



MEDIA NEWS BULLETIN

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Content

Media Environment

OSCE helps the media – Position of the Serbian media is difficult – Zarkovic and Smajlovic: It is necessary to regulate the influence of tycoons on the media – BIRODI: The media was abused by political parties during the election campaign – Gender-sensitive language gains acceptance in the Serbian media – Environmental funds and the media are in the spotlight – Kolarevic announces withdrawal of the state from the media – Aleksandar Vucic: Public Service Broadcaster will receive money from the national budget under certain conditions – RTS gets more attention than RTV – Obradovic criticizes Vucic's statement – Jeremic, Janjic, Mirkovic and Miladinovic discuss the regional public service broadcasters and financing of the media – RTS TV fee may be revoked – NUNS is concerned about the possible revoking of the TV fee – Ministry of Finance denies rumors about the TV fee – Aleksandar Tijanic meets with Aleksandar Vucic – Dragoljub Milanovic is released from prison after 10 years – Journalists in Sremska Mitrovica are threatened – Legal representatives of the killers of the French football fan file a lawsuit against RTS – Citizens prevent RRA inspectors from closing down TV KTV

Professionalism in the Media

Journalist Ramiz Etemovic gets praises for his work – Public contest for "Djoko Vjestica" Award and the best media report about the EU is announced – Journalist with the daily newspaper Danas receives award for unbiased reporting – Journalists Ivana Retas gets a film awarded – Ljubica Gojic is The Woman of the Year – Daily newspaper Vecernje Novosti have the largest number of readers – A record number of TV viewers watch the Air Show in Batajnica – Radio has only a few listeners in Sombor, Kula, Odzak and Apatin – TV Pink hires new managers – TV NTV gets a new editor – Radio Boom 93 celebrates 20 years of existence – Journalists Zora Mijatovic, Novica Djukic, Milenko Stefanovic and Nikola Devic pass away

Media Economy

Zeljko Mitrovic criticizes the system of payment of broadcasting fees – SOKOJ offers discounts on royalties – Trade Union of TV Mozaik announces strike – UNS gives its support – Local government in Kikinda ends financing of private local media outlets – Sasa Popovic buys 47% of stocks of TV Avala, which is faced with potential revoking of its national broadcasting license – Popovic will air the programme Grand Parada on TV Avala – Jevrosimovic's internet group takes over three Macedonian media outlets

Media Institutions & Activities

NUNS calls on journalists to adhere to professional standards – NUNS and NDNV condemn the incident in Sremska Mitrovica – UNS strongly condemns graffiti written on the building where Romanian radio is located – UNS denounces threats against the editor of TV Vujic – UNS demands that the city government of Smederevo refrain from discriminating against online media outlets – RRA signs a protocol on cooperation with government commissions – RRA will not control advertisements made for charity purpose – RTV Mars and RTV Valjevo air their programme without a broadcasting license – RATEL hires six employees – RATEL publishes on its website a list of unauthorized broadcasters – SEEMO organizes a media conference "Journalism and the New Media"

Media Innovations

TV Pink announces 32 new programmes – New Yugoslavian Radio-Television launches experimental programme on the internet – RTS 2 airs six shows about gender equality – Editorial team of NIN to appear on Twitter each Friday – VH1 comes to Serbia – TV B92 launches new programmes

The media situation in Serbia

The OSCE Mission in Serbia is ready to assist the new government in creating a legal framework that would help the independent and professional media and be useful to the citizens of Serbia.

(Novi Magazin, 30.08.2012)

Today, in the beginning of September 2012, the position of the media in Serbia is difficult in all aspects, especially with regard to their financial position due to the unfavorable economic situation and unsolved problems from the past. The same can be said of the freedom of the media and various pressures, says an article published on the web portal EurActiv. The state has not withdrawn from the media, and each year millions of euros are given to the state-owned media and media outlets that are close to the government, to the detriment of all other participants in the market and with negative consequences to the quality of delivered information. Legal proceedings against journalists and harsh fines for libel and damage to reputation have imposed self-censorship and exhausted the media. Non-transparent ownership over the media is also a cause of problems. Despite the fact that these issues cannot be easily solved, media professionals and media associations point out that none of the recent governments has been prepared to tackle them. The Media Strategy, adopted in September of 2011 after long discussions with media associations and international organizations, should allow certain advancement, despite numerous complaints regarding its provisions. The media might also benefit from the fact that the freedom of the media will be one of the key criteria for potential membership in the EU of Serbia and other candidates.

(EurActiv, UNS, NUNS, NDNV, 05.09.2012)

In the beginning of September 2012, the position of the media in Serbia is difficult in all aspects, especially regarding to their financial position due to the unfavorable economic situation and unsolved problems from the past, while the same can be said of the freedom of the media and various pressures – says an article published on the web portal EurActiv. The Strategy of Development of the Public Information System in Serbia Until 2016 was adopted by the Government of Mirko Cvetkovic on 28 September 2011 and so far it has failed to achieve results. Despite the difficult financial situation, there are many media outlets in the country. According to information from the Serbian Business Registers Agency, there are 1,156 media outlets in Serbia. This information does not reflect the number of media companies, which are certainly much less numerous, but the total number of media outlets, which means that each newspaper, web portal or news agency is registered as a separate media outlet. Newspapers are still the most numerous with a total number of 647, out of which there are 20 daily newspapers. The second position is held by 228 radio channels, out of which 24 do not broadcast 24 hours a day. Internet media is also numerous – there are 133 media outlets in this category, out of which 103 publish new information daily. There is a total of 91 television channels, out of which 22 broadcast their programme only during certain periods of time in a day. The remaining media outlets are services offered by new agencies and electronic editions.

