal team of B92 intends to initiate all legally available mechanisms in order to prevent the theft of the "Insider" brand. Despite the fact that B92 protected the "Insider" name and brand already in 2004, Dragan J. Vucicevic has for several weeks been announcing the launch of a daily newspaper under the same name. In this way, Vucicevic is trying to deceive the public by associating the daily newspaper with the television programme "The Insider", which has been aired on TV B92 since 2004. B92 reminds that as a journalist working for *Nacional*, *Kurir* and later *Press*, Vucicevic has publicly opposed almost every issue discussed by "The Insider". Vucicevic was the deputy editor of *Nacional*, which was closed down during the operation "Sablja", launched after the assassination of the Prime Minister Zoran Djindjic. According to analyses conducted by the Ebart media documentation, the newspaper had been behind a campaign targeting the prime minister of Serbia.

(B92 online, NUNS, UNS, 04.05.2012)

The Commercial Court has adopted a temporary measure forbidding Dragan J. Vucicevic to publish newspaper under any name containing the word "insider". The "Insider" brand has been protected by TV B92 since 2004. "This temporary measure protects B92 in a manner that is guaranteed to every owner of a brand in Serbia. B92 sought such protection in its own interest, but also in the interest of the public, which has the right not to be deceived with regard to source and origin of information". This is not the first time that Vucicevic tried to abuse someone's name. In 2005, when he parted ways with the owner of the *Kurir* daily newspaper, Radisav Rodic, Vucicevic and two editors of *Kurir* managed to publish one issue of a newspaper entitled *Novi Kurir*. The following issue was published under the name *Press* only after Rodic's legal team succeeded in achieving a temporary ban on usage of the trade mark.

(B92, 08.05.2012)

The commissioner for information of public importance and protection of personal data, Rodoljub Sabic, congratulated yesterday the World Press Freedom Day, May 3, to all journalists in Serbia. In his letter addressed to the Journalists' Association of Serbia (UNS), the Independent Journalists' Association of Serbia (NUNS) and the Independent Journalists' Association of Vojvodina (NDNV), Sabic confirmed his commitment and obligation to assist them in realizing their important social role.

(Pregled, NUNS, Dnevnik, 04.05.2012)

The 31st Monitoring Report for March 2012 has been published on the web site of the Association of Independent Electronic Media (ANEM) www.anem.org.rs. The results show that organization of elections has resulted in increased pressure on the media, which is evident from several described cases in the section of the Report dedicated to freedom of expression. In this period, no laws of significance to the media were adopted. Activities of authorities in this period were also monitored. In this section of the Report, the authors also discuss the activities of the Press Council; the report made by the commissioner for information of public importance and protection of personal data on implementation of these two laws; the decisions made by collective organizations OFPS and PI regarding the fees collected from certain categories of users of the protected works; the activities of the Ministry of Culture, Media and Information Society with regard to implementation of the Media Strategy and the decision of the Government to approve the non-interest loan to the news agency Tanjug for reporting on election campaign and the election day.

(MC, 04.05.2012, Danas, 07.05.2012)

Assessments of the current media situation in Serbia

The president of the trade union "Nezavisnost", Branislav Canak says: "I think that our media is not up to the task and the level of crisis of Serbia, not because of their own fault, but because of the efforts of those who have been trying, unfortunately with success, to exert control over the media. This situation has been ongoing since 1991 and intensified in 2000. I have spent my entire career in journalism. I am certain that more than a half of what I wrote during socialism would not be published today. The loss of values is the worst thing that can happen to journalists." (Novi put, UNS, NUNS, 26.04.2012)

Censorship and harassment of editors, authors, journalists or bloggers is unacceptable, as well as any violence against them and arrests initiated by the government, said Catherine Ashton, the high representative of the EU for foreign affairs and security policy, on the occasion of the World Press Freedom Day. She added that the EU praised the courageous work of journalists, who provide independent information, often in alarmingly bad conditions. (Politika, 04.05.2012)

For the first time in the last eight years, the freedom of the media in the world has not decreased, while Serbia is characterized as a "partially free" country by the Freedom House in its annual report. The report, encompassing 197 countries, classifies 66 countries as "free", 72 countries as "partially free", and 59 of them as "unfree". Serbia is among the partially free countries and has the rating of 35, the same as East Timor and Montenegro, and is rated between positions 75 and 77 on the list. (Tanjug, Politika, Vecernje Novosti, UNS, 02.05.2012, Alo!, 04.05.2012)

