

Content

Media Environment

State-owned media will continue receiving support from the national budget in 2013 – SBB is criticized – SBB begins broadcasting TV Pink 2 – Legal treatment of libel causes controversy – Full freedom of the media is one of three conditions imposed by EU on Serbia – Media coalition protests against moves made by the City Council of Nis – The media is one of the participants in political conflicts, says J. Matic – V. Obradovic: “Serbian media scene is in a state of controlled chaos” – “The War of Tabloids” is an attempt to remove the editor of *Blic* from his position – B. Kostic accuses RTV Belgrade and RTV Novi Sad of being accomplices in the crimes committed in Vukovar in 1991 – Tabloidization in Serbia is specific – D. Kesic criticizes domestic media – The state expands its ownership in the media, RRA waits for “integrated opinion” – Tijanic refuses to show contracts with Multicom Group and Direct Media – Prime Minister Dacic criticizes Tijanic – Some of RTS journalists begin strike – NUNS says the strike is legitimate – RTS management is opposed to the strike – Sinisa Kovacevic condemns RTS and its journalists – RTS journalists respond to Kovacevic – Criticism of Kovacevic's statement spreads – Members of the tennis representation have not apologized to journalists – Court rejects Tijanic's lawsuit because public personalities should tolerate public criticism – SEEMO is opposed to criminal treatment of libel – Attacks on Tanja Jankovic continue – Employees of *Nas Glas* support their director and demand his release from custody – Court of Appeals decides that M. Stojanovic did not commit libel against the prosecutor – Yugoslav Cosic says that the editor-in-chief of *Informer* contacted the criminal organization 'The Zemun Clan' before the assassination of Zoran Djindjic – *Informer* immediately denies the accusation – Cosic is questioned by the police – Rights of journalists are violated even when court decides in their favor – Media coalition demands immediate implementation of the strategy, not its redefining – Government of Vojvodina meets with national minorities to discuss improvement of the position of the minority media

Professionalism in the Media

The Press Council completes its first year of existence – The Council issues a warning about the treatment of children in the media – RRA orders three TV stations to clearly label their reality programmes as fiction – After three weeks, Aleksandar Tijanic publishes his lecture to students, proving the media attacks on him were wrong – Awards are given to Somborac, Matic, Beleslin, Lazarevic, Jakovljevic – UNICEF gives awards to journalists with Radio Zrenjanin, TV Pirotd and the daily newspaper *Press* – *Informer* and *Kurir* attack research agencies, advertisers and competitors – Accusations come from all sides – Company Ringier Axel Springer Media AG will continue to defend European standards – Miskovic withdraws from ownership over *Press* – *Press* is closed down – Media professionals are disappointed because of the disappearance of *Press* – New members of the Monitoring Board of *Novosti* are appointed – B92 cancels the programme Daily Magazine as of 15 December – Theatrical newspaper *Ludus* celebrates 20 years of existence – *Dnevnik* celebrates seven decades of publication – Nina Media celebrates ten years in the market – ASMEDI hosts the general assembly of the European Newspaper Publishers Association – Milan Zdravkovic, Dobrivoje Urosevic and Gordana Divljak-Arok pass away

Media Economy

“High fees charged by SOKOJ and OFPS will result in closure of electronic media outlets” – Arne Konig points out the importance of media privatization – Miskovic gives his share in the daily newspaper *Press* to its editorial team – Vucic: “The government will not make deals with Miskovic” – Ljiljana Smajlovic calls on the state to regulate the media scene – Transparency Serbia says that it is important to know which media outlet is financed by whom – *Press* will continue publication in the Republic of Srpska and on the Internet – Rumors appear about possible re-launch of *Press*

Media Institutions & Activities

NUNS demands that Petakov be pardoned – UNS criticizes the editorial team of *Danas* – Trade Union of RTV demands investigation of financial situation in the public service broadcaster – SINOS claims that closure of *Press* proves that the media is under direct control of the “political and economic lobby” – RRA has not been informed that its decisions have not been implemented – TV Avala has not filed a

complaint against the decision by RRA to close down the station – NIN publishes data about enormous expenditure of money by RATEL on rental of business premises – Publishing company Color Press Group temporarily suspends its membership in the Media Association

Media Innovations

San, a new daily newspaper, is launched – The process of digitalization in Serbia needs to be accelerated

Media situation in Serbia

News agency *Tanjug*, Radio Yugoslavia and the newspaper *Panorama* will receive 368 million dinars from the next year's national budget, while 81 million dinars will be allocated for public contests for programs and projects in the field of information, it was said yesterday at the session of the Committee for Culture and Information of the National Parliament of Serbia.

(Pregled, NUNS, UNS, 14.11.2012)

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) have criticized the cable provider SBB for shutting down the programme of TV Avala while the station was still broadcasting and then giving its position within the cable distribution system to the channel TV Pink 2, in violation of SBB's own terms of service.

(Beta, Danas, Informer, Politika, Pregled, 07.11.2012)

SBB says that it decided to begin broadcasting TV Pink 2 – instead of simply showing a blank screen after the closure of TV Avala – because its programme was most similar to the programme of the closed-down station. Employees of TV Avala have not been given any explanation about the new situation and they have called on the authorities to clarify their status.

