



MEDIA NEWS BULLETIN

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Professionalism in the Media

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Media Economy

This year's advertising revenue in the media will match the level achieved in 2011 – TV Avala is definitely closed down – A new channel, TV Pink 2 appears instead of TV Avala on the same frequency – Comments and explanations follow – RRA, RATEL and the Ministry meet to discuss the allocation of the frequency that belonged to TV Avala – Journalistic associations condemn the closure of TV Avala – Strike on TV Mozaik ends – Nis-based RTV5 is closed down – The city of Nis can afford to finance *Narodne Novine* – Pozarevac-based weekly magazine *Okrug* ceases publication – Boom93 in Pozarevac protests, stops airing news about activities of the local self-government – SNS: “Press is in Djilas' pocket” – Ribnikar expects that “energetic and professional action by Vucic will solve the murky situation in *Politika*” – *Politika* distributes *Ruska Rec* without agreement between the editorial team and the editor-in-chief

Media Institutions & Activities

NUNS is one of the organizers of the memorial exhibition dedicated to anti-fascist struggle – UNS organizes public discussion about decriminalization of libel – Journalistic trade unions hold two protests – RRA adopts sanctions against TV Prva, TV Pink and TV Happy – The state has to pay 640 million due to RATEL's fault – UNS is concerned about the SOS channel – RATEL issues a recommendation to importers of telecommunication equipment – SEEMO is concerned because of escalation of attacks on journalists – SEEMO voices concern due to new legislation

Media Innovations

Government is not present on social networks – Political parties have reduced their activities on social networks after the election – Zeljko Mitrovic explains the concept of TV Pink 2 – Downloading of media products in digital formats triples worldwide between 2006 and 2010 – Web portal *Novinarnica* and the Center for Promotion of Science present the concept of reading newspapers, magazines and book in the digital form

Media Environment

The media situation in Serbia

The Independent Journalists' Association of Serbia (NUNS) is concerned because of announcements indicating that the proposed law on fees for usage of public goods, whose draft is being prepared by the Ministry of Finance of the Republic of Serbia, might affect and threaten the position of independent regulatory bodies – the Republic Agency for Electronic Communication (RATEL) and the Republic Broadcasting Agency (RRA). NUNS believes that a solution which would place the sources of funding of RRA and RATEL directly under the authority of the Government of Serbia and its relevant ministry would not be adequate and acceptable. Such control would allow the authorities to directly influence the operations and decisions made by independent regulatory bodies, which would basically make their role ineffective.

(NUNS, Blic, 31.10.2012 Politika, UNS, Alo!, NUNS, 01.11.2012)

Paula Thiede, the acting head of the OSCE Mission to Serbia, has expressed OSCE's concern because of the draft law on fees for usage of public goods, which is being secretly prepared by the Ministry of Finance and Economy. OSCE says that if adopted, such a law might jeopardize the independence of the Republic Agency for Electronic Communication (RATEL) and the Republic Broadcasting Agency (RRA), as well as the public service broadcasters like Radio-Television Serbia (RTS) and Radio-Television Vojvodina (RTV).

(Blic, UNS, 01.11.2012, Alo!, NUNS, 02.11.2012)

Danilo Nikolic, the state secretary of the Ministry of Justice, said yesterday that the existence of criminal offenses of libel and insult in the Criminal Code of Serbia was not in violation of international and European standards. Amendments to the Criminal Code stipulate that everyone who adheres to the “principle of journalistic diligence” cannot be found guilty of insult or libel, said Mr. Nikolic. On the other hand, representatives of journalistic associations and the OSCE Mission pointed out that decriminalization of libel is a precondition for free journalism.

(Tanjug, RTV, Dnevnik, Blic, Press, Vecernje novosti, Danas, Politika, 06.11.2012)

The Association of Independent Electronic Media (ANEM) is not satisfied with the draft amendments to the Criminal Code because it does not decriminalize the criminal offenses of libel and insult, as had been announced long ago.

(Kurir, 06.11.2012)

The Independent Journalists' Association of Serbia (NUNS) has protested against the decision by the work group of the Ministry of Justice to abandon the decriminalization of criminal offenses of insult and libel. Retaining of these criminal offenses in the Criminal Code strenghtens the mechanism of repression over the media, says NUNS.

(NUNS, Alo!, Danas, 30.10.2012, Danas, Politika, 31.10.2012)

The secretary of culture and the media of the Province of Vojvodina, Slavisa Grujic, and the deputy president of the Council of the Republic Broadcasting Agency (RRA), Goran Karadzic, agree that Europe cannot wait any longer for adoption of the new Strategy of Development of the Media in Serbia and new media laws, which has been delayed for a long time.

(Beta, NDNV, 01.11.2012)

On the occasion of November 5 – the day of the European “Support Journalism” campaign, the Independent Journalists' Association of Serbia (NUNS) and the Independent Journalists' Association of Vojvodina (NDNV) warn that the judicial system of Serbia has been jeopardizing the rights of journalists and all media employees even in cases when verdicts are in their favor. This is best evidenced by the case of a journalist from Novi Sad, Nikola Travica, who has won the lawsuit for unpaid salaries against his employer, but at the same time was forced to pay astronomical legal costs.