"The struggle for press freedom is a continuing endeavour," Oliver Vujovic, secretary general of SEEMO declared today in recognition of this year's World Press Freedom Day. Politicians in the region monitored by SEEMO - Albania, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, The Czech Republic, Greece, Hungary, Kosovo, Moldova, Montenegro, the Republic of Macedonia / FYROM, Poland, Romania, Serbia, Slovakia, Slovenia, Turkey and Ukraine – claim to respect press freedom and yet journalists are detained, and physically and verbally attacked, media property is destroyed, pressure on journalists continues and self-censorship appears to be the norm. In 2011, SEEMO registered 684 press freedom violations. The organisation noted that a number of journalists' murders in the region – some more than 10 years old – remain unsolved. Political pressure is exerted through different methods: from public condemnation to discrete bribe offers. Business pressure comes as a direct threat or through indirect methods like the withdrawal of advertising. Economic crises and decreased profits have resulted in a deteriorating terms of employment for many reporters, obliging them to work for meagre salaries and often without any stable employment contracts. (SEEMO, 03.05.2012)

On the occasion of 3 May, the World Press Freedom Day, the Independent Journalists' Association of Serbia (NUNS) and the Media Trade Union "Independence" call on the authorities and state institutions to ensure that journalists and other media professionals enjoy conditions for unhindered work, without any pressure or censorship. NUNS and the trade union "Independence" point out that freedom of the media in Serbia requires solving of the murders of journalists, protection of professional, labour and economic rights of journalists, support to investigative journalism and creation of conditions for equal competition in the media market. NUNS and "Independence" demand that the Government of Serbia, in cooperation with media and journalistic associations, begin implementation of the Strategy of Development of the Public Information System in the Republic of Serbia Until 2016. (MC, NUNS, Media Trade Union "Independence", NDNV, 02.05.2012)

On the occasion of the World Press Freedom Day, the Journalists' Association of Serbia (UNS) reminds the public about the disgraceful episode in the rule of the coalition that passed the anticonstitutional and anti-European Law on Information, without any consultations with professionals and without any public debate, using a shortened procedure in the summer of 2009. UNS led the successful battle against the draconian law. At the initiative of UNS, the Constitutional Court repealed the law in 2010. "We should not forget that adoption of this law was only the first in a series of attacks on the freedom of the press in our country, because of which today's Serbia has not free and independent media", says the press statement issued by UNS.

(UNS, 03.05.2012)

Although the American organization Freedom House characterizes Serbia as a partially free country in the media sphere, journalistic associations point out on the occasion of the World Press Freedom Day that it is difficult to discuss freedom of expression when journalists' wages are often below the poverty level. We are witnessing retrograde processes, says the president of the Executive Board of the Independent Journalists' Association of Vojvodina (NDNV), Nedim Sejdinovic. He points out the alarming research conducted by the Anti-Corruption Council, whose main finding was that many media outlets and some journalists are actually links in the chain of corruption. Media expert Zuzana Serences says that the election campaign has completely laid bare the fact that there are too many sycophantic media outlets in Serbia. "I am even under impression that media reports on elections are so distorted that they cannot be described as journalism. This is even worse than the most boring political party bulletins", claims Serences.

(Deutsche Welle, NDNV, 03.05.2012)

Media freedom in Serbia is far from ideal, but is greater than it had been during the darkest hour of Serbian journalism, during the nineties of the last century, reports Press. There are no more direct political blackmails, physical threats and assassinations, and the pressure is mostly of economic nature. One of the most renowned theorists of journalism, Professor Neda Todorovic, says that political and economic pressure is an integral part of the global media scene, and that limited truth is a product of journalism everywhere, including Serbia. "However, as a professor of journalism, I find it encouraging that circulation of serious newspapers began increasing in European countries", says Todorovic. On the other hand, the president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, says: "Journalists and editors in major media outlets are accountable to marketing managers and public relations experts". Professor at the Faculty of Political Science, Zoran Stoiljkovic, claims: "Serbian media scene is in a difficult economic position, which is taken advantage of by advertisers, who use indirect blackmails to dictate the editorial policy. The director of the marketing agency Pragma, Cvijetin Milivojevic, considers that economic pressure on the media dominates the scene today. The president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, is of the opinion that Serbian and international media outlets are burdened with financial dependence: the media is free as much as they are economically independent.