(Beta, Pregled, Danas, 24 sata, Dnevnik, Politika, 08.11.2012)

The work group of the Ministry of Justice, which is working on harmonization of the Criminal Code of Serbia with international standards, is considering the possibility of decriminalization of the criminal offenses of libel and insult, despite the fact that it had previously held a unanimous opinion that both offenses should not be decriminalized. It seems that the group has changed its position thanks to the pressure exerted by media professionals and international journalistic associations, reports the daily newspaper *Danas*.

(Danas, 10.11.2012)

Withdrawal of the state from the media is an important precondition for democratization of the society. Serbia is not big enough to have more than 30 regional media companies, says Paula Thiede, the acting head of the OSCE Mission to Serbia.

(Danas, NUNS, 14.11.2012)

The European Union will form opinion about the new government in Serbia depending on the progress of the dialog with Pristina, successful agreement with the International Monetary Fund, and achievement of full freedom of the media and independent institutions, well-informed sources from Brussels and Belgrade told the daily newspaper *Danas*. The sources indicate that the date of beginning of negotiations with the EU will depend precisely on these three priorities.

(Danas, UNS, NUNS, 13.11.2012)

The Media Coalition has condemned the decision by the City Council of Nis to pay 2.5 million dinars to the newspaper *Narodne Novine* without holding [without holding any public contest or any specified criteria, on the very same day when TV5 was closed down](#). "This is another disappointing example of the non-transparent and arbitrary manner in which the state and its local self-governments use the taxpayers' money to influence the media market to their own political advantage and to such a degree that they practically decide on the survival of individual media outlets", says the press statement issued by the Media Coalition.

(Juzne vesti, 08.11.2012)

Opinions about the current media situation in Serbia

We already know from experience that the manufacturing of scandals in Serbia and their distribution via the media has often been motivated by the desire to move the focus of the public away from inconvenient issues towards less relevant topics. The media, and especially the tabloid newspapers, often act as willing accomplices in conflicts between powerful groups in the society, says Jovanka Matic. In any case, it seems that this large a production of affairs and spins has survived because there still exists market demand for such content. The public needs to become more media-literate so that it could receive

and value the available content in a more critical manner.

(Dnevnik, 11.11.2012)

The Serbian media scene is in a state of controlled chaos – financially weak media is being created and then easily controlled, says the president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic. “The main issue is not whether tycoon should be allowed to own media outlets, but why everything is being done in a non-transparent manner. The biggest problem is that the state has the central role in this”, says Obradovic. He is of the opinion that financing of the media is a completely separate issue from ownership over the media. “Only when we find out how the media is financed will we be able to discuss the issue of media ownership and who truly affects the editorial policy of the media”, says Obradovic. The president of NUNS points out that the same process has been evident in Serbia since 2000 – that the media tend to fight among themselves in order to win the favor of government, which is the case with Mr. Vucic today. Obradovic says that the tabloids are run as political projects, not as media companies: “The power of the tabloid newspapers is caused by the lack of influence of the serious media, which is rarely discussed by the professional community”.

(TV B92, NUNS, 15.11.2012)

We are not witnessing any kind of a war among tabloids for their position in the market, but the pressure from the government in the company Ringier aimed at removal of the editor of the daily newspaper *Blic* from his position, says the president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic.

(MONDO, NUNS, 15.11.2012)

Media expert Branislava Kostic accused today the former management of Radio-Television Belgrade and Radio-Television Novi Sad of being accomplices in the crimes committed in Vukovar in 1991 by conducting necessary propaganda. During a public discussion held at the Assembly of the Province of Vojvodina, Ms. Kostic expressed her regret that no one of the warmongers from these and similar media outlets had not been held criminally accountable.

(Autonomija, NDNV, 15.11.2012)

A deputy from the Socialist Party of Serbia (SPS) in the City Assembly of Kraljevo, Zoran Vukodinovic, complained yesterday that 140,000 citizens of Kraljevo who heat their homes using woods and coal cannot collect enough old paper from newspapers to use it in their stoves because of reduced circulation of daily newspapers in Serbia.

(BETA, Blic - Srbija, 20.11.2012)

Anita Erker says in a newspaper article: “Tabloidization is not an exclusive characteristic of the domestic media scene, but a ubiquitous phenomenon worldwide. However, politics as the main topic of the tabloid content is typical for Serbia. While tabloids in other countries focus on show business celebrities, their place in Serbia is taken by politicians. Trivialization of politics, reporting about issues without any extensive research, and reporting of unverified news and unnamed sources has been destroying high-quality journalism and the cultural basis of the society. Serious press often offers its own take on the issues initiated by tabloids, in an attempt to present them within a wider social context, analyze them and forecast future events. However, due to technological advancement and changes in readers' habits, people spend less time reading such articles and usually consume only tabloid interpretations. Disappearance of critical thinking and reference press is a direct consequence of this.”

(Danas, 20.11.2012)

Journalist Djoko Kesic says in a newspaper article: “Today, newspapers are often run by shady characters without skills, education and clear intentions. They are happy to be someone's servants. If they knew how to write three complex sentences without grammar and spelling errors, they would probably seek an academic title. Nothing happens by chance. If the newspapers and journalists were doing their job, Serbia would a better and happier place today.”