(NUNS, NDNV, 05.11.2012)

Serbian journalists and their families have been targeted in three attacks using explosive devices in less than two weeks. SEEMO said it had observed an escalation of attacks against journalists in Serbia.
(SEEMO, 02.11.2012)

Since the beginning of the year, the police in the city of Novi Sad has filed three criminal charges to the Prosecutor's Office for High-Technology Crime for illegal usage of broadcasting frequencies. In the area of Novi Sad, nine illegal stations have been found so far, three of them without any identification. 258 broadcasting bans have been adopted since 2008.
(Vecernje novosti, UNS, 05.11.2012)

Opinions about the current media situation in Serbia

The 37th Monitoring Report on the Serbian Media Scene in September 2012 has been published on the website of the Association of Independent Electronic Media (ANEM). It is available [here](#).
(ANEM, MC, 30.10.2012)

The US Ambassador to the Republic of Serbia Michael Kirby said today that the main challenges facing the media in Serbia, aside from economic, technological and political changes, are the transparency of ownership, competitiveness and privatization. In the following period, the Serbian media will need assistance due to diminished financial stability, while the professional standards in reporting and management have not been achieved yet, it was estimated on November 1 during the conference organized by the US Agency for International Development (USAID) and the non-governmental organization IREX. Participants of the conference said that they expected the media to find itself in the worse situation in the next year and that "it should be considered a success if the situation in the media remains the same as in 2012".
(Tanjug, UNS, NUNS, mondo.rs, 01.11.2012, euractiv.rs, UNS, 02.11.2012, Advertiser Serbia, ABC Srbija, Newsletter, 06.11.2012)

Nedim Sejdinovic says in a published article: "BIRN research has shown that media outlets that are owned by the state or municipalities are absolutely privileged when it comes to financing from state funds. This inequality has advanced to absurd levels. Private media outlets are unable to operate in the market and survive the economic crisis that refuses to pass. The local media which function as public companies constitute unfair competition and threaten the freedom of the media due to their privileged position."
(NDNV, 05.11.2012)

Branislava Dzunov writes: "The news that the Republic Broadcasting Agency (RRA) has closed down TV Avala reeks of hypocrisy. The RRA has decided to undertake radical approach only when it became obvious that the confusion in TV Avala was going to hurt its own self-interest, i.e. when the broadcasting fees paid by TV Avala to RRA dried up and when it became certain that no more money would come its way. The situation had directly threatened the RRA and all its constituents – a large number of counselors, experts and bureaucrats who spend a huge amount of money. The second surprising news from the RRA relates to the reality formats "The Mad House", "Family Secrets" and "Adulterers", which have shocked and horrified most of the television audience. These programmes are still allowed to be broadcast, both in the morning and afternoon. The only demand by the RRA was that the genre of these vulgarities be more clearly defined."
(Blic, 04.11.2012)

Milan Stefanovic writes: "TV5 remained to the very end one of the most important parts of the fragile, young and short democratic history of the city of Nis and Serbia. During the nineties, when the then TV Belgrade, TV Nis and many more media outlets in the country were serving the dictatorial regime, oblivious to the democratic changes, full of hate speech and lies. At the same time, TV5 was objective, available and it stood with the people. The station managed to retain its quality and high standards in the years that followed. Despite its lack of bias and high ratings of the station, nobody in Nis or in Serbia wished to help TV5 to survive the crisis. Local powerful figures preferred dependent and sycophantic media – the media which could be bought cheaply and made to spread false news, demagoguery and political intrigues. Petition for help to TV5 mobilized a huge number of citizens and many civil society organizations,

but it has unfortunately proved that citizens have no say in Serbia and that their voice simply does not count.”
(Juzne vesti, 05.11.2012)

“You closed down Radio Nis, now you are doing the same to TV5. When we come to Belgrade, we will not put out the fire in the RTS” - this is a “threat” to the government and its RRA that was posted on the internet. This “threat” is a part of a highly palpable anger of the citizens of Nis caused by the closure of the popular television station. Company “Trebic MM” from Sokobanja recently issued a bill signed by TV5 in the amount of 1.3 million euros as a guarantee for a loan given by Hippo Bank in 2006. TV5 had participated in the public contest for national broadcasting frequencies immediately before the taking of this loan. For this purpose, the management of the station took a loan in the amount of 700,000 euros from *Komercijalna Banka*. However, it failed to win the national broadcasting license. Frequencies were given exclusively to Belgrade-based television stations, among them TV Avala, TV Kosava and TV Happy – which at the time were not broadcasting any programme. With closure of TV5, in a relatively short period of time, the city of Nis has lost one more of the things that were making it a city.

(Danas, UNS, NUNS, 06.11.2012)

The state and the media

At a public debate on media laws held today, the representatives of media associations and organizations pointed out that it was necessary for the state to withdraw from ownership over the media. At the same time, the assistant minister of culture and information, Dragan Kolarevic, announced that draft media laws would be modified in order to solve all disputed points. The director and editor-in-chief of the news agency FoNet, Zoran Sekulic, said that one of the crucial provisions of the Media Strategy stipulated complete withdrawal of the state from media ownership. “The state has proved itself to be a bad owner and even worse editor, not only in the media that it still owns, but also when it comes to its influence over other media outlets”, Sekulic pointed out.