(Press, NUNS, Danas, 04.05.2012)

Dinko Gruhonjic's article says: "Unfortunately, nothing significant happened in the media scene between the last year's and this year's May 3: we are still trying to survive in the chaotic media market; we still don't know whether we are going to survive at all, and how; we still don't know who killed our colleagues... In short, if you are not responsive to the needs of tycoons and politicians, you will face financial disaster. If you are responsive to their needs, you stop being a media outlet and become something like their PR. Perhaps one day we will learn how to demonstrate journalistic solidarity towards each other, and realize that the worn-out phrases like 'the fourth estate' and 'pillar of democracy' have profound sense, as well as that 'they' should be afraid of 'us'. We will be the voice of the public only if we truly want that."

(NDNV, 04.05.2012)

The presentation of the report "The Media Freedom in Serbia in the European Mirror" will take place on Friday, 18 May 2012 at 11.00 in the Media Center (Main Hall, second floor), 3 Terazije, Belgrade. The report is based on 27 indicators for evaluation of media freedom in member countries of the Council of Europe, whose parliament adopted in 2008 a recommendation that each country should submit such a report once a year with the aim to monitor their level of media freedom. In accordance with this recommendation, the organization Civil Rights Defenders brought together the following professional associations: the Association of Independent Electronic Media (ANEM), the Independent Journalists' Association of Serbia (NUNS), the Independent Journalists' Association of Vojvodina (NDNV) and Local Press, which prepared the first complete report on media freedom in Serbia in 2011.

(NUNS, 09.05.2012)

The state and the media

We expect the new Government of Serbia to systematically implement the provisions of the Media Strategy, especially the ones that are related to withdrawal of the state from media ownership, and to define its role in the

media sector – this is the conclusion reached by representatives of media associations at the debate organized during the Media Center Election Night.
(RTV, UNS, NUNS, 07.05.2012)

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

"I will never return calls to anyone from *Blic* for as long as I live, and therefore don't ever call me again", responded the deputy president of the Serbian Progressive Party (SNS), Aleksandar Vucic, dissatisfied with topics covered by the daily newspaper *Blic* during the election campaign. Because of this, it was not certain that *Blic* journalists would be allowed to report from the headquarters of SNS during the election night. However, like other media outlets, *Blic* reporters were present during the announcement of first election results in the headquarters of SNS.
(*Blic*, *Danas*, UNS, NUNS, 08.05.2012)

Although the municipal organization of the deaf and people with damaged hearing in Aleksinac had properly announced their event, which was covered by a journalistic team from TV Alt, the report about the promotional activities of the organization has not been broadcast. According to unofficial information from the portal *Juzne Vesti*, the reason for this is a political conflict between officials of the local branch of the Democratic Party in Aleksinac and the organization of the deaf. The Republic Broadcasting Agency (RRA) has been informed about this.
(*Juzne vesti*, NUNS, 26.04.2012)

On 5 April, the Higher Court in Novi Sad decided to partially accept the claim filed by claimant Vladimir Jesic and oblige Velimir Ilic to pay Jesic damages in the total amount of 1,380,000 dinars. Nine years after the incident when the leader of the political party New Serbia, Velimir Ilic, hit the former journalist of TV Apolo (which is called TV Novosadska today) from Novi Sad, Vladimir Jesic, during the recording of an interview in Belgrade, the first-instance proceedings have finally been completed.
(*Dnevnik*, *Blic*, *Večernje Novosti*, *NDNV*, NUNS, UNS, 09.05.2012)

The Serbian Progressive Party (SNS) has publicly announced its intention to file a lawsuit worth 1.5 million dinars against the daily newspaper *Blic* because of incorrect reporting of statements made the deputy president of SNS, Aleksandar Vucic.
(*Pravda*, NUNS, 09.05.2012)

Investigations of murders of journalists

The World Press Freedom Day, May 3, will not be celebrated wholeheartedly by journalists worldwide since their social and financial position has been worsening each year, while their lives have been in danger. From the beginning of the year, 29 journalists have lost their lives while doing their job.
(*Danas*, 03.05.2012)

The Ambassador of the People's Republic of China, Zhang Wanxue, representatives of the Journalists' Association of Serbia (UNS) and correspondents of Chinese media outlets from Belgrade, laid wreaths at the location of the destroyed building of Chinese Embassy where three Chinese journalists died during NATO bombardment 12 years ago.
(UNS, 07.05.2012)