(Press, NUNS, UNS, 15.11.2012)

The state and the media

The prime minister of Serbia, Ivica Dacic, pointed out during his meeting with the president of the European Federation of Journalists, Arne König, that Serbia was committed to advancement of the freedom of the media and definition of a clear media strategy.

(Danas, UNS, NUNS, 09.11.2012)

Media professionals have criticized the unresolved status of TV Arena Sport – which does not have a proper broadcasting license, but at the same time has not been banned from broadcasting its programme – and its indirect overtaking by the state. Telecom Serbia is the new owner of the station. The president of the Executive Board of the Journalists' Association of Serbia (UNS), Petar Jeremic, said that the transaction was contrary to the Government's commitment that it would not be a media owner. The president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, said that he had heard an explanation that the transaction did not constitute a violation of this commitment because it involved a cable channel. "I am not convinced that cable television stations should be viewed separately from the terrestrial stations. The state should not own media outlets, whether directly or indirectly", said Obradovic. The Republic Broadcasting Agency has not decided in this case because it is waiting for an "integrated opinion" from the Ministry of Culture and Information and the Ministry of Finance.

(Politika, 17.11.2012)

Multicom Group and Direct Media, owned by Dragan Djilas, have been granted by Radio-Television Serbia (RTS) an exclusive right to sell advertising minutes in the programme of RTS, but the business deal is well-guarded secret, reports the daily newspaper *Kurir*. We have asked the general director of RTS, Aleksandar Tijanic, on three occasions to show us the signed contracts so that we could see the terms of the whole deal and what has the RTS got from this, but they have not done that. The commissioner for information of public importance, Rodoljub Sabic, punished them several times but without any effect, says the source of *Kurir*.

(Kurir, 14.11.2012, Kurir, UNS, 15.11.2012)

The general director of Radio-Television Serbia (RTS), Aleksandar Tijanic, told his closest associates that he did not have a slightest intention to show the business documentation of RTS to anyone, not even the police, reports the daily newspaper *Kurir*.

(Kurir, 17.11.2012, Kurir, 19.11.2012)

When the authorities ask for information, it has to be delivered, said the prime minister Ivica Dacic to the director of RTS, reports the daily newspaper *Kurir*.

(Kurir, 20.11.2012)

The Independent Journalists' Association of Vojvodina (NDNV) will organize a public discussion, "The Petakov Case – Imprisonment for an Insult". An activist and antifascist, Zoran Petakov, has been held under house arrest for more than 40 days for the criminal offense of insult. He was convicted because of the lawsuit filed by the Bishop of Backa of the Serbian Orthodox Church Irinej (Mirko Bulovic) in 2005.

(Danas, 19.11.2012)

Public service broadcasters

Some of the villages in mountainous regions have been suffering from a problem ignored by Radio-Television Serbia (RTS). Villagers are forced to pay the TV fee despite the fact that they are located outside the coverage of the terrestrial TV signal. RTS has threatened the non-payers with forced collection of debt via authorized enforcers, reports the daily newspaper *Novosti*.

(Vecernje novosti, Blic, 07.11.2012)

The Trade Union "Independence" ("*Nezavisnost*") has issued a press statement demanding that the management of Radio-Television Serbia (RTS) pay them late salaries and travel expenses to and from work as well as sign a Collective Contract with its employees. The Trade Union says that the employees will stop working on Wednesday and organize a protest in front of the RTS building. Employees of Radio Belgrade will join their television colleagues at the same place today.

(Politika, Beta, UNS, Danas, Kurir, 10.11.2012, Beta, Danas, UNS, NUNS, MONDO, 14.11.2012, Kurir, Informer, Politika, NUNS, UNS, Press, 15.11.2012)

The Independent Journalists' Association of Serbia (NUNS) says that the warning strike organized by RTS employees is justified and legitimate.

(NUNS, 13.11.2012, Kurir, 14.11.2012)

The Board of Directors of Radio-Television Serbia (RTS) demands that the trade union cancel the warning strike and prepare for negotiations on the collective contract.

(Fonet, Mondo, UNS, NUNS, 14.11.2012)

The Independent Journalists' Association of Serbia (NUNS) is shocked because of the manner in which the people's deputy in the national parliament, Sinisa Kovacevic, attacked journalists while speaking in the parliament. NUNS calls on the authorities to respond, especially the president of the National Parliament, so that the parliament and the citizens of Serbia are protected from this and similar attacks by deputies.

(NUNS, 14.11.2012, Beta, Danas, UNS, Blic, 15.11.2012)

It is shameful for a screenwriter and director to say such things in the national parliament, told Aleksandar Tijanic to the daily newspaper *Alo!*.

(Alo!, NUNS, UNS, 15.11.2012)

The parliamentary deputy from the Liberal-Democratic Party (LDP), Zoran Ostojic, demanded yesterday that the president of the Committee on Culture and Information, Vesna Marjanovic, immediately organize a session of the Committee to discuss, in his words, "the primitive attack of the deputy from the Democratic Party of Serbia (DSS), Sinisa Kovacevic, on the RTS journalists".

(Politika, UNS, 15.11.2012)

TV hosts of Radio-Television Serbia (RTS) sent yesterday an open letter to the deputy from the Democratic Party of Serbia (DSS), Sinisa Kovacevic, saying that his words were beyond rude. The letter was signed by "blonds from RTS": Natasa Miljkovic, Olja Kovacevic and Olivera Jovicevic.