(Fonet, Beta, NUNS, Danas, 01.11.2012)

Public service broadcasters

In recent days, many citizens of Valjevo have received warnings due to their failure to pay the TV fee to the public service broadcaster. Some of the citizens owe more than 28,000 dinars. RTS has offered the debt to be paid in five installments, if the first installment is paid not later than eight days after the delivery of the last warning before the lawsuit. So far, RTS has initiated around 400,000 lawsuits related to non-payment of the TV fee.

(Kurir, UNS, 01.11.2012)

Citizens of the village of Boljkovac near Gornji Milanovac have been receiving court warnings from the RTS demanding that they pay the TV fee, despite the fact that the village has not been covered by any television signal in the last 30 years.

(Beta, Danas, Informer, Kurir, Politika, Press, 06.11.2012, Večernje novosti, 07.11.2012)

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

A month has passed since the attack on Tanja Jankovic, a journalist with B92, and the beating of the members of her family, but the attackers have not been arrested and no legal proceedings have been initiated against them. One of the six attackers, Nenad Jovanovic, a police inspector in the police department of Vranje, is still working for the police. An internal investigation was launched because of suspicions that Sladjan Veselinovic, the head of the police department of Vranje, had falsified the report on the incident.

(Kurir, 29.10.2012, Informer, 30.10.2012)

B92 has published exclusive recordings made by the security cameras in the Przar Hotel in Vranje, which show that a police inspector from Vranje, Nenad Jovanovic, had taken part in the beating of the family of B92 journalist.

(B92, UNS, NUNS, 02.11.2012)

The Independent Journalists' Association of Serbia (NUNS) demands that the officials immediately investigate circumstances behind the discovery of an explosive device in Vranje, in the yard of the house belonging to the B92 journalist Tanja Jankovic.

(NUNS, Beta Danas, Alo!, Informer, Vecernje novosti, 31.10.2012, Informer, 02.11.2012)

The Independent Police Trade Union of Serbia has called on the Ministry of Internal Affairs to investigate the attack on journalist Tanja Jankovic.

(Informer, 03.11.2012)

Dragan J. Vucicevic has accused three companies – *Blic*, *Press* and *ABC* – that they had took money from the previous regime and falsified their auditing results and their ratings. During the panel discussion on tabloids at the Press Media Summit, editor-in-chief Dragan J. Vucicevic strongly criticized the company Ringier Axel Springer and the editors of newspapers *Alo!* and *Blic*, after which the editor-in-chief of *Blic*, Veselin Simonovic, decided to leave the summit, reports the daily newspaper *Kurir*.

(Kurir, NUNS, 01.11.2012)

The Independent Journalists' Association of Serbia (NUNS) has strongly condemned the tone and the wording of the attack of the tabloid *Informer* on Veselin Simonovic, the editor-in-chief of *Blic*. It is impermissible that the newspaper has labeled Simonovic an enemy of Serbia, with direct allusions to the Nazi Germany. In this way, apart from professional dignity, the security of Veselin Simonovic is being threatened as well. NUNS reminds that the murder of Slavko Curuvija was preceded by a similarly intoned article in a daily newspaper.

(NUNS, 29.10.2012)

The spokesman of the Football Club Red Star (*Crvena Zvezda*), Marko Nikolovski, insulted yesterday all the readers and employees of the daily newspaper *Informer*. In the presence of colleagues from other media outlets, he told one of the journalists with the *Informer* that he was working “for a moronic newspaper”.

(Informer, 31.10.2012)

Slobodan Samardzic from the Democratic Party of Serbia (DSS) said that “at this moment, in the middle of a hysterical campaign lead by B92, it would not be a good idea to form an investigative committee of the National Parliament of Serbia that would investigate how the state money allocated to the Province of Kosovo has been spent since 2000”.

(Beta Pregled, 31.10.2012)

During his time spent in the prison in Subotica, where he served the prison term he had been sentenced to for insulting Laslo Torockai, the retired journalist Laslo Sas wrote a book entitled “Insulting the Esteemed”. The book will soon be published in Hungarian language, while a Serbian edition is also being prepared.

(Vecernje novosti – Vojvodina, UNS, 03.11.2012)

Rights of journalists

“Is it acceptable that an employee, after losing his salary, pension and disability insurance, and despite winning the lawsuit against the newspaper *Gradjanski List*, would be obliged to pay the court expenses in the amount of 53,000 dinars?” - asks Nikola Travica, a journalist from Novi Sad, in a letter sent to journalistic associations and the media. In Serbia, if you decide to take your case to the court because your constitutional rights were violated, you might end up in jail yourself, says Travica.