On the World Press Freedom Day, journalists from Pomoravlje called on the authorities to identify the murderers of journalist from Jagodina, Milan Pantic, as well as those who ordered the murder. Journalists from local media outlets in Pomoravlje and correspondents from Belgrade media gathered at the square in Jagodina during event entitled "Five Minutes of Loud Silence". At 11.55, they read the statement issued by the Journalists' Association of Serbia (UNS) saying that "despite promises, 18 years later, circumstances of the death of Dada Vujasinovic have not been explained. Organizers of the crime and murderers of Slavko Curuvija have been practically hidden from public for the last 13 years. The investigation of the murder of Milan Pantic has not been successful for 11 years."
(*Beta*, UNS, 04.05.2012)

The Media Strategy

The president of the Executive Board of the Independent Journalists' Association of Serbia (NDNV), Nedim Sejdinovic, criticized today the Serbian authorities and pointed out that they have not acted in accordance with their own Media Strategy. During a public discussion, Sejdinovic said that in the very beginning, the state had demonstrated its unwillingness to adhere to the Action Plan from the Media Strategy by failing to implement the Law on Control of State Assistance and continuing to fund the state media, jeopardizing the market competition and formation of the media market. He also criticized the media because of their manner of reporting during the election campaign and emphasized that it was again obvious that most of the media outlets were "controlled by the political elite and powerful businessmen".

(NDNV, 04.05.2012)

The elections

Media Center Belgrade offers reports and graphical representations of the results of the research conducted during the pre-election period, as a part of its Resource Center for Journalists – Elections 2012. [The Research List](#) shows authors and time periods.

(MC, 26.04.2012)

For the first time in the South East Europe, at the moment when Serbia is deciding its future, in cooperation with its partners, the Media Center will collect and analyse data and report on the public opinion on the Internet regarding the elections in Serbia, it was pointed out at the presentation of the project "The Election Night", dedicated to monitoring of results of the May 6 elections. The vice president of the Independent Journalists' Association of Serbia (NUNS), Dragan Janjic, said that information from polls will be delivered to the Media Center in real time and commented by experts. The web editor of the Media Center, Vesna Opavsky, announced that the website mc.rs would offer updated reports about the public opinion during the election night and the complete election process, as well as their comparison with CeSID's preliminary reports taken from the Internet.

(Pravda, 04.05.2012)

During the election campaign, most of the influential media in Serbia turned into a propaganda tool of political parties and failed to serve and inform the citizens. Aside from this, the media mostly reported in favor of the ruling coalition – this is the result of the analysis performed by the Bureau of Social Research. According to the research, in almost all of the media the electoral list of Boris Tadic was the most dominant. At the same time, the coalition led by the Democratic Party (DS) was more frequently depicted in favourable light in the media. The research also showed that the appearance of Boris Tadic on the programme "News with Ivan Ivanovic" aired on TV Prva on April 27 constituted a drastic violation of the General Mandatory Instruction issued by the Republic Broadcasting Agency (RRA), which stipulated that candidates cannot appear in entertainment programmes during the campaign.

(Pravda, 03.05.2012)

The "Strong Serbia Movement – Bogoljub Karic" (PSS) demanded that the Republic Broadcasting Agency (RRA) forbid the campaign videos made by the Democratic Party (DS) in which the president of PSS, Bogoljub Karic was depicted as a criminal, which constituted a gross violation of the presumption of innocence.

(Pravda, UNS, 27.04.2012)

The Council of the Republic Broadcasting Agency warned all broadcasters to observe the pre-election silence on the day of elections.

(RRA, Beta, 27.04.2012, Pravda, 28.04.2012)

The Serbian Progressive Party (SNS) protested yesterday the decision of the management of TV B92 and TV Prva to stop airing the media reports of SNS "without any reason, justification or legal basis, on orders from the Democratic Party (DS)". The vice president of the Main Board of SNS, Nebojsa Stefanovic, said that it was frightening that RRA became a tool of the DS. "It was expected that the RRA would side with the regime. Everyone who thought that the RRA was an institution independent from the Serbian government has been proven wrong", said Stefanovic.

(Vecernje Novosti, Politika, 29.04.2012, Pravda, 02.05.2012)

The Council of the Republic Broadcasting Agency ordered the broadcasters to immediately stop airing all election content containing accusations against someone if such claims had not been previously verified. The Council began proceedings against TV B92, TV Pink and TV Prva because they had broadcast such content.