(Blic, Kurir, Politika, Press, UNS, RTV, NUNS, RTS, 14.11.2012, Blic, UNS, 15.11.2012)

I have authorized the legal office Tomanovic to modify and immediately file a lawsuit against the persons who are responsible for the misdeeds committed by the daily *Kurir*, says a press statement issued by Aleksandar Tijanic.

(Alo!, Blic, Politika, 17.11.2012)

The Board of the General Director of RTS said yesterday that the deputy in the National Parliament of Serbia, Sinisa Kovacevic, had told dozens of untruths about the RTS in his parliamentary speeches, the letter and other public appearances. Among other things, the Board denies Kovacevic's claims that the RTS sold all the advertising minutes in its programme to companies owned by Dragan Djilas and Srdjan Saper. The Board points out that the law forbids monopolistic sale of the advertising space to any agency.

(Blic, Politika, 17.11.2012)

Ivana Vujanov says in her article: "It seems that the Public Service Broadcaster has went completely off-course in its attempt to find a balance between satisfying political demands and calming down the heated debate inside the broadcaster. The economic crisis that began after only a couple of years of a seeming relief has hit the media hard. At the same time, many workers have viewed the RTS as the last sanctuary for those trying to preserve their jobs – similarly to all other companies financed from the national budget."

(Dnevnik – Special Supplement, 17.11.2012)

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

The President of Serbia Tomislav Nikolic organized in Belgrade a formal reception for the female Fed Cup representation of Serbia. He congratulated the best Serbian female tennis players the winning of the second place at the competition. The tennis players did not apologize for their disgraceful press conference in Prague, when they blamed journalists for their defeat, reports the daily newspaper *Press*.

(Press, 07.11.2012)

The Court of Appeals in Belgrade rejected as unfounded the lawsuit filed by Aleksandar Tijanic, the director of Radio-Television Serbia (RTS), who demanded that the daily newspaper *Kurir* pay him 300,000 dinars. The Court told Tijanic that, being a public official, he has to accept strong criticism. The decision holds a historical significance for the freedom of the media in Serbia because it is the beginning of a court practice according to which politicians and public personalities will have

to face justified criticism, no matter how harsh, says the newspaper.

(Kurir, NUNS, 09.11.2012, Kurir, 10.11.201)

Criminal punishment of journalists is contrary to international recommendations and standards. Serbia has to prove that it is prepared to join today's trends and one of such steps would be the immediate revoking of criminal charges against journalists, says Oliver Vujovic, the general secretary of the South East European Media Organization (SEEMO). "I hope that the Prime Minister Ivica Dacic and his deputy, Aleksandar Vucic, as well as the President of Serbia Tomislav Nikolic, intend to launch a strong initiative aimed at revoking criminal penalties against journalists", says Vujovic.

(Danas, NUNS, UNS, 12.11.2012)

"A month ago, police inspector Nenad Jovanovic participated in the beating of my family in the Hotel Przar. After that, unidentified individuals planted a bomb in front of the house of my parents, but the police campaign against me has not come to an end. In a most recent development, criminal charges were brought against my sister Bojana because of alleged endangering of security", says Tanja Jankovic, journalist with TV B92, who believes that the attacks against her and her family are connected with her work with the television programme "The Insider".

(Kurir, 12.11.2012, UNS, 13.11.2012)

The director and editor-in-chief of the newspaper *Nas Glas*, Goro Redzic, who was arrested under the charge of taking bribes, claims that his arrest is an attempt at his demonization in the media and elimination from the political scene, as well as a revenge for disobedience towards the former owner of the newspaper, Milan Lukic, who is the leader of the Coalition for Better Smederevo. Redzic was one of the members of the Coalition. Employees of *Nas Glas* have supported their director, claiming that no bribe had been taken and that they know for a fact that the money was collected as a payment for the rent of business premises. They publicly demanded that Redzic be released from custody, where he has spent 45 days.

(Vecernje Novosti - Srbija, 14.11.2012)

The third-instance Council of the Court of Appeals in Kragujevac has decided that a journalist from Paracin, Milijana Stojanovic, did not commit libel against the prosecutor Aleksandar Petrovic in her article entitled "Mother Tries to Hang Child".

(UNS, 13.11.2012)

Only two years ago, Aleksandar Rodic, the director of the tabloid newspaper *Kurir* – who has been calling for a transparent market and free competition between the media based on professional skills and knowledge instead of "behind-the-scenes deals with politicians" - has avoided arrest, a years-long prison sentence and confiscation of property worth tens of millions of euros precisely thanks to his deals with politicians, reports the daily *Blic*.

(Blic, 15.11.2012, Blic, 17.11.2012)

Journalist with TV B92, Jugoslav Cosic, accused yesterday the editor-in-chief of *Informer*, Dragan J. Vucicevic, of coordinating media attacks on Prime Minister Zoran Djindjic with Dusan Spasojevic Siptar immediately before Djindjic's assassination. The editorial team of *Informer* asked yesterday the Republic Prosecutor's Office, the Special Prosecutor's Office for Organized Crime, the Ministry of Internal Affairs of Serbia, and the Police Directorate to publicly state whether they have any information about contacts between Vucicevic and the head of the criminal "Zemun Clan". As of printing of this issue, the Republic and Special Prosecutor's Office have sent us official notifications saying that they do not possess any such information. The legal team of *Informer* will file lawsuits demanding millions in damages against the daily newspaper *Blic* and Jugoslav Cosic.