(NUNS, 05.11.2012, Politika, Vecernje novosti – Vojvodina, 06.11.2012)

The Independent Journalists' Association of Serbia (NUNS) and the Independent Journalists' Association of Vojvodina (NDNV) warned yesterday that the judicial system of Serbia was detrimental to the rights of journalists and all employees even in cases when it passes verdicts in their favor. They said that it was a cynical paradox that

journalists are punished even if they dare to defend their rights in the court of law.
(Alo!, UNS, 06.11.2012)

The Media Strategy

The minister of culture of Serbia, Branislav Petkovic, said yesterday that the Media Strategy was being redefined, while different draft versions of media laws were being harmonized. He pointed out that negotiations were held with Radio Yugoslavia, *Jugoslovenski Pregled* and the news agency Tanjug about the withdrawal of the state from media ownership. Minister Petkovic added that the management of Tanjug was willing to conduct ownership transformation and to transition to market-based business operations. For this reason, various models existing in the European practice were discussed.

(Beta, Vecernje novosti, Tanjug, UNS, NUNS, 02.11.2012)

In the next year, the European Union will give 1.5 million euros for implementation of the Media Strategy in Serbia, said the deputy head of the EU Delegation in Serbia, Adriano Martins.

(EurActiv, Beta, NUNS, NDNV, 02.11.2012, Blic, Dnevnik, 03.11.2012)

The minority media

After a forced year-long hiatus, the only newspaper in Bulgarian language in Serbia, *Bratstvo*, should again appear on newsstands at the time of publication of this text. However, this newspaper, which is more than a half a century old, warns that its publication will again be uncertain after January 1 of the next year due to unsolved financing issues.

(Danas – Weekend Edition, 27.10.2012)

Professional standards

Ivana Vujanov writes: "It is evident that we are nearing the mental freezing point. According to research on most-watched programmes conducted by the Nielsen Media agency, among the top-positioned recently broadcast shows are the "Adulterers" on TV Pink and "Family Secrets" on TV Prva. After the scenes of violence that were aired at 5.00, the Republic Broadcasting Agency (RRA) has launched proceedings against TV Pink because of violation of the Law on Broadcasting.

(Dnevnik – Special Supplement, 27.10.2012)

The Complaint Committee of the Press Council has unanimously decided that the daily newspapers *Press* and *Politika* had violated the Code provisions on the obligation to state sources and the obligation to publish a response, respectively, said the Journalists' Association of Serbia (UNS) yesterday.

(UNS, Beta, Pregled, Politika, 31.10.2012)

The electronic media report more ethically on violence against and among children as compared to the print media. Although most of the published articles in the press does not violate the journalistic code of conduct and the rights of the child, the most high-profile articles – those featured on the front pages – usually violate this code. Ethical standards are honored in around two thirds of the articles, while in less than a third the journalistic code has been violated with regard to children's rights and the best interest of the child. Full identity of children was revealed in almost 30 percent of published articles. Unnecessary ethnical identification was evident in around 15 percent of the articles.

(UNS, 01.11.2012, Dnevnik, NUNS, 02.11.2012)

The director of Radio-Television Serbia (RTS) brutally insulted students of journalism at a lecture he recently held on the Faculty of Political Science, reports the daily newspaper *Kurir*. Instead of receiving advice on methods in journalism, shocked students were insulted by this master of journalism. He began his lecture by calling the students "the useless generation".

(Kurir, NUNS, 01.11.2012)

"I did not insult the students! My words were aimed against silicone lips, breasts and other such beauties in our journalism, who are unfortunately present in every media outlet in Serbia", explains the director of RTS, Aleksandar Tijanic.

(Kurir, NUNS, 02.11.2012)

At the annual Assembly of the Association, held today, representatives of news agencies from Southeast Europe called on all users to stop violating copyright and related rights by using news, photographs and other products of news agencies without authorization.

(Tanjug, NUNS, 02.11.2012)

Ivana Vujanov writes: "The programme of Serbian Science Television is still in the experimental phase and is being broadcast for six hours a day, which is exactly six hours more than the amount of science programme broadcast by the public service broadcaster of Serbia. RTS is still avoiding its legal obligation to broadcast a significant percentage of science, educational and documentary programme. Incredibly, in the last year RTS broadcast only 0.41 and 7.08 percent of science-educational and documentary programmes, respectively.

(Dnevnik – Special Supplement, 03.11.2012)

The head of the Traffic Police, Dragisa Simic, said that he would ensure that the investigation about the incident involving the vehicles from the presidential convoy is quick and successful. He called on the media to refrain from sensationalism.

(Tanjug, NUNS, RTV, 06.11.2012)

Awards, training courses and competitions

Marko Somborac, a caricaturist with the daily newspaper *Blic*, has received the Dusan Bogavac Award for Ethics and Courage in Journalism. During the ceremony held in the premises of the Independent Journalists' Association of Serbia (NUNS), he thanked the jury, the readers and the newspaper *Blic*, as well as “the previous and current governments, the president and the parliament for their contribution to his work”.

(24 sata, Blic, 25.10.2012)

Photo-reporters with the company Ringier Axel Springer – Marko Djurica, Nebojsa Markovic and Oksana Krutenyuk – are the recipients of awards in three categories at the national public contest “Press Photo Serbia 2012”. The main award, NSPlakata, in the amount of 1,000 euros was given to Marko Risovic for his photograph “East of Paradise”.