(Blic – special supplement, NUNS, 08.09.2012)

The influence of tycoons on the political scene is not unusual and it is evident everywhere in the world, with a difference being that elsewhere this field is legally regulated, said Dragoljub Zarkovic and Ljiljana Smajlovic. Commenting on his failure and the failure of his party at the elections, Boris Tadic, the president of the Democratic Party (DS), mentioned the influence of tycoons and Miroslav Miskovic, who had wanted to use the DS as a vehicle for their entry into the political scene. In their response to Tadic's statement, the editor-in-chief of the weekly magazine *Vreme* and the president of the Journalists' Association of Serbia (UNS) were of the opinion that Serbian politicians make such statements with the aim to hide their own responsibility behind tycoons.

(RTV B92, NUNS, 13.09.2012)

Opinions about the current media situation in Serbia

What is evident in Serbia is a "latent censorship" of the media effected through the control over the financial survival of the media and journalists, says the report issued by the Bureau of Social Research (BIRODI) under the title "The Media and the Elections 2012". BIRODI analyst, Zoran Gavrilovic, says that due to the inability to sustain themselves commercially, the media in Serbia has become a tool of economic and political promotion. He explains that the media should have served as a means of correction during the election campaign, but that they failed in their mission and often reported in favor of certain political parties. In his words, the media often created confusion during the election campaign by reporting on the election of the city mayor, who is in fact elected in the parliament, and by reporting on all statements made by presidential candidates, even when they pertained to issues that were outside the scope of the president's responsibilities. Gavrilovic points out that journalists are not to blame, but the owners of the media

who demanded such reporting.

(Beta, NDNV, Fonet, UNS, Tanjug, www.mondo.rs, UNS, Informer, 05.09.2012)

The director of the Gender Equality Office, Natalija Micunovic, said that the Serbian media were gradually adopting gender-sensitive terminology and that the number of positive examples was on the increase. During a press conference dedicated to the "Guide to the Gender-Sensitive Approach in the Serbian Media", the participants discussed the declaration on the need for introduction of the subject of gender-sensitive reporting in the media and journalism studies, signed by professors of journalism.

(Danas, UNS, NUNS, 11.09.2012)

The state and the media

The government allocated no less than 60,560,000 dinars from the Fund for Environmental Protection to the company Ringier Axel Springer for their ecology-related projects. The president of the Managing Board of the Fund at the time was Minister Oliver Dulic, reports the daily newspaper *Informer*. According to available documentation, the publisher of the newspaper *Blic* submitted the request on January 20 and a sum of 49,560,000 dinars was approved already on the following day (which at the time amounted to 472,000 euros!). In a simplified procedure, Dulic's Fund approved allocation of additional 11 million dinars (100,000 euros) for the second contract, related to the project entitled "Preservation and Advancement of the Environment in the Republic of Serbia". The documents show that Ringier submitted their application on February 27, which was approved by the Managing Board of the Fund on March 1. Dulic explains that these media projects were financed in accordance with European Commission recommendation. The projects have been very successful because this topic was well-reported on by the media, said Dulic, and pointed out that he had never discussed editorial policy with any editor of a media outlet. In her response, the director of the daily newspaper *Blic*, Jelena Drakulic Petrovic, says that the company Ringier Axel Springer publishes daily newspapers and magazines with largest circulation, and that it also owns successful web portals.

(Informer, UNS, NUNS, 05.09.2012)

"As a minister, I do not want to influence the media, and I am not legally nor morally allowed to do that", said Bratislav Petkovic, the minister of culture and information, in an interview to the daily newspaper *Danas*. Problems with financing of public service broadcasters were discussed with Radio-Television Serbia (RTS), while cooperation in legal and other projects was discussed with OSCE, reports *Danas*.

(Danas, 06.09.2012, Dnevnik, 07.09.2012)

The assistant minister of culture for the media, Dragan Kolarevic, said that the state would withdraw from media ownership before the deadlines stipulated by the Media Strategy and that it would not give unfair advantage to any media, either private or state-owned media.

(Beta, RTV B92, NUNS, 12.09.2012, *Danas*, *Politika*, *Alo!*, *Pregled*, *Informer*, *Vecernje novosti*, *e-kapija*, NDNV, 13.09.2012)

Aleksandar Vucic, the vice president of the Government of Serbia, said: "We had to take into account the financing of the Public Service Broadcaster. A certain amount of money will be allocated in the revised national budget, but that does not mean that this money will be spent for such purpose. The state will impose certain conditions."

(Danas, Tanjug, UNS, NUNS, 14.09.2012)

The secretary for information of the province, Slavisa Grujic, said that the government had neglected Radio-Television Vojvodina (RTV) in comparison with Radio-Television Serbia (RTS). Grujic noted that the situation in the media scene was worsening, especially because problems were not being solved.

(RTV, Beta, UNS, NUNS, 14.09.2012)

The president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, noted that the words of the vice president of the Government of Serbia, Aleksandar Vucic, who said that the Public Service Broadcaster could be financed from the national budget under certain conditions, might be interpreted as a form of pressure on the editorial policy of RTS. At the same time, the president of the Executive Board of the Journalists' Association of Serbia (UNS), Petar Jeremic, is of the opinion that the state must stop financing the news agency *Tanjug* because in this way it jeopardizes two other private news agencies. Dragan Janjic from the Independent Journalists' Association of Serbia (NUNS) said that if the manner of financing of public service broadcasters in Serbia was changed, then it would be necessary to define certain principles that would ensure independence of public service broadcasters. Sasa Mirkovic from ANEM expressed his disappointment with the fact that no one from media and journalistic associations had been invited to participate in the preparation of the Draft Law on Regional Public Service Broadcasters. Dejan

Miladinovic from the association Local Press said that private media at the local level were receiving far less money than the media that operate as publicly-owned companies.