(Informer, 17.11.2012)

Jugoslav Cosic, a journalist with TV B92, will be questioned by the police this week, it was confirmed to us yesterday by sources from the Police Directorate. We were told that the police were investigating the charges filed by the daily *Informer*.

(Informer, 19.11.2012)

Rights of journalists

The Independent Journalists' Association of Serbia (NUNS) and the Independent Journalists' Association of Vojvodina (NDNV) have warned that the judicial system of Serbia is jeopardizing the rights of journalists and all employees even in cases when it adopts verdicts in their favor. The professional associations bring up the case of a journalist from Novi Sad,

Nikola Travica, who has won a civil case against his employer in relation to unpaid salaries, but at the same time was forced to pay high court expenses in the amount of 53,000 dinars.

(Politika, 08.11.2012)

It is not true that newspaper *Novi Gradjanski List* owes ten and half salaries, claims Srdjan Vucurevic. In his words, Travica is trying to present himself as the victim in this case.

(Vecernje Novosti – Vojvodina, 07.11.2012)

The Media Strategy

The Association of Independent Electronic Media (ANEM), the Journalists' Association of Serbia (UNS), the Independent Journalists' Association of Serbia (NUNS), the Independent Journalists' Association of Vojvodina (NDNV) and Local Press have issued a joint press statement demanding immediate implementation of the segment of the Media Strategy that relates to project-based financing of the media and control over the state assistance to the media. The Coalition demands that the Government of Serbia immediately begin implementation of the Strategy instead of redefining it.

(Beta, NDNV, NUNS, UNS, 09.11.2012)

The minority media

The vice president of the Government of the Autonomous Province of Vojvodina and the secretary for culture and public information of the Province, Slavisa Grujic, met with representatives of councils of national minorities in Vojvodina. The meeting was dedicated to improvement of the position of the media in minority languages.

(Danas, UNS, NUNS, 13.11.2012)

Professional standards

During the year since the founding of the Complaints Committee, 38 complaints have been filed, out of which 24 have been investigated. It has been decided that the Code of Conduct of Journalists was violated in nine cases: five times by daily newspaper *Press*, twice by the daily *Novosti*, and once by *Blic* and *Politika* each. It is interesting to notice that journalists and the media have filed six complaints against their colleagues, most often because of violation of copyright. Five of these complaints have been decided in favor of those who filed them and whose articles and photographs were published without crediting their source.

(Danas, *Politika*, 08.11.2012)

The Complaints Committee of the Press Council says that all print media are obliged to protect the rights and dignity of children, victims of tragedies and all other vulnerable groups, in accordance with the Code of Conduct of Serbian Journalists. The press statement issued by the Committee points out that there is no public interest that would justify revealing the identity of minors in such cases and that journalists and editors have to be aware of that.

(Beta, *Politika*, 20.11.2012, UNS, 15.11.2012)

The extraordinary high popularity of the programmes “Adulterers”, “Family Secrets” and “The Mad House” has not dropped regardless of the fact that they are all in fact staged and skillfully directed. The Council of the Republic Broadcasting Agency (RRA) has recently ordered TV Pink, TV Happy and TV Prva to stop misleading viewers and clearly label these programmes as fiction, reports the daily *Informer*.

(Informer, 12.11.2012)

Aleksandar Tijanic recently held a lecture to students of journalism. While his words have been understood correctly by the students themselves, it seems that some critics and media outlets recognized themselves in Tijanic's lecture. “Tabloid politics inevitably leads to tabloid economy, tabloid art, tabloid journalism and eventually tabloid life with viewers watching ten hours of TV programme a day. Without RTS, all daughters would look like Stoja, and all sons like protected witnesses”. Professor Neda Todorovic told the daily *Press* that the students stayed with Tijanic for one hour after the lecture to talk to him and ask him questions. She points out that a terrible campaign against this lecture has been led by the media, despite the fact that its true content was not known by anyone.

(Press, 12.11.2012, UNS, 13.11.2012)

Awards, events, training courses and competitions

Company Uniqa Insurance announced today a public contest for the best newspaper article or television/radio story on the topic of insurance in 2012. The contest is organized to celebrate six years since the entry of Uniqa to Serbian insurance market and will be held each year.

(Beta, NDNV, 08.11.2012)

A celebration was organized by the Government of Vojvodina to celebrate the Seventh Regional TV Festival of Miniatures *Press Vitez* 2012. The Lifetime Achievement Award was given to the director of TV B92, Veran Matic, a media professional at the mid-point of his career, while the *Press Vitez* Monitoring Award for TV Personalities was given to Slavko Beleslin and Katarina Lazarevic from TV B92, as well as Radomir Pocuca from TV Pink.