(NIN, 25.10.2012)

This year's Djoko Vjestica Award for Humanism in Journalism, established by the Journalists' Association of Serbia (UNS) and the company Lemiks from Belgrade, was given to Silviya Slamnig, a journalist with the daily newspaper *Kurir*, and Sadik Hamidovic, journalists with the internet radio station Radio Veselje from the city of Nis.

(UNS, 25.10.2012, Kurir, 26.10.2012, Kurir, 27.10.2012)

The Association of Journalists of Serbia and Montenegro gave yesterday the Lifetime Achievement Award to journalists Dimitrije Boarov, Miodrag Vukovic and Rodoljub Petrovic. Dimitrije Boarov reports on economy, Rodoljub Petrovic is the RTS and Tanjug correspondent from Cacak, while Miodrag Vukovic has worked as the editor of *Pobjeda* from Montenegro, a columnist and a TV critic.

(Beta, Politika, Pregled, 30.10.2012)

The traditional *Politika* Award for Best Directing at BITEF was presented yesterday to its 35th recipient, a young Belgrade director, Milos Lolic, for his play “Blood Weddings” (“*Krvave Svadbe*”).

(Tanjug, Pregled, 31.10.2012)

German organization for international cooperation, GIZ, and the Independent Journalists' Association of Serbia (NUNS), organize a two-day seminar for journalists entitled “Professional Reporting on the Process of Harmonization of Legislation of the Republic of Serbia with EU Norms and Legal Foundation”. The seminar for 10 journalists from Belgrade media outlets and 10 journalists from regional and local media outlets will be held on 19-20 November 2012 in Best Western Hotel M in Belgrade.

(NUNS 02.11.2012)

Media audience

A report issued by the Republic Broadcasting Agency (RRA) shows that the electoral list “Choice for Better Life” and Boris Tadic had the most airtime on all television stations during the election campaign for elections held this year.

(Kurir, Politika, Vecernje novosti, 30.10.2012)

According to official information from ABC Serbia, an average number of 114,648 copies of the daily newspaper *Novosti* were sold each day in September, which is 7,017 copies more than the number sold by the daily newspaper *Blic* (107,631) and 4,772 more than the newspaper *Alo!* (109,876), whose price is 15 dinars.

(Vecernje novosti, 02.11.2012)

The editorial team of the daily newspaper *Informer* calls on the authorities and professional journalistic associations to immediately investigate whether the reports on sales and ratings of daily newspapers in Serbia are being falsified.

(Informer, Kurir, NUNS, 02.11.2012)

The number of readers per copy of certain daily newspapers has increased almost four-fold in a year, despite the fact that their circulation has dropped drastically. A copy of these newspapers is being read by no less than nine individual

readers, which is a number that is several times larger than the worldwide average! This record number is stated in official records of the sold circulation and total number of readers, which have been suspected by some publishers – among them the daily newspaper *Kurir* – for years.

(Kurir, 03.11.2012)

“In the previous week, two tabloids (*Kurir* and *Informer*) expressed their doubt in credibility of the certificates issued by ABC Serbia about the circulation of other newspapers (but not their own) covered by the ABC auditing system”, said yesterday the company ABC Serbia and warned that the intention behind these criticism was dangerous and aimed at confusing the situation in the media scene of Serbia. “One of these two tabloids [*Kurir*] had already been thrown out from ABC Serbia, while the other one is being subjected to additional auditing”.

(ABC Srbija, Newsletter, FoNet, Alo!, Blic, Blic online, UNS, NUNS, 06.11.2012)

Media transfers

The public service broadcaster of Vojvodina, Radio-Television Vojvodina (RTV), has announced a public contest for the position of the editor-in-chief of Radio Novi Sad.

(NDNV, 30.10.2012)

Anniversaries

The president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlović, presented today awards for 50 years of membership in the UNS to Vitomiru Bujisić, Rastko Guzina, Dusan Džadžić, Branislav Jovanović, Milica Knežević, Nedeljka Popović, Miroslava Putnik, Milena Radosavljević and Kosta Rakić, thanking them for their loyalty to UNS.

(UNS, 24.10.2012)

In celebration of the 100th anniversary of the birth of Ljubisa Vukadinović, the veterans of football clubs *Crvena Zvezda*, *Napredak* and *Trstenik* will revive a tournament in Trstenik, its birthplace. The tournament is dedicated to the greatest sport journalist and editor of the daily *Politika*, whose fame rivaled that of the greatest football players in the former Yugoslavia.

(Politika, 29.10.2012)

A local radio station, Radio Han, which operates within the public company “*Informativni Pres Centar*”, celebrates 16 years of existence.

(Vecernje novosti, UNS, 01.11.2012)

The weekly magazine *Zrenjanin* has celebrated six decades of continuous publication. With a circulation of 11,000 copies per issue, putting to shame many weekly magazines in Serbia and beyond. Today, the majority owner of the newspaper is the media group “Info Local”, while its privatization has contributed to more pronounced commercial orientation of the newspaper.