(Beta, RTV, NUNS, Politika, Danas, Pregled, NDNV , 14.09.2012)

Public service broadcasters

If the Government of Serbia revoked the citizens' obligation to pay the TV fee to the public service broadcaster, the Government would then have to cover the cost of financing of Radio-Television Serbia (RTS) from the national budget, which would mean that RTS would lose its independence – this is the opinion of interviewees who talked to the daily newspaper *Danas*. Professor Rade Veljanovski from the Faculty of Political Science said to *Danas* that the TV fee system has been proven as the best way to finance public service broadcasters in Europe because "public service broadcasters should be controlled by citizens, not the government and the state".

(Danas, Press, 30.08.2012)

The Independent Journalists' Association of Serbia (NUNS) is concerned about the unofficial reports that the TV fee might soon be revoked. NUNS press statement says that the public service broadcaster must not be financed directly from the national budget instead of the TV fee, and that its funding must not directly depend on the decisions by the Government of Serbia.

(Informer, 30.08.2012)

The president of the Bar Association of Serbia, Dragoljub Djordjevic, says that "if the Government decides to revoke the TV fee without stipulating that those who had not been paying it are obliged to pay, they would be free from any such obligations, unless they had been sued by Radio-Television Serbia (RTS)", reports the daily newspaper *Kurir*. This proves that the majority of viewers who decided not to pay the TV fee because they were dissatisfied with its programme, were right, says *Kurir*.

(Kurir, 30.08.2012)

Instead of the TV fee, Serbian citizens will have to pay a fee that would be charged per household, reports the daily newspaper *Press*. According to the draft Law on Public Service Broadcasters which will regulate the activities of the national, provincial and regional public service broadcasters, prepared by the work groups of the Ministry of Culture, the country would have the republic public service broadcaster (Radio-Television Serbia – RTS), the provincial public service broadcaster (Radio-Television Vojvodina – RTV) and six regional public service broadcasters in Belgrade, Kragujevac, Nis, Novi Pazar, Uzice and Zajecar.

(Press, UNS, NUNS, 01.09.2012)

Revoking of the TV fee is not the idea of the Ministry of the Finance and Economy and the Ministry has never considered such a proposal, said the sources from the Ministry to the daily newspaper *Vecernje Novosti*.

(Vecernje novosti, e-kapija, 30.08.2012)

The general director of the public service broadcaster, Aleksandar Tijanic, attended the event organized to celebrate the 100th anniversary of the Serbian Air Force by the Deputy Prime Minister and Minister of Defence Aleksandar Vucic. The daily newspaper *Kurir* says that this move by Tijanic reflects his desire to prolong his mandate or to demonstrate his sycophantic skills towards the ruling circles (from Mira Markovic to Vojislav Kostunica to Boris Tadic), reports *Kurir*.

(Kurir, 03.09.2012)

The public service broadcaster would need at least 950 million dinars to file lawsuits against 500,000 Serbian households that have not been paying the TV fee. Judicial web portal of Serbia says that there are only 142 ongoing legal proceedings involving Radio-Television Serbia (RTS) in the First Primary Court in Belgrade. However, in most of these cases RTS is being sued. Lawyer Slobodan Kremenjak points out that it is not crucial whether RTS can afford to initiate such lawsuits, but how the TV fee is spent by the broadcaster.

(Kurir, NUNS, B92, UNS, 10.09.2012)

The football representation of Serbia will play the first game in the qualifications for the World Championship, but it will not be aired live by Radio-Television Serbia (RTS)! The broadcasting rights for the football match have been purchased by TV Prva, but why are we paying the public service broadcaster each month if the RTS management could not even send a single journalist or a cameraman with the Serbian team, says the daily newspaper *Kurir*.

(Kurir, 08.09.2012)

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

The former director of Radio-Television Serbia (RTS), Dragoljub Milanovic, has been released from the Zabela prison in the city of Pozarevac after serving a ten-year prison sentence.

(BETA, Press, Danas, RTV, B92, NUNS, Vecernje novosti, UNS, 31.08.2012, Tanjug, Dnevnik, Blic, Kurir, Informer, Politika, Press, 01.09.2012)

In its response to the completion of Dragoljub Milanovic's prison sentence, the Independent Journalists' Association of Serbia (NUNS) points out that it is still unknown who was responsible for the sacrifice of 16 employees of the public service broadcaster. The Journalists' Association of Serbia (UNS) says that Milanovic is not the only one responsible and that it is necessary to investigate who else participated in the decision-making process that caused the employees to remain in the RTS building and not be evacuated.

(NUNS, Alo!, 31.08.2012)

The Independent Journalists' Association of Serbia (NUNS) strongly condemns the actions of the bankruptcy manager of the company "*Agrikol Brdar i Ostali*" from Sremska Mitrovica, Ivana Matic, who forbade the journalists with Radio-Television Vojvodina and Tanjug to attend the public sale of the assets of the company. NUNS has informed the Republic Agency for Licensing of Bankruptcy Managers about the unacceptable discrimination and demanded explanation and appropriate sanctions against the manager.

(NUNS, NDNV, Danas, 31.08.2012)

The Journalists' Association of Serbia (UNS) voiced a protest because journalists from Radio-Television Vojvodina and Tanjug were prevented from doing their job during the public sale of the company "*Agrikol Brdar i Ostali*" in Sremska Mitrovica. UNS demands that the bankruptcy manager, Ivana Matic, publicly apologize to colleagues from RTV and Tanjug and that the Law on Public Information be upheld. The Law stipulates that no one is allowed to limit the freedom of public information, whether directly or indirectly.