(Danas, NUNS, 13.11.2012)

The Festival of Visual Communication “Vizid”, organized by the public service broadcaster RTV, was launched at the exhibition “We Are On” aimed at presenting the latest television production in the region. Participants of the Festival – including public service broadcasters from Bosnia and Herzegovina, Croatia, Hungary, Serbia and Slovenia, as well as advertising agencies – will be presented between 10.00 and 17.30 on the second day of the Festival, which is being held for the first time.

(Dnevnik, 14.11.2012)

The winner of the first award at the competition "Because I Love Danube" is Marko Jakovljević, a journalist with TV Vojvodina. He has been awarded for his story "Inimitable Past" that was broadcast on the programme "Postcards from Novi Sad".
(UNS, 13.11.2012)

Caricaturist with the daily newspaper *Blic*, Marko Somborac, is the winner of the award "True Man" ("*Pravi Muskarac*").
(24 sata, 19.11.2012)

UNICEF award for professional and ethical reporting on violence against and among children has been given to journalists with Radio Zrenjanin, TV Pirot and daily newspaper *Press*.
(MC, 20.11.2012)

The media audience

The information about the number of sold copies of daily newspapers in Serbia has been falsified for quite some time, reports the daily newspaper *Informer*. The newspaper has specific proof for this claim and it will be delivered to the auditing company ABC Serbia next week. There is enough reason for suspicion that the only authorized auditing company in Serbia actually serves only to assist certain publishers and provide them with millions from advertising revenue earned outside free market competition.

(Informer, 07.11.2012)

On Saturday, the daily newspaper *Kurir* reported that information published on the website of *Blic* showed that its number of readers was 351,757 in the period January-June 2011, according to data from Ipsos Strategic Marketing, while the number of sold copies was 139,955 in the same period (the stated source of information was the Distribution Department of the newspaper). Soon after that, already on Monday, the information on the website was changed. According to this new information pertaining to the same period January-June 2011, the number of readers of *Blic* is 939,064, while the number of sold copies is 120,183.

(Kurir, 07.11.2012)

The end is near for the "Media Mafia" which has been robbing Serbian companies for years and deceiving the public, says the daily newspaper *Kurir*. The companies have been deceived by an elaborate and organized system in which ABC Serbia confirms the deliberately inflated number of sold copies of certain newspapers. This is further supported by Ipsos Serbia, which claims unrealistically high number of readers, while marketing companies use this data to convince their clients to spend millions of euros in these newspapers. *Kurir* will report everything related to the case to the headquarters of the company ABC, which is based in the US.

(Kurir, UNS, 07.11.2012)

The editorial team of the daily *Informer* delivered yesterday to the auditing company ABC Serbia documents that prove that some publishers of daily newspapers have been falsifying reports on the number of sold copies of their newspapers.

(Informer, UNS, 09.11.2012)

The print media outlets in Serbia that are not members of ABC should not have any advertisers, because that is the only guarantee of transparent activities and a practice in the EU. Sladjana Jovanovic from the auditing firm Baker Tilly, a company that verifies the data about the circulation of the press, says that ABC Serbia, which audits the circulation of the Serbian press, has been working in accordance with rules that are applied worldwide. She commented on the public speculation that some of the media outlets, in cooperation with ABC, have been falsifying the information about circulation and the number of readers that are crucial to advertisers. It is indicative that such accusations have been made by those media outlets that do not audit their circulation, which are not members of the organization, or which have been thrown out of the organization because they falsified data about the number of sold copies. Srdjan Bogosavljevic, the director of Ipsos Serbia, which has been accused of forging the information about the number of readers, said that no media outlet had been privileged by anyone in any way.

(Blic, NUNS, 08.11.2012)

Ivan Jovanovic says in a newspaper article: "The daily newspaper *Kurir* is the iron fist of every regime in Serbia. It serves as a tool for attack on political opponents and racketeering of Serbian businessmen. Those who did not want to pay them money

ended up on the front page of the tabloid. *Kurir* has been doing this for years, which is well-known by everyone in the political and economic scene of Serbia.”

(Blic, UNS, 10.11.2012, Blic, NUNS, 13.11.2012)

Rodic's tabloid daily *Kurir* accused on its cover pages a former minister, Oliver Dulic, of misappropriating money from the Fund for Environmental Protection in order to buy political influence for the benefit of its political party, the Democratic Party (DS). However, *Kurir* did not tell the public that the newspaper received at least 20 million dinars from Oliver Dulic.

(Blic, 13.11.2012)

The owner of the daily newspaper *Informer* and supposed fighter against “organized crime” in the media had been hiding for years the fact that Miroslav Miskovic was behind his then newspaper, *Press*, while during his work for the daily *Kurir* he was a PR manager of a controversial Albanian businessman.

(Alo!, 14.11.2012)

Despite the claims that the best-known Serbian tycoon has never been his boss, the connection between Dragan J. Vucicevic and the owner of Delta, Miroslav Miskovic, is best evidenced by the newspapers articles written by Vucicevic himself. In an article published in the now already closed-down newspaper *Press* on 11 September 2010 under the title “Extremists' Satanic Plan”, Vucicevic, who was the president of the Managing Board of the newspaper at the time, clearly defended Miskovic, the then majority owner of *Press*.

(Alo!, 17.11.2012)

Radisav Rodic, the founder and owner of the tabloid newspaper *Kurir*, who is lecturing other media outlets on morality, presenting himself as a champion of the freedom of the press, was sentenced to two years in prison on 27 July 2011 for causing a 50 million damage to *Komercijalna Banka*, says *Blic*.