(Vecernje novosti, UNS, 01.11.2012)

According to numerous opinions and polls, one of the most moving photographs of the Second World War is the one that shows a young revolutionary, Stevan Filipović, standing with a noose around his neck, under the gallows, in the center of the city of Valjevo on 22 May 1942. On 4 November 1944, the daily *Politika* was the first to publish the photograph on its cover page. Today, after seven decades, the marriage couple Korockin-Davidović categorically claims that they discovered the identity of the person who made the photograph. In their words, the photograph was taken by then 17-year old Slobodanka Vasić, who at the time worked for the store held by Kosara Antić in Valjevo.

(Politika, 04.11.2012)

The weekly magazine *Svet* yesterday celebrated publication of its 800th issue in the Belgrade Hotel Hyatt Regency. The magazine is published by the company Color Press Group.

(ABC Srbija, Newsletter, 06.11.2012)

In Memoriam

A former editor of *Ilustrovana Politika* and a longtime member of the Journalists' Association of Serbia (UNS), Branko Djurica, passed away at the age of 78. During his career, he worked for *Tehnicke Novine*, *Mladost*, *Politika Ekspres* and *Radio TV Reviji*.

(Beta, Politika, Blic, 30.10.2012)

A journalist and a longtime member of the Journalists' Association of Serbia (UNS), Slobodan Nestorovic, passed away at the age of 71. After graduating from the university, he began working for the newspaper *Narodne Novine* in Nis, where he remained until his retirement in 2009.

(UNS, 30.10.2012)

A longtime editor of the cultural section of the daily *Blic*, Rasko Kovacevic, passed away this morning after a long and difficult illness. He worked as a journalist for the newspaper *Borba* and Radio Belgrade, where he hosted the night programme.

(UNS, 08.11.2012)

Media business operations

Revenue from advertising in this year will match the level achieved in 2011, when the media had an advertising revenue of 172 million euros, said yesterday the executive director of the agency Nielsen Audience Measurement, Darko Brocic. In his words, the stability of the revenue from advertising in this year has been influenced by the election campaign and several major sport events. Representatives of marketing agencies Direct Media and Universal Media, which hold more than 50 percent of the advertising market in Serbia, said that 85 percent of the clients were foreign companies.

(Beta, Danas, 03.11.2012, UNS, 04.11.2012)

TV Avala has lost its broadcasting license! Although the new strategic partners nearly signed the sales contract, the management of "Grand" did not want to invest money nor to give a guarantee to banks. They were only willing to run its programme and prepare the programme schedule. The station has not paid 14 million dinars (around 125,000 euros) that it owes to the Republic Broadcasting Agency (RRA), which is why its broadcasting license has been revoked.

(Kurir, Politika, 25.10.2012, B92, Tanjug, UNS, NUNS, 26.10.2012, Alo!, Blic, Dnevnik, Politika, Press, Vecernje novosti, Danas, Informer, 27.10.2012, E-kapija 29.10.2012)

Employees of TV Avala are shocked with the speed with which the Republic Broadcasting Agency (RRA) passed the decision in this case. They wonder whether the decision to revoke the broadcasting license of TV Avala had been "influenced by a political interest and the intention of a political party-affiliated television station to acquire its broadcasting frequency?"

(Dnevnik, 30.10.2012, Tanjug, Pregled, 31.10.2012)

Instead of the programme of TV Avala, a new channel – TV Pink 2 – began broadcasting at the same frequency. TV Pink 2 is available to subscribers of all cable providers. TV Pink 2 is a project of Pink International Company, owned by Zeljko Mitrovic, which has so far launched 18 national, satellite and cable channels.

(Blic, E-kapija, 04.11.2012, Alo!, Blic, Politika, UNS, Press, Kurir, 05.11.2012)

The deputy of the president of the Council of the Republic Broadcasting Agency (RRA), Goran Karadzic, told the daily newspaper *Danas* that the programme of TV Pink 2 was being broadcast via cable distribution system only, and that the channel had been licensed by the RRA to appear in five cable systems in Serbia. The channel is not being aired by terrestrial TV, which means that it has not acquired the former frequency of TV Avala, said Karadzic.

(Danas, 05.11.2012 Beta, Pregled, NUNS, Vecernje novosti, 06.11.2012)

Representatives of TV Pink 2 said that they probably will decide to compete with other national broadcasters if a nation-wide frequency becomes available. Unofficial source told the daily *Danas* that consultations about the usage of the frequency had already begun between the relevant bodies - the Republic Broadcasting Agency (RRA), the Republic Agency for Electronic Communication (RATEL) and the Ministry of Telecommunication.

(Danas, UNS, NUNS, 06.11.2012)

Journalistic associations condemned yesterday the actions of SBB, the largest cable provider in Serbia, because of its decision to remove TV Avala from its distribution system and replace it with a channel run by Pink. The Association of Independent Electronic Media (ANEM), the Journalists' Association of Serbia (UNS), the Independent Journalists' Association of Serbia (NUNS) and the Independent Journalists' Association of Vojvodina (NDNV) criticized the cable provider SBB for removing TV Avala from its system while the station was still broadcasting its programme, and then replacing it with TV Pink 2 in violation of SBB's own operating rules.