(UNS, 30.08.2012)

Legal representatives of the killers of the French football fan Brice Taton made a public appeal to the general director of the Public Service Broadcaster, Aleksandar Tijanic, to broadcast or deliver a transcript of the statement made by Dragan C. and recorded by RTS journalists, considering its significance in the case.

(Blic, Informer, 31.08.2012, Tanjug, Dnevnik, 01.09.2012)

Legal representatives of the individuals convicted of the murder of Brice Taton announced their intention to file criminal lawsuits against the responsible persons from Radio-Television Serbia (RTS). They claim that the public service broadcaster aired a shortened and "doctored" part of the video recording of a statement made by the retired employee of the police, Dragan Crepulja, who witnessed the fatal fall of the French football fan, reports the daily newspaper *Informer*.

(Informer, 12.09.2012)

Like in the previous several seasons, the Football Association of Serbia has announced its intention to fight against the stations which broadcast football matches during the protected time slot, "Buy Local". Despite the fact that the Football Association of Serbia and the Super League signed a contract with Telecom Serbia and TV Arena about the so-called protected time slots in order to protect the interest of domestic football, cable television channels have continued to broadcast football matches from all parts of the world during weekends, when the domestic league matches are being broadcast. If this practice continues, the Association will sue the channels that have violated the contract, reports the daily newspaper *Kurir*.

(Kurir, 31.08.2012)

The editorial team of the daily newspaper *Blic* says: "*Blic* has never been a political party-affiliated media outlet. All these years, *Blic* has striven to prevent people who used to spread destruction in Serbia, incite hatred and promote false patriotism from holding important official positions. We will continue to do so, despite the pressure and threats. The press statement issued by the Serbian Progressive Party (SNS) is one of such threats – not only against *Blic*, but against the freedom of speech and criticism."

(Blic, UNS, 01.09.2012)

An activist from the Anti-Fascist Action from Novi Sad, Zoran Petakov, was sentenced by the First Primary Court in Belgrade to 100 days of house arrest with electronic monitoring in place of 100 days of prison sentence. Petakov was charged with insulting the Bishop of Backa of the Serbian Orthodox Church (SPC), Irinej, who sued him in 2005

because Petakov had said in a TV appearance that SPC was supporting certain extremist groups in Serbia. Non-governmental organizations point out that the Court refused to consider any of the proposed evidence and that it decided not to examine Bishop Irinej.
(Autonomija, NDNV, 04.09.2012)

Alleged irresponsibility and failure to honor business agreements could cost actor Sergej Trifunovic 2,500 euros. TV Hepar will demand payment in a court of law. According to reports published by the daily newspaper *Alo!*, TV station officials claim that the actor violated the contract worth 15,000 euros. The contract stipulated that Trifunovic was obliged to appear in the reality show "Couples" twice a week until the end of the last season. However, he appeared in the programme only two times.
(Alo!, 07.09.2012)

Despite police assistance, inspectors from the Republic Broadcasting Agency (RRA) did not succeed in ending the broadcasting of the programme aired by TV KTV from Zrenjanin. The station was defended by its viewers, who prevented the inspectors from accessing the broadcasting equipment located in Bagljas. "The attempt to close down the station is illegal because the legal process before the Administrative Court has not been completed yet. At the same time, the RRA attempted to take over the competency of the Republic Agency for Electronic Communication (RATEL) which is a legal nonsense", said Dana Radic, the director and editor-in-chief of TV KTV. According to the article cited in the decision, RRA can suspend broadcasting of the programme of broadcasters who operate without a license or whose license has been revoked. TV KTV has a license, but is prevented from broadcasting its programme on the correct channel.
(Vecernje novosti, NUNS, UNS, 10.09.2012, Danas, NUNS, 11.09.2012, Dnevnik, 12.09.2012)

Professional standards

Although retired, Ramiz Etemovic still travels around Pester, Golija and Kopaonik. His one-hour programme, "*Vama na selu*", which is a collage of reports aired on the regional station TV Novi Pazar, is broadcast via satellite and available on the Internet. Occasionally, he worked as a correspondent for Radio Belgrade. Since 1973 he has been the editor of Radio Novi Pazar. "We were a huge success at the time. There were no local TV or radio stations and people used to listen to us all the time", said Etemovic.

(Blic, UNS, NUNS, 03.09.2012)

Awards, training courses and competitions

The Journalists' Association of Serbia (UNS) has announced a public contest for the journalistic award "Djoko Vjestica" for humanitarian journalism. Additional information is available at the UNS web site.

(UNS, 30.08.2012)

A web conference will be held in Hotel Splendid in Becici on September 20-21 as a part of one of the most significant and largest regional internet festivals, Web Fest.me 2012, it was announced by its organizers during a press conference held in Media Center Belgrade. Apart from the conference Web Fest.me, this year's event consists of two other segments – the contest for the best regional web project, which begins on September 21, and the contest Web-Up for the best regional start-up.

(Pregled, 04.09.2012)

The contest for the best media report on the process of European integration in Serbia between January 1 and December 31, 2012 is organized by the delegation of the European Commission to Republic of Serbia, the Office for European Integration of the Government of the Republic of Serbia and Erste Bank. The contest is announced on the web sites www.europa.rs and www.seio.gov.rs.

(Blic, 05.09.2012)

Journalist with the daily newspaper *Danas*, Zorica Miladinovic, is the winner of the special award for objective reporting given by the Agency for Research of Public Opinion Lubris Extra from Nis. The award was also given to the Media Research Center from Nis and a journalist with the local daily newspaper *Narodne Novine*, Vesna Petrovic, for reporting on the education system. Lubris Extra is the only agency for research of public opinion in this region of Serbia.