(Kurir, 29.04.2012)

The election campaign video produced by the Serbian Progressive Party (SNS), which shows the presidential

candidate of the electoral list "The Choice for Better Life" and the leader of the Democratic Party (DS), Boris Tadic, and a part of his interview given to the Croatian Television, was the subject of a debate yesterday. The SNS claimed that the Republic Broadcasting Agency (RRA) had banned the video, while the RRA said that it had not banned airing of any of the political parties' promotional videos, but that it had only "reminded the broadcasters of their obligations in accordance with the Law on Advertising".

(Blic, 02.05.2012)

During the election campaign, most of the media outlets gave up on their role of watchdogs, i.e. providers of analytical and critical reporting. However, the daily newspaper *Danas* is an exception to this, because it offered unbiased reporting to citizens, says the third report by the Bureau of Social Research (BIRODI), which conducts monitoring of media reports about the the current campaign in cooperation with the Slovak organization MEMO 98. This conclusion pertains to the period April 15-27.

(Danas, 03.05.2012)

In a poll about the election campaign, most of the analysts said that the media had allowed politicians to present their viewpoints. Marketing issues and political pressure have led the media to adopt the policy of non-confrontation.

(Pravda, 03.05.2012)

Around 19.15, the Republic Broadcasting Agency (RRA) temporarily suspended the programme of Studio B and four other cable television channels – HRT, OBN and BN – because of violation of the rules related to pre-election silence. At 20.00, when the pre-election silence ended, the stations were allowed to continue broadcasting their programme.

(Pravda, Dnevnik, Alo!, Blic, Vecernje Novosti, NUNS, UNS, 07.05.2012)

The deputy president of the Council of the Republic Broadcasting Agency (RRA), Goran Karadzic, said that the Agency intended to examine the cases of violation of pre-election silence on some of the domestic television channels. "Harmful consequences of violations of the pre-election silence were eliminated as soon as they appeared and there is no need for any urgent procedure with regard to sanctions against broadcasters."

(RTV, NUNS, 07.05.2012, Pravda, 08.05.2012)

At a session held today, the Council of the Republic Broadcasting Agency (RRA) reviewed the election campaign in the electronic media between the announcement of elections and the beginning of the pre-election silence. The Council decided to make available an interpretation of the Article 16 that is obligatory for broadcasters. The interpretation has been published on the web site of the RRA.

(RRA, 07.05.2012)

A clarification of the General Mandatory Directive on Conduct of Broadcasters During Election Campaign offered by the Republic Broadcasting Agency (RRA) was adopted at yesterday's session of the Council of RRA. It says that advertising videos made by political parties are not allowed "to manipulate public statements and announcements with the aim to change their basic meaning, since that would constitute a violation of the principles of truthfulness and completeness of the advertising message."

(Danas, NUNS, 08.05.2012)

The dean of the Faculty of Culture and the Media, Dr Milivoje Pavlovic, says: "It has turned out that instead of investigative journalism we have sycophantic journalism. There is also a new phenomenon – sycophantic analysts."

(Alo!, 07.05.2012)

Appraisals, awards, training courses and competitions

Photographs of this year's international competition, Beta Photograph of the Year, are available on Facebook, where visitors can vote for the best photograph. [Facebook voting page is here.](#)

(Beta, NUNS, 27.04.2012)

The editor of photography of the weekly magazine *Press*, Igor Pavicevic, won the second prize at the Eulex international contest for the best photograph from Kosovo and Metohija.

(Press, UNS, 03.05.2012, Press, 04.05.2012)

The recipients of this year's awards for investigative journalism are:

- In the category of electronic media – Milos Teodorovic for his radio report on houses of the movement "1389" in the north of Kosovo
- In the category of the print media – Nikola Lazic for his series of articles about money laundering by Darko Saric in Vranje
- In the category of the internet media – Bojana Jovanovic, Stevan Dojcinovic and Mahir Sahinovic for their series of articles on laundering of money of Darko Saric in Serbia and Bosnia and Herzegovina.

The awards were presented by the US Ambassador Mary Warlick, the president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, and the dean of the Faculty of Dramatic Arts, Zoran Popovic. After the award ceremony, Vukasin Obradovic said that "institutions are hiring a large number of people in an attempt to present their own version of the truth to the public", and added that such circumstances made the work of investigative journalists more difficult, but that this field of journalism was necessary despite that. US Ambassador Mary Warlick pointed out that the USA would continue to assist the independent media with the aim to ensure unbiased informing of citizens. "In 15 years, the USA has invested 40 million dollars in media projects in Serbia", she said.