(Politika, Informer, Danas, 07.11.2012)

Employees of the Novi Sad-based Hungarian-language TV Mozaik, who begun striking in the beginning of September, ended their strike yesterday, while the Managing Board decided to streamline operations and retain only eight of its employees. It was also announced that a new programme schedule, which would strengthen cooperation with RTV Panon from Subotica, would be launched on 1 November.

(Informer, NUNS, 26.10.2012, Vecernje novosti – Vojvodina, 27.10.2012)

Nis-based RTV5 announced in the evening of 2 November, during its prime time news, that it was going to quit operations after 18 years of broadcasting. The Republic Broadcasting Agency has revoked the station's broadcasting license, while cable providers have removed its programme from their systems. Around 60 employees have lost their jobs, but greater loss will be suffered by the citizens of the city of Nis, who are now facing media blackout since another television station in Nis – TV Zona – has already lost its broadcasting license.

(Tanjug, Beta, Danas, Blic – Serbia, E-kapija, Politika, 03.11.2012, Blic, UNS, 04.11.2012, Vecernje novosti, 05.11.2012)

On the very day when [TV5 shut down its transmitters](#) because of financial difficulties, the City Council of Nis gave another 2.5 million dinars to the magazine *Narodne Novine*, reports the web portal *Juzne Vesti*. *Narodne Novine* is a media outlet that has by far received the largest amount of money from taxpayers. Between 2009 and 2012, the private media outlet received 49 million dinars only from the city budget. For the sake of comparison, the Republic Broadcasting Agency closed down TV5 because of the debt amounting to 8 million dinars.

(Juzne vesti, 05.11.2012)

A new issue of the weekly magazine *Okrug* has not appeared on newsstands in the city of Pozarevac because of the lack of money for printing. The main reason behind the financial difficulties is non-payment of the debt in the amount of 550,000 dinars by the local self-government.

(Vecernje novosti, UNS, 02.11.2012)

A dozen print and electronic media outlets in Pozarevac have been hit by a financial crisis because previously allocated funds have not been paid to them by the city government for months. The consequences of this lack of money were first felt by the editorial team of the weekly magazine *Okrug*, which was not printed last week. Protesting the failure to pay the allocated money, Radio Bum 93 has stopped broadcasting news about the activities of the local self-government.

(Press, 05.11.2012)

Privatization and the state-owned media

The Serbian Progressive Party (SNS) denied yesterday the reports published in the daily newspaper *Press* about the alleged sale of positions in diplomacy and local self-government by the party, calling them completely untrue. The party accused Miroslav Miskovic and Dragan Djilas of standing behind these articles and claimed that they were the true owners of *Press*.

(Vecernje novosti, NUNS, UNS, 26.10.2012)

"I do not have enough reliable information about the withdrawal of VAC, but it seems to me that the circumstances surrounding the new 'owners' of the *Politika* daily are murky enough and that they should be clarified by energetic and professional actions of the team led by the vice president of the Government of Serbia, Aleksandar Vucic", said Davorin Darko Ribnikar, a journalist and former general director and editor-in-chief of *Politika AD* and the general director and editor-in-chief of *Politika NM*.

(Politika, UNS, 03.11.2012)

Other news

The newspaper supplement *Ruska Rec*, published yesterday, reported that *Politika* was its partner. *Ruska Rec* is being published without agreement with the editorial team and the editor-in-chief, despite the fact that the Managing

Board had decided that the supplement can be distributed together with the newspaper only after an agreement between the management of the company and the editorial team of *Politika*.
(Politika, 02.11.2012)

The Independent Journalists' Association of Serbia (NUNS)

The Library of the City of Belgrade has allowed the members of the Independent Journalists Association of Serbia (NUNS) to become its members for the amount of only 800 dinars a year (the regular fee is 1,500 dinars).
(NUNS, 25.10.2012)

Exhibition "The War and the Memory" was organized as a part of the project "Oral Testimonies of the Participants in the War Against Fascism" realized by the Alliance of Anti-Fascists of Serbia, the Independent Journalists' Association of Serbia (NUNS), the Heinrich Bell Foundation and the Museum of History of Yugoslavia.
(Blic, 30.10.2012)

The Journalists' Association of Serbia (UNS)

On the occasion of November 5, the "Stand Up for Journalism" day, the Journalists' Association of Serbia (UNS) organized a public discussion entitled "What is Serbia Waiting For?" dedicated to decriminalization of libel and revoking of the Article 336 (a) of the Criminal Code.
(Tanjug, UNS, 05.11.2012)

Journalistic trade unions

The Journalists' Trade Union of Serbia has protested because the organization was not invited to participate in the discussion about the media strategy that took place in Arandjelovac. The Union has informed the European and the International Federation of Journalists.
(Informer, 05.11.2012)

The president of the Journalists' Trade Union of Serbia, Dragana Cabarkapa, commented on the shutting down of the programme of TV Avala: "The Journalists' Trade Union of Serbia will inform the president of the European Federation of Journalists (EFJ), Arne König, about the lack of interest of authorities, as well as the media coalition, in ensuring a more secure status of journalists and legal protection from the situation that our colleagues from TV Avala have found themselves in."
(Danas, UNS, NUNS, 06.11.2012)