(Danas, 06.09.2012)

A short artistic film "Travelers" ("*Saputnice*") by Ivana Retas, a journalist with Radio-Television Kragujevac, has won its third international award. The film received the Blue Danube Award for the best religious touristic film at the Silafest International Festival of Touristic and Environmental Film that took place in Veliko Gradiste. 45 films from 22 countries participated in the Festival.

(Blic-Srbija, NUNS, 13.09.2012)

Ljubica Gojgic, a journalist with B92, is "The Woman of the year 2012" of the magazine *The Men and The Best Shop* in the category "Truth Between the Lines".

(B92, NUNS, 13.09.2012)

The media audience

Vecernje Novosti confirmed its top position in July: the newspaper holds the first position regarding the number of both printed and sold copies among the serious daily newspapers in Serbia, reports the newspaper. According to unofficial

information from ABC Serbia, the circulation continued to grow in August as well.
(Vecernje novosti, NUNS, 31.08.2012)

The International Air Show "Batajnica 2012", organized to celebrate the 100th anniversary of the Serbian Air Force, was broadcast live by RTS and seen by 2,102,000 viewers. There were 538 accredited journalists reporting from Batajnica.
(Tanjug, Press, 04.09.2012)

M. Miljenovic says in an article published by the daily newspaper *Dnevnik*: "The latest research by Ninamedia conducted in the territory of Sombor, Kula, Odzak and Apatin gave disappointing results. According to the research, which covered only legal broadcasters, the radio is already dead in Western Backa. The largest number of listeners has the regional station Radio Kulska Komuna – the grand total of 1770 listeners daily. The second position is held by Radio Kula, from the same city, which has 1250 listeners. Radio Dunav from Apatin is the only remaining radio station with a four-figured number of listeners – its audience numbers 1081 listeners. The situation is even worse in Sombor. Radio Fortuna, a small commercial station, has only 236 listeners on average, while only 208 citizens of Sombor listen to religious messages and music of Radio Blagovesnik, which is a local media outlet of the Serbian Orthodox Church. Two local radio stations in Odzak have a similar number of listeners. The lowest number of listeners has the media outlet of the Roman Catholic Church in Sombor, Radio Marija, with no more than six listeners a day. In total, three municipalities and one city of Western Backa have a population of 188,000, out of which only 6,300 (less than two percent of the population) listen to radio.
(Dnevnik, 14.09.2012)

Media transfers

On his first day as the general director of the company Pink, Zeljko Mitrovic appointed two more members of his management team. He appointed Zoran Timotic as the regional business coordinator and Vesna Stankovic as the chief of administration. Goran Gmitric is the editor-in-chief of the news section, while Slavisa Jovanovic is his deputy.
(Press, 30.08.2012)

Miroslav Cosic was succeeded by Dragan Miljkovic at the position of the editor of NTV. Cosic began his journalistic career in the newspaper *Narodne Novine* from Nis almost 40 years ago. He started working as a correspondent for *Politika* in 1976, and several years later he became the editor of *Nedeljni Broj*, and later the assistant editor-in-chief of the internal section. During the protests of 1996/1997 he became a part of the team of TV5 from Nis. As an editor and host of the programme "The Fifth Night" he became one of the most recognizable TV personalities. After the founding of TV Zona, he began working as one of its editors and a host of a popular show, "Ask Zona".
(Juzne vesti, 03.09.2012)

Anniversaries

Radio Bum 93, which began airing its programme in 1992, celebrates two decades of existence this year. The station has been closed down several times by the then regime because of its principled editorial policy. At the same time, Radio Bum 93 was one of the founders of the Association of Independent Electronic Media (ANEM) in 1998. The station has also won the "Jug Grizelj" Award for advancement of free journalism, dissemination of the freedom of expression and prevention of hatred. Today, the programme of the station, which is regarded as the highest-quality programme in the Districts of Branicevo and Podunavlje, is created and hosted by a young journalistic team lead by the editor, Uros Urosevic.
(Vecernje novosti – Serbia, NUNS, 08.09.2012)

In Memoriam

Zora Mijatovic, a journalist and former editor of newspapers *Dnevnik* and *Gradjanski List*, has passed away in Novi Sad. She began working as a journalist in 1973, when she became a volunteer for the newspaper *Dnevnik* from Novi Sad. She worked there until her retirement. For almost a decade and a half she was the chief of the correspondents from Belgrade. Her articles were published in *Blic*, *Svet*, *Poljoprivrednik* and many other newspapers.
(NDNV, 03.09.2012, Dnevnik, 04.09.2012)

Journalist Novic Djukic passed away at the age of 87. He spent his whole life working with children's press, first for the newspaper *Pionir*. After that, he worked as the editor of the children's section of *Borba*, which later became a highly successful children's newspaper *Kekec*. Djukic became the editor of *Kekec*. Together with Dusko Radovic, he

launched the magazine *Poletarac*, whose 19 issues left a deep mark in the Serbian press.
(*Vecernje novosti*, 02.09.2012)

A master of photography, Milenko Stefanovic, a member of the Journalists' Association of Serbia (UNS) and the former president of the Photographic Association of Yugoslavia, passed away at the age of 65. He was a journalist since 1975, while in 1984 he became the editor of photography in the newspapers *Zadruga*, *Rad* and *Duga*. He also worked as a war reporter between 1991-1995 and was a member of the UNS section of war reporters.
(UNS, 06.09.2012)

Nikola Devic, a journalist and a longtime member of the Journalists' Association of Serbia (UNS), passed away at the age of 90. He worked as a photo reporter with *Borba* since 1947 and as a contributor to newspapers *Omladina*, *Ilustrovana trgovina*, *Beogradska Nedelja*, *Vecernje Novosti* and *TV Novosti*.
(UNS, 05.09.2012)

Media business operations

The problem with royalties for broadcast music is almost solved. Collective organizations for protection of copyright and related rights and music users are about to reach an agreement that would be acceptable to everyone, announced yesterday the Organization of Phonogram Producers of Serbia (OFPS). OFPS issued a statement saying that Organization for Collective Rights of Performers (PI) and OFPS had negotiated with associations representing media users, the Union of Employers of Serbia, the Association for Information Activities of the Chamber of Commerce of Serbia, the Association of Independent Electronic Media (ANEM), Radio-Television Serbia and Radio-Television Vojvodina with the aim to solve the previous disputes. Together with the Union of Employers of Serbia, Sokoj, PI and OFPS submitted to the Ministry of Finance and Economy an initiative to amend the Law on Value-Added Tax and reduce the VAT by 10 percent.