(NUNS, 03.05.2012, B92 online, UNS, 04.05.2012)

Correspondent for the news agency SRNA, Slobodan Kovacevic, is the winner of the journalistic award "Petar Davidovic". The award is given by the Novi Sad Fair for continued reporting on and promotion of events taking place at the Novi Sad Fair.

(Press, 04.05.2012)

Journalist Jelena Spasic from Nis is the recipient of the "Zora" award for media freedom given by the Journalists' Association of Serbia (UNS) to celebrate the World Press Freedom Day. In the last year, as a correspondent for newspaper "Gradjanski Nacionalni" from Novi Sad, Jelena Spasic wrote an exclusive report from the National Parliament of Serbia entitled "State Institutions Are Fully Unprepared for War", after whose publication she and her editor, Milorad Bojovic, became the victims of state repression.

(Blic, Pravda, 04.05.2012)

An informal group of citizens, "Smile to Subotica", with its project proposal entitled "Save Subotica", is the recipient of the first prize of the public contest "Improvement of Communication Between Citizens and Government Institutions via Internet".

(savesubotica.org, NUNS, 26.04.2012)

On Thursday, 3 May, the conference entitled "Invest in Serbia", organized by the economic daily newspaper "Privredni Pregled", will be held in the Media Center Belgrade. (Pregled, 30.04.2012)

An one-day training course for journalists, dedicated to reporting on economy, will take place on Tuesday, 22 May 2012 between 10.00 and 15.00 at the Media Center Belgrade. The course will allow participants to improve their skills or gain new ones. The contact person is Snezana Petrovic, spetrovic@mc.rs 011/ 3349 541, 063/ 406 931

(MC, 09.05.2012)

Media visits

Veteran journalists from the Journalists' Association of Serbia (UNS) visited yesterday the old building of the Headquarters of the Army of Serbia. Today the building is used by the Army Security Agency. The UNS veterans also visited the small museum of the Army Security Agency.

(UNS, 26.04.2012)

The media audience

TV Pink was the best-rated commercial television in April, according to the most recent data from the ratings research agency AGB Nielsen. Radio-Television Serbia (RTS) has held the first position among all media companies for seven years, while TV Pink is the leader on the list of best-rated commercial televisions. TV Prva has not been able to remove Pink from this position despite the fierce media war that began when TV Prva was bought by a Greek media magnate two years ago. TV Prva holds the third position, which previously used to be held by TV B92.

(Blic, 04.05.2012)

On Sunday, 6 May 2012, Radio-Television Serbia (RTS), TV Prva, TV Pink and TV B92 were the best-rated televisions. According to estimates of the television ratings research agency AGB Nielsen, using all parameters, RTS was rated best. Considering the average number of viewers in the period between 20.00 and a few minutes after midnight, RTS 1 had 749,563 viewers, followed by TV Pink (339,576), TV Prva (327,198) and TV B92 (261,156). Considering the total number of individuals that watched at least one minute of the pre-election programme. Using this parameter, RTS had the largest number of viewers (more than 3.1 million), followed by TV B92 with slightly more than 2 million, as well as TV Prva and TV Pink (with slightly more and slightly less than 1.9 million viewers, respectively). The viewers exhibited less interest in the results of the elections in comparison with the previous elections held on 11 May 2008, as evidenced by the fact that the number of viewers during the election night in 2008 was smaller than the number of viewers of special programmes aired on Sunday, 6 May, according to data from the research agency AGB Nielsen.

(Vecernje Novosti, 09.05.2012)

Anniversaries

"Alo!" celebrates the publication of its 1500th issue today!

(Alo!, NUNS, UNS, 26.04.2012)

On the World Press Freedom Day, 3 May 1999, NATO bombed and practically destroyed the building of Radio-Television Serbia – Television Novi Sad. Today it is a part of the Public Service Broadcaster of Vojvodina, which is still leasing its business premises. The International Press Institute (IPI) said today, on the occasion of the World Press Freedom Day, that the year of 2012 could be the most deadly year for journalists in the last decade and a half. IPI, with headquarters in Vienna, began registering deaths of journalists and as of 30 April of this year has registered 43 deaths of journalists worldwide who died while doing their job.

(RTV online, UNS, 03.05.2012)

Other news

On Monday, 30 April, TV stations in the region will broadcast the last of the five programmes from the series "The Environment" ("*Okruženje*"), the first regional talk-show realized by the European Balkans Fund and the Center for Democracy and Reconciliation in the South East Europe. The subject of the fifth programme is the life of young people in the Balkans. The previous programmes covered the following topics: prejudices; how to survive; the media; and the influence of the major powers on the countries in the region.