(Blic, 14.11.2012)

The owner and publisher of the leading Serbian daily newspaper *Blic* strongly denies accusations made against the newspaper. *Blic* will fight this attack with full support from the company Ringier Axel Springer Media AG and its stockholders and will continue to defend European standards of the free press. Reservations that are now exhibited by the governmental and semi-governmental advertisers will not affect this resolve.

(Blic, Fonet, NUNS, 14.11. 2012)

Dragan J. Vucicevic is falsely accused of working as a spokesman for the Albanian businessman Krasnici, says the daily *Informer*. Our editor-in-chief strongly denies this shameful accusation and intends to immediately file a lawsuit.

(Informer, 14.11.2012)

“*Kurir* wants a transparent market where skills and hard work will be rewarded instead of shady deals with politicians” says the daily *Kurir*. “We are fighting for financial independence and freedom of the media because it forms the basis of every democratic society. In Serbia, some of the marketing agencies are powerful enough to influence the editorial policy of the media thanks to their monopoly position”.

(Kurir, 14.11.2012)

The daily newspaper *Press* was closed down today and it will not be published anymore. As of tomorrow, *Press* will not be available on newsstands, but the web portal www.pressonline.rs will continue working until further notice. The closure of the newspaper followed several days after the president of Delta Holding, Miroslav Miskovic, announced his withdrawal from the *Press*. He was the largest individual owner of the newspaper.

(Novi Magazin, NUNS, E-kapija, NDNV, Blic, UNS, 15.11.2012)

The Journalists' Association of Serbia (UNS) points out that the closure of the daily *Press* is the worst possible outcome of the scandal resulting from the hidden ownership over the newspaper. UNS calls on the Government of Serbia to help the journalists find out who their bosses and owners were, and to find a solution to continue publication of the newspaper without the burden of debt.

(UNS, Beta, 15.11.2012)

“Ipsos Strategic Marketing”, a leader in media research in Serbia, improved its measurement of radio stations' ratings in April 2011 by transitioning to continuous monitoring of ratings instead of researching the number of listeners only twice a year. Radio even has a slight advantage as compared to television until 11.00, but after noon the number of television viewers increases constantly, while the number of radio listeners slowly drops. Unlike television, which attracts the largest share of advertisers' money, radio has the strongest position at the local level. Research shows that local and regional radio stations have better ratings than the radio stations with nation-wide coverage – the total weekly audience of local and national radio stations in 2012 was 52% and 41%, respectively, while the average listening time for local and national radio stations was 184 minutes and 162 minutes, respectively, says RAB.

(RAB Serbia Newsletter, 15.11.2012)

Media transfers

The Shareholders' Assembly of NID “Novosti a.d.” has appointed Dr Goran Nikolic, Dr Dijana Vukomanovic, Tatjana Vidojevic, Maja Ninkovic Corac and Srdjan Muskatirovic as members of the Monitoring Board of the company. Dr Goran Nikolic has been appointed as the president of the company.

(Vecernje novosti, UNS, 09.11.2012)

The programme “The Daily Magazine” (“*Dnevni Magazin*”) will be aired on TV B92 until 15 December, which is the expiration date of the contract with Emotion, its producer.

(Blic, 14.11.2012)

Anniversaries

The only theatrical newspaper in Serbia and the rest of the region, *Ludus*, will celebrate 20 years of publication by organizing the exhibition “Photographic Fragments of Memory – 20 Years Later”. At the same time, a new issue of the magazine will be promoted, while Ludus Online will be launched at the association's website. The magazine will also get its own Facebook page.

(Blic, Press, 13.11.2012, UNS, 14.11.2012)

Nina Media celebrates its 10-year anniversary by introducing new services and improving the existing ones. The company has launched a new and revolutionary service *Buzz Monitor* which monitors social networks like Facebook and Twitter, as well as comments under news items.

(Beta, NDNV, 14.11.2012, Dnevnik, 15.11.2012)

The newspaper *Dnevnik*, which is the oldest daily newspaper in Serbia after *Politika*, will celebrate seven decades of its existence on 15 November. Exactly 70 years ago, on 15 November 1942, the first issue of *Slobodna Vojvodina* – which is a wartime edition of the newspaper whose tradition it legitimately inherited in 1952 – was printed in Novi Sad, in the then Kisacka Street, in the heart of occupied Europe. During these seven decades, 16 writers and five academics have worked for *Dnevnik*. Eight streets in the city of Novi Sad have been named after the newspaper's journalists.

(NDNV, RTV, Tanjug, UNS, NUNS, 14.11.2012)

Other news

Media associations of Belgrade and Serbia will host the General Assembly of the European Newspaper Publishers' Association (ENPA) on May 23-24. Representatives of national associations of 23 EU countries, as well as the representatives of associations of Norway, Switzerland and Serbia, will participate in activities of ENPA.

(Press, 10.11.2012)

In Memoriam

Milan Zdravkovic, a longtime journalist with the daily newspaper *Politika* and a member of the Journalists' Association of Serbia (UNS), passed away in Belgrade at the age of 78. He was one of the founders of the Association of Automobile Journalists of UNS and the first president of the Forum of Automobile Journalists.