(Pregled, 30.08.2012)

The owner and director of Pink International, Zeljko Mitrovic, said that TV Pink pays fees amounting to one million euros annually to regulatory bodies - the Republic Broadcasting Agency (RRA), the Republic Agency for Electronic Communication (RATEL) and ETV – while the same fees in Slovenia and Bosnia and Herzegovina amount to 200,000 euros and 100,000 euros, respectively. During a session of the Union of Broadcasting Organizations, where it was proposed that broadcasting fees should be reduced by 25-50%, Mitrovic pointed out that in some countries in the region broadcasters pay a single fee, while in Serbia they have to pay fees to three regulatory bodies – RRA, RATEL and ETV. The president of the Broadcasting Union of the Serbian Chamber of Commerce, Zoran Andjelkovic, said that economic conditions had worsened considerably, that the position of broadcasters in Serbia was difficult, and that their survival was threatened by excessive fees.

(Pregled, UNS, 04.09.2012)

All radio and TV stations that have concluded a contract with the Organization of Music Authors of Serbia (SOKOJ) will pay lower fees for usage of music content in 2012. This is stipulated by the Protocol on Discounts signed by SOKOJ and the Association of Independent Electronic Media (ANEM). ANEM says that the Protocol constitutes the final phase of longtime efforts to match the amount of the fees with the economic conditions in which the electronic media in Serbia operate.

(BizLife, Tanjug, 11.09.2012, Blic, Informer, 12.09.2012)

The Trade Union Independence at TV Mozaik from Novi Sad, which broadcasts programme in Hungarian language, will begin a strike today if employees' demands that salaries be paid are not fulfilled. The first strike of warning at TV Mozaik was held on April 19, while the second one took place on August 7.

(NDNV, 01.09.2012, Danas, UNS, NUNS, 03.09.2012)

The Journalists' Union of Serbia (UNS) supports the total strike by employees of TV Mozaik from Novi Sad and demands that the founders of the station, The Mozaik Foundation and the National Council of the Hungarian National Minority, finally begin negotiation on fulfillment of the strikers' demands.

(UNS, 03.09.2012)

The Independent Journalists' Association of Vojvodina (NDNV) supports the strike of employees of TV Mozaik from Novi Sad and demands that the founders of the TV station finally take measures to reverse its destruction and preserve jobs. Aside from the damage to the livelihood of employees, non-payment of salaries also threatens the acquired right of citizens of southern Backa to receive information in their native language.

(NDNV, 03.09.2012, Danas, 04.09.2012)

Discussion about the current media situation in Serbia and financing of local media outlets will take place in Media Centre Vojvodina on Friday, 14 September 2012 at 11.00. Introductory speeches will be made by the presidents of the associations belonging to the Media Coalition: Sasa Mirkovic (ANEM), Dejan Miladinovic (Local Press), Dusan Janjic (NUNS), Ljiljana Smajlovic (UNS) and Dinko Gruhonjic (NDNV). They will talk about the current media situation in Serbia and announce the end of the financing of local media outlets by the media coalition in cooperation with BIRN and support from IREX.

(NDNV, 10.09.2012)

Media Center Belgrade and Media Center Nis have launched a series of studio debates entitled "When You Say..." ("*Kad kazete...*") which will mostly deal with current economic issues that have greatest significance for Serbia and today's society. The programme is available in a web format at the web page www.mc.rs/KadKazete, and the file can be freely downloaded in a professional format after registration. Smaller segments of the debate (audio and video clips, photographs, texts, transcripts...) intended for free downloading will also be available at the web site of the news agency FoNet, www.fonet.rs, after a free and simple registration, without a need to be a user or subscriber of the FoNet news service. The series is supported by the Fund for an Open Society Serbia.
(Media Center Belgrade, 10.09.2012)

The municipal government in Kikinda has discontinued the financial support to private local media and some of the production and marketing companies from Belgrade and Novi Sad. At the beginning of the year, concluded contracts will be terminated, effective as of the last day in August. This is the first specific step aimed at achieving savings adopted by the Municipal Council after the elections. Its necessity was explained by the difficult financial situation, reports *Novosti*.
(Vecernje novosti, 12.09.2012)

Privatization and the state-owned media

Sasa Popovic will become one of the co-owners of TV Avala, reports the daily newspaper *Kurir*. He is going to purchase 46.6 percent of stocks from the businessman Danko Djunic, while 48.5 percent of the stocks, owned by Austrian Johannes Werner Krauss, will be bought by a very powerful investor, who will also be obliged to pay all the debt of the TV station. Zeljko Mitrovic will keep his 4.9 percent of stocks. If new owners do not buy TV Avala in the next 20 days, its national frequency will be revoked and the station closed down.
(Kurir, Press, NUNS, e-kapija, UNS, Politika, 01.09.2012)