(Danas, 30.04.2012)

In Memoriam

A long-time correspondent of daily newspaper *Politika* from Kragujevac, Dragic Lazic, was buried today at the Varosko Cemetary in Kragujevac. Lazic graduated journalism from the Faculty of Journalism and began his career in the newspaper Svetlost from Kragujevac. He later began working for Radio Kragujevac. During most of his 30 year-long career he worked for *Politika*.

(UNS, 03.05.2012, Politika, 04.05.2012)

Milica Krstanovic passed away on 7 May in Belgrade after a serious illness. She worked in the humanitarian organization Norwegian People's Aid in Belgrade. The organization has supported dozens of media projects and

numerous editorial teams – from the local to the national level.
(NUNS, 09.05.2012)

Media business operations

The vice president of the Socialist Party of Serbia (SPS), Dijana Vukomanovic, said that the party would not spend money on television advertisements during the rest of the election campaign.

(Alo!, 26.04.2012)

The trade union of journalists employed with the daily newspaper *Novosti* from Belgrade said that the government, which owns more than 30 percent of the capital of the company "NIP kompanija Novosti a.d.", was responsible for the company's losses. As of mid-last year, state representatives have had the majority in the Managing Board of the company.

(RTV online, UNS, 26.04.2012)

"We have suffered losses, but everything is clean in the financial sense and in accordance with the law. *The Novosti* company is not facing disaster. Of course, we have debt, but is much smaller than what is owed to us", says the press statement issued by the Executive Board of the company.

(Vecernje Novosti, UNS, 26.04.2012)

Employees of TV Avala will begin a new strike today and interrupt their live programmes because the management of the station has not fulfilled the obligations agreed upon in the end of February. Part-time workers have not received their November earnings, while the permanently employed workers have not received their December salaries.

(Press, UNS, 04.05.2012)

The Independent Journalists' Association of Serbia (NUNS) expressed its solidarity with the part-time and permanent employees of TV Avala, who began a new strike today because of the several month-long delay in payment of salaries. NUNS calls on the owner of TV Avala to fulfil the justified demands of journalists and other media workers in the company as soon as possible.

(NUNS, 04.05.2012)

Privatization and the state-owned media

"In June of the last year, the Securities Committee established that Milan Beko owned 62 percent of the shares of *Novosti* via his three companies. The Committee ordered Beko to make an offer for purchase of the remaining shares or to sell the non-voting shares within a three-month period. That has not been done", said Dragana Cabarkapa, the president of the Trade Union of Journalists of *Novosti*, while commenting on the auditing report that showed that the debt of the company exceeds its assets. The auditor established that the company owes one billion dinars.

(Pravda, UNS, NUNS, 27.04.2012)

The majority owner of the company *Novosti*, businessman Milan Beko, was obliged to either sell before the end of 2011 all his shares in excess of 25 percent of the value of the company, or to purchase the state's 36 percent before the same deadline, in accordance with domestic regulations. However, although he has failed to do this, he has not suffered any consequences. Several days ago, the Executive Board, some of whose members are Beko's representatives, claimed that nothing was wrong in the company, while the Monitoring Board has published auditor's report according to which the company owed one billion dinars. Assembly of Shareholders is scheduled for 25 May and the solvency of the company will be on the agenda.

(Pravda, UNS, 28.04.2012)

The Republic Broadcasting Agency (RRA)

The Republic Broadcasting Agency (RRA) suspended the broadcasting of several domestic and regional television stations in a non-transparent manner, because it had failed to state how the stations violated the pre-election silence, says the Independent Journalists' Association of Vojvodina (NDNV). RRA said that it was necessary to wait for reports and data from expert teams. NDNV is of the opinion that such explanation is not satisfactory. "RRA's decisions are often arbitrary, they are not satisfactorily justified and that is a big problem", said the president of the Executive Board of NDNV, Nedim Sejdinovic. It is unclear what is the legal basis for RRA's suspension of programmes of stations from the region.

(RTV, NUNS, NDNV, 09. 05. 2012)

Journalistic trade unions

On the World Press Freedom Day, the Union of Serbian Journalists pointed out that the Serbian media were under direct control of the centres of economic and political power. The Union called on the future government of Serbia to immediately consider the report on pressure and control over the media prepared by the Anti-Corruption Council in September of the last year. The Union also called on the future parliament to adopt the law on transparency of ownership at its first parliamentary session. The Union invited the representatives of the employer, members of the media coalition, to negotiate signing of a professional collective contract that would protect the employees. "Only protected journalists can work as free journalists. There can be no democratic society without free journalists and the media", says the press statement.