The Republic Broadcasting Agency (RRA)

At its session held today, the Council of the Republic Broadcasting Agency (RRA) started proceedings for sanctions against the following broadcasters: TV Pink because of its programme "Adulterers"; TV Prva because of "Family Secrets"; and TV Happy because of "The Mad House".
(Tanjug, RRA, E-kapija, 24.10.2012, Blic, Press, Vecernje novosti, 25.10.2012, Alo!, NUNS, Kurir, 26.10.2012)

The Council of the Republic Broadcasting Agency (RRA) said that it had ordered TV Pink, TV Prva and TV Happy to display an explanation at the beginning and at the end of programmes "Adulterers", "Family Secrets" and "Mad House" saying that these shows were fiction, not documentaries so as not to mislead the public.
(Blic, Danas, Dnevnik, Politika, 31.10.2012)

The Republic Agency for Electronic Communication (RATEL)

The members of the Managing Board of the Republic Agency for Electronic Communication (RATEL) were never informed that the SOS channel had filed a lawsuit against the agency because of allocation of a non-functional frequency, reports the daily *Kurir*. Instead of allocating a new frequency to the SOS channel in 2007 and avoiding a legal process, RATEL officials have been hiding the dispute for years. Because of their actions, the state will have to pay the SOS channel at least 640 million dinars in damages. Milenko Ostojic, the former deputy president and member of the Managing Board of RATEL, told *Kurir* that case demonstrated negligence on the part of RATEL. (Kurir, NUNS, UNS, 26.10.2012, Politika, NUNS, UNS, 02.11.2012)

The Journalists' Association of Serbia (UNS) is concerned about the survival of TV SOS, which has become uncertain after the decision by the Republic Agency for Electronic Communication (RATEL) to reject the agreement proposed by the Commercial Court in Belgrade. (UNS, NDNV, 01.11.2012, Alo!, Danas, 02.11.2012)

"Importation of telecommunication equipment requires the Certificate of Conformity with the Rulebook on Telecommunication Equipment. The Republic Agency for Electronic Communication (RATEL), which is authorized to verify this conformity, recommends that foreign manufacturers and their representatives in the Republic of Serbia, or importers of telecommunication equipment, submit a request for issuance of the Certificate of Conformity (together with all required documentation) in a timely manner – before the intended importation", says the Agency. (Ratel, 02.11.2012)

The South East Europe Media Organization (SEEMO)

Unknown attackers have launched Molotov cocktails against journalists' homes in Serbia's capital Belgrade in two incidents in one week. At 3.30 on 23 October 2012, someone threw a Molotov cocktail at the terrace of Biljana Vujovic, a presenter with TV Kopernikus. Vujovic, who was lucky to be awake, was able to react quickly and to extinguish the fire that started spreading. One week earlier, on the evening of 16 October 2012, someone threw a Molotov cocktail at the house of Damir Dragic, director of the Belgrade-based tabloid daily Informer. Although no one was injured, the family car was gutted by fire. (SEEMO, MC, 25.10.2012, Beta, Politika, UNS, 04.11.2012)

SEEMO is concerned at Serbia's draft Law on Fees for the Use of Public Goods, drafted by the Ministry of Finance, whose provisions could undermine the independence of regulatory bodies in electronic communications: RATEL and RBA. This would also apply to the license fees for Serbia's public broadcasters, RTS and RTV. By concentrating all these fees in the state budget, the government or ministries can exert influence on public services and regulatory bodies. (SEEMO, 06.11.2012)

Media-related news

Modern means of communication, like social networks, are still not widely used in the local political scene, and the Government of Serbia does not have presence on Twitter and Facebook – this is the result of the media monitoring conducted in Serbia by the Konrad Adenauer Foundation. The research also shows that the activity of political parties in social networks has sharply dropped immediately after the end of the election campaign.

(RTV, Beta, NUNS, NDNV, 25.10.2012)

TV Pink 2 was launched on the position that was held by TV Avala in cable distribution systems. “Due to digitalization and expansion of cable providers, which now hold no less than 70 percent of the territory of Serbia, the very concept of allocation of nation-wide broadcasting frequencies is becoming meaningless. All broadcasters will have their viewers, and those with highest-quality content will be able to attract more viewers”, said the leader of Pink, Zeljko Mitrovic. “I had only two days to come up with something new when it became clear that TV Avala was going to be shut down. TV Pink 2 was created in no more than two days. We responded to events as quickly as we could and launched a new channel that will cause tectonic shifts in the media scene”, added Mitrovic.

(Blic, 06.11.2012)

Digitalization

Consumption of digital content, i.e. downloading of media products in the digital form has tripled worldwide between 2006 and 2010, and it keeps growing.

(Politika, 27.10.2012)

The web portal *Novinarnica* the Center for Promotion of Science presented at the Book Fair in Belgrade a concept of reading newspapers, magazines and books in digital formats. The portal offers online around 180 different magazines and newspapers which are published in Serbia and other countries of the region.

(Pregled, 31.10.2012)

- 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.

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