Negotiation about the purchase of TV Avala have entered the final phase and it is only a matter of days before it becomes property of the leader of "Grand Produkcija", Sasa Popovic. The new TV station will be named TV Narodna. According to unofficial sources cited by the daily newspaper *Press*, Popovic will make certain changes in the programme, the most important of which will be transfer of the show "*Grand Parada*" from TV Pink. Popovic has also announced his intention to employ no less than 200 new workers. Experts are of the opinion that the value of the new station might reach 15 million euros next year, when its license is due to be renewed. After the redesign and recovery, TV Avala might easily find a foreign buyer.
(Press, 04.09.2012, Alo!, NUNS, e-kapija, UNS, 05.09.2012)

The fate of TV Avala will be known soon, because one of the potential buyers, the director of "Grand Produkcija", Sasa Popovic, expects that negotiations with the current owners will be completed in seven days. Popovic has confirmed the reports published by *Politika* and said that the company "Beohemija", one of the regional leaders in production of powder detergents and household chemicals, might become one of the co-owners of TV Avala in partnership with "Grand".
(Politika, 06.09.2012)

"Beohemija" has no intention to buy TV Avala, announced the company from Zrenjanin, thereby denying the reporting of *Politika*.
(e-kapija 07.09.2012)

The most important information during transformation of the ownership structure of any electronic media outlet is the identity of the new owner, because individuals and companies are not allowed to own two or more TV or radio stations, says the deputy president of the Republic Broadcasting Agency (RRA), Goran Karadzic.
(Politika, UNS, NUNS, 07.09.2012)

Veselin Jevrosimovic's company Internet Groups, which owns the web portal Telegraf.rs, became the owner of 50 percent of the stocks of the Macedonian company "*Graficki Centar*". The Macedonian company owns three Macedonian daily newspapers – *Dnevnik*, *Vesti* and *Utrinski Vesnik* – and a printing press.
(Press, 01.09.2012)

The Independent Journalists' Association of Serbia (NUNS)

The Independent Journalists' Association of Serbia (NUNS) calls on all journalists to adhere to professional standards, ethical norms and legal regulations while reporting on professional activities of individuals holding official positions. In the pervasive atmosphere of the hunt for exclusive headlines and market competition, in which all editorial teams legitimately participate, journalists must not allow their professional reputation to be damaged due to reporting of untrue information or half-truths received from "reliable sources" without relevant proof. Daily newspaper *Informer* reported on alleged abuses in the State Lottery of Serbia (DLS) and NUNS has received complaints from the director of DLS, Tijana Andjelic, saying that the newspaper not only had published unverified information without a valid source or verification in the company, but that denials issued by DLS were published in a shortened and commented version, in violation of the Law on Information and the Code of Conduct of Serbian Journalists. The media must not take the role of the judge and the jury, nor prepare conditions for removal of individuals that are supposedly close to the previous government, says the press statement.
(NUNS, 07.09.2012)

The Independent Journalists' Association of Serbia (NUNS) the Independent Journalists' Association of Vojvodina (NDNV) in its strong condemnation of the conduct of the bankruptcy manager of the company "Agrikol Brdar i Ostali", Ivana Matic, who forbade the journalists with Radio-Television Vojvodina and Tanjug to attend the public sale of the assets of the company. NUNS has informed the Republic Agency for Licensing of Bankruptcy Managers about the unacceptable discrimination and demanded explanation and appropriate sanctions against the manager, especially taking into account the fact that criminal charges for harmful conduct had been filed against Ivana Matic.
(NUNS, 30.08.2012)

The Independent Journalists' Association of Serbia (NUNS) is concerned about the statement made by first vice president of the Government of Serbia and the minister of defense, Aleksandar Vucic, who had mentioned the possibility of financing the public service broadcaster from the national budget, but "under certain conditions imposes by the state". NUNS calls on the Government of Serbia and the Ministry of Culture to consider the manner of financing of the public service broadcaster, since it is obvious that the existing model does not allow unhindered functioning of RTS and RTV.
(NUNS, 14.09.2012)

The Journalists' Association of Serbia (UNS)

The Journalists' Association of Serbia (UNS) condemns the messages received by Milan Milinovic, the director and the editor-in-chief of TV Vujic from Valjevo, which were signed with the name Bradic. UNS points out that according to the Law on Public Information no one is allowed to limit the freedom of information, even indirectly, especially by abusing official or private authority.
(UNS, 11.09.2012, *Informer*, 12.09.2012, *Vecernje novosti*, 13.09.2012)

The Journalists' Association of Serbia (UNS) strongly condemns the hate graffiti written on the premises of the Romanian association "Viktorija" in Vrsac, where a television station of the same name is located and which broadcasts programme in Romanian and Serbian languages. UNS demands that the police immediately identify the perpetrators of this act of vandalism.
(UNS, 12.09.2012, *Alo!*, *Dnevnik*, 13.09.2012)

The Journalists' Association of Serbia (UNS) calls on the city of Smederevo administration to accept applications from online media for the media-related public contest organized by the administration. UNS is of the opinion that limiting the range of participants to the print media, radio and television stations unfairly excludes online media outlets, which are capable of informing citizens with a quality that equals the traditional media.
(UNS, 13.09.2012)

The Republic Broadcasting Agency (RRA)

The Council of the Republic Broadcasting Agency (RRA) decided to prepare and sign a Protocol on Cooperation with the Commission for Protection of Competition and the Committee for Securities with the aim to more efficiently control

the data related to possible cases of impermissible concentration of ownership over the media. The initiative was launched by the Council because of legal limitations that prevent the Council from investigating indications of possible impermissible concentration of media ownership.
(RRA, 05.09.2012)