(Beta, UNS, 03.05.2012)

Media-related news

Reporters in need of a quick, reliable source can turn to an online search engine of experts. [Global Experts](#), a free resource connecting journalists to a database of vetted, knowledgeable sources, has attracted big-name users like Al Jazeera, the BBC and CNN. [Created](#) by the [United Nations Alliance of Civilizations](#) in 2008, the site recently launched several new features.

(IJNet, 30.04.2012)

Balkan Investigative Reporting Network (BIRN) Serbia published a database of candidates for deputies in the National Parliament of the Republic of Serbia. The data about the lists were taken from the Republic Election Committee and for the first time collected in a database that can be searched using various criteria. [The database of candidates for deputies is available here](#).

(MC, 08.05.2012)

While the recession has been the main topic of the media in recent years, and while thousands of workers are losing their jobs, the company "Vecernje Novosti" has grown larger and younger. "Yesterday, our company hired 12 young employees", says the press statement issued by Novosti.

(Vecernje novosti, UNS, 08.05.2012)

Successful media companies with many different publications also offer advanced IT products in an effort to retain their competitive position in the market. New issues of magazines are being created, designed and delivered to newsstands using numerous separate and complex business processes that have to be integrated and synchronized using a unique IT system. The Color Press Group company from Novi Sad, which is the largest publisher of magazines in the South East Europe, hired M&I Systems Co. Group to perform implementation of the MIS ERP (Enterprise Resource Planning) system, the BI (Business Intelligence) system, as well as the marketing web portal. The MIS ERP guarantees automation, integration and efficiency of business processes, reduction of cost, monitoring of situation and trends within the group, acquisition of information about profitability, and maintaining of competitive advantages. The Color Press Group consists of the following companies: "Color media International", "Color Print", "Color Euro Media", "Svet Media", "Hello Media", "Scandal Media", "Color Media Net", "Color Media Special", "Color Media Enigmatika", "L&Z Media".

(E-kapija, 07.05.2012)

After the success of the Blic app for Android mobile phones, the daily newspaper also launched an app for iOS devices like the iPhone, as well as the iPad and iTouch. The app allows browsing of photographs, videos, and news links on the Blic's website.

(ASMEDI NEWSLETTER, May 2012)

The Color Press Group has launched a new weekly magazine: Star tabloid is published under license from the British company Northern & Shell.

(ASMEDI NEWSLETTER, Maj 2012)

"Roads Towards Justice" ("*Putevi pravde*") is a new radio programme by the Balkans Investigative Reporting Network (BIRN) which is a part of the two-year initiative "Transition Justice in the Balkans". The initiative is financed by the EU and the Swiss ministry of external affairs. "Roads Towards Justice" is a monthly ten-minute radio programme dedicated to the transition justice in Bosnia and Herzegovina, Croatia, Montenegro, Macedonia, Kosovo and Serbia, which is available for broadcasting in Bosnian, Croatian, Serbian, Montenegrin, Albanian and Macedonian languages every first Monday in a month. The first programme in the series became available on 30 April 2012

(soundcloud.com/birn/putevi-pravde-1/download). The first programme describes the current interethnic tensions in Macedonia, with appearances of representatives of antifascist organizations from the former Yugoslavia discussing

the possible rehabilitation of Draza Mihajlovic, and investigates why B&H and Serbia have not yet signed a protocol on cooperation between prosecutor's offices. The programme "Roads Towards Justice" is produced by BIRN and sent each month to all interested radio stations in the Balkans and abroad. It is available for free download and broadcasting.

(BIRN, MC, 09.05.2012)

Digitalization

The project "Digital Voice of Serbia" was symbolically launched by the Media Center Belgrade on the World Press Freedom Day. The project monitors and analyses the public opinion on the Internet about the elections in Serbia. The team on the new media, hired by the Media Center specially for this occasion, gathers publicly available information and statements of users on social networks, blogs, forums and online media portals. Reports are published every day [on the MC website](#) and distributed via [mailing list](#), while on the election day and during [The Election Night in the Media Center](#) the reports will be published every hour beginning at 6.00.

(MC, 03.05.2012)

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

This news bulletin is made possible by the support of the American People through the United States Agency for International Development (USAID) and IREX. The contents of this bulletin are the sole responsibility of the author and do not necessarily reflect the views of USAID, IREX or the United States Government.