The Council of the Republic Broadcasting Agency (RRA) has announced that in the future, the Agency will not respond to requests for approval of humanitarian or charity advertising messages or public service messages delivered by authorities before their airing by broadcasters. RRA says that according to laws related to broadcasting, public information and advertising, broadcasters are completely free, which also entails certain responsibilities.
(RRA, 05.09.2012, Vecernje novosti, 06.09.2012)

Acting upon the request submitted by the Primary Prosecutor's Office in Valjevo, RTV Mars d.o.o. and RTV Valjevo-Kronik were inspected in cooperation with the Republic Broadcasting Agency (RRA) and the Republic Agency for Electronic Communication (RATEL). It was established that these stations were broadcasting programme illegally for a long time. A report was delivered to the Primary Public Prosecutor's Office in Valjevo against responsible individuals from these stations because of suspicions related to unauthorized engagement in certain activities. So far, equipment has been confiscated from radio stations Raka Esinger, which used to broadcast its programme in the Lazarevac region, Radio Link, which aired programme in the city of Valjevo, Radio Mac Level ML, which broadcast programme in the urban area of Novi Sad, and Radio Bos from Surcin, whose illegal broadcasting interfered with proper functioning of the air traffic.
(RRA, 03.09.2012, Tanjug, e-kapija, Press, Blic, 04.09.2012, Vecernje novosti, 09.05.2012)

The Council of the Republic Broadcasting Agency (RRS) has been contacted by several broadcasters from Serbia that informed it about the increase in royalties that they are obliged to pay to Sokoje. Broadcasters demand that the RRA act and exert influence on organizations (SOKOJ, OFPS and other), and to demand that they reconsider the amount of royalties in accordance with the difficult situation in the country. The Council of the RRA responded that the increase in the amount of royalties was not within their competency.
(RRA, 07.09.2012)

The Republic Agency for Electronic Communication (RATEL)

The Republic Agency for Electronic Communication (RATEL) has announced a public contest for employment of six new implementers.
(RATEL, Danas, 06.09.2012)

The Republic Agency for Electronic Communication (RATEL) has published a list – updated on 11 September 2012, of FM, TV and radio stations that use the radio-frequency spectrum without approval. Aside from 31 radio and TV stations, the list includes Radio Balkan (former Radio Fokus) with special frequencies in 10 cities of Serbia, as well as three radio stations that have continued broadcasting their programme even after the revocation of their licenses. Additional information is available at the website of RATEL.
(RATEL, 11.09.2012)

South East Europe Media Organization (SEEMO)

SEEMO South East Europe Media Forum, which is going to take place on 22-23 October in Budva/Becici, Montenegro. The topic is "Journalism and New Media". The conference is going to take place in hotel Splendid in Budva/Becici: www.montenegrostars.com/www/index.php/de/our-hotels-4/hotel-splendid-conference-spa-resort
(SEEMO, 07.09.2012)

Media-related news

TV Pink announced no less than 32 new programmes yesterday which are scheduled to appear in the autumn programme schedule. Its highlights are the new formats like "The First Cook of Serbia", quiz "Lie If You Dare" hosted by Branka Nevistic, show "Devil's Dinner" hosted by Sladjana Slavkovic, talk-show "Pink Target" authored by Aleksandra Jeftanovic, top list "One Hundred" hosted by Bane Tomasevic, and "VIP Room" hosted by Bosko Jakovljevic. Zeljko Mitrovic said that TV Pink will strive to win the urban audience concentrated in big cities. Recording of the domestic series by Dragoslav Lazic, "Zvezdara", will begin mid-October. The first series will have 48 episodes.

(Blic, Kurir, NUNS, 31.08.2012, Politika, 01.09.2012)

Yugoslavian Radio-Television (JRT) began test broadcasting of programme via the Internet. The station was founded by a group of enthusiasts who wish to "revive at least a part of the destroyed Yugoslavia". The aim of the station is to connect the largest regional centers – Sarajevo, Ljubljana, Pristina, Beograd, Zagreb, Podgorica, Skoplje and Novi Sad – and create a single service that would offer citizens timely, objective, concise and verified information.

(Fonet, NUNS, 31.08.2012, Blic, Alo!, Danas, 01.09.2012, FoNet, Politika, UNS, 05.09.2012)

An educational, six-episode series entitled "On Gender Equality", broadcast on the Second Channel of Radio-Television Serbia (RTS), will discuss equality and inequality of men and women in society.

(Danas, 10.09.2012)

Readers and everyone else who follow the Twitter account of the weekly magazine NIN will have a rare opportunity to join its editorial team. Beginning with the next issue, NIN will comment on the issues covered by the magazine together with its readers and Twitter followers each Friday between 12.00 and 12.30. The discussion will be "aired live" on Twitter.

(24 sata, 12.09.2012, Blic, NUNS, 13.09.2012)

Before the end of September, Serbia and the region will have their own VH1 channel. The popular music channel will broadcast domestic music videos for the first time. "The idea behind the launch of the channel was to advance the domestic music scene. We will broadcast old and new music videos because we want to return music back to our television channels", says Nikola Jovanovic, the music editor of MTV Television, which owns VH1.

(Blic, e-kapija, 13.09.2012)

As of this evening, Misa Stojiljkovic, a journalist with the media company B92, will host the News aired on this channel. He had already worked as a news presenter between 2006 and 2008. In his words: "Radio B92 has already implemented a new and ambitious autumn programme schedule, while the television channel has began preparations for the new programme. Our webpage is getting new content all the time. The show 'Kaziprst', hosted by Suzana Trninic, has been launched again. Olja Beckovic and Natasa Odalovic have returned to television with their programmes. New episodes of 'The Insider' will begin airing on 24 September. Ljubica Gojgic and Jugoslav Cosic are also preparing new projects."

(Politika, NUNS, 14.09.2012)

- 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
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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.

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