(UNS, 11.11.2012, Politika, 12.11.2012)

Dobrivoje Urosevic, one of most renowned Serbian photographers, passed away in Belgrade at the age of 79. He began his professional career in the field of photography in 1957 working for *Politika Ekspres*, and soon began one of the leading photojournalists and editors of photography in the daily *Politika* and other publications issued by the company. He became a member of the Journalists' Association of Serbia (UNS) in 1959.

(UNS, 10.11.2012)

A longtime journalist of *Dnevnik*, Gordana Divljak-Arok, has passed away in Novi Sad after a difficult illness. She was one of the best journalists of the newspaper, and also one of the first female journalists working for *Dnevnik*.

(Dnevnik, 17.11.2012)

Media business operations

The “Invest in Serbia” conference, organized by *Privredni Pregled*, was held in Media Center Belgrade.
(Pregled, 14.11.2012)

Extraordinarily high fees paid to collective organizations (Serbian Music Authors Organization – SOKOJ and Organization of Phonogram Producers of Serbia – OFPS) will inevitably lead to closure of electronic media outlets because these organizations have a legal monopoly on collection of music royalties for composers and performers at a time when all the media has been heavily hit by the economic crisis and falling revenue from commercial advertising, says the Association of Independent Electronic Media of Vojvodina. The Association points out that the National Parliament of Serbia approved an increase in fees in December of the last year at the initiative of SOKOJ and that the fees now exceed 30 percent of the total advertising revenue of the media.

(Blic, UNS, NUNS, 15.11.2012)

Privatization and state-owned media

The president of the European Federation of Journalists, Arne König, said that prospective membership in the EU requires that the Serbian media be privatized and that politicians should realize that journalism means much more than profits. He added that media owners should be aware that journalism and media companies cannot be compared to production of bread.
(Blic, 10.11.2012)

The president of Delta Holding, Miroslav Miskovic, announced on 12 November that he would withdraw from the daily newspaper *Press*, where he was the largest individual owner of the newspaper, in order to “give his personal contribution to efforts of the Government of Serbia to achieve transparency in the media and eliminate hidden financing and ownership as a step towards complete freedom of the media and responsible journalism”. “I am offering my ownership share for free, and I will pay the issued bank guarantees myself”, said Miskovic in his press statement.

(Tanjug, E-kapija, 12.11.2012, Beta, Alo!, Blic, B92, NUNS, Danas, Dnevnik, Kurir, Informer, Politika, Pregled, Press, UNS, Vecernje novosti, 13.11.2012)

The vice president of the Government of Serbia, Aleksandar Vucic, said that the withdrawal of Miroslav Miskovic from the daily *Press* did not mean that the Government was willing to reach some kind of a deal with him.

(Beta, Alo!, Danas, Informer, Kurir, Politika, RTV, NUNS, UNS, 14.11.2012)

The president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, responded yesterday to the news that the owner of Delta Holding, Miroslav Miskovic, abandoned his ownership share in the daily newspaper *Press*. She said that the freedom of the media in Serbia would benefit from information about the identity of true owners of the media. UNS is satisfied that Miskovic gave his *Press* shares to journalists, even if that was done due to political pressure. Smajlovic added that “tycoons” had been buying media outlets with the aim to use them for political gain, but that the state had also taken advantage of the media to attack the “tycoons”, and that it was necessary to establish clear rules in the media market.

(Politika, 13.11.2012, UNS, 14.11.2012)

Non-governmental organization Transparency Serbia said that the Law on Transparency of Media Ownership was one of the most important laws that was missing from the anti-corruption legal framework of Serbia. The organization pointed out that in Serbia it was not possible to find out complete information about actual owners of media-owning companies. Apart from the information about the ownership structure, *Transparency Serbia* believes that it is equally important to ensure full transparency of information about financing of media outlets from any public source and in any form, as well as the information about political advertising.

(Dnevnik, 14.11.2012)

The state must not accept the withdrawal of Miroslav Miskovic from the daily newspaper *Press* as a demonstration of good will.

(RTV, NUNS, UNS, 14.11.2012)

Several days after the publication of the news that Miroslav Miskovic abandoned his ownership share in the daily *Press*, the newspaper published its last issue, although the Republic of Srpska edition will continue publication. Despite the fact the most of the employees have left the newspaper in search of a new job, in the beginning of the week rumors spread from several sources that minority owners of *Press* intended to relaunch the newspaper under a slightly different name. According to the same source, the new *Press* is supposed to appear on newsstands by the middle of the next month.

(Novi Magazin, UNS, 21.11.2012)

The Independent Journalists' Association of Serbia (NUNS)

The Lawyers' Committee for Human Rights, the Independent Journalists' Association of Serbia (NUNS) and the Independent Journalists' Association of Vojvodina (NDNV) submitted today to the president of Serbia an appeal to pardon Zoran Petakov, who is serving a sentence of 100 days of house arrest for the criminal offense of insult.

(NUNS, NDNV, MC, 09.11.2012, Narodne novine – Nis, 10.11.2012)

The Independent Journalists' Association of Serbia has joined numerous associations and journalistic trade unions from abroad protesting the repression against journalists in Turkey.

(NUNS, 12.11.2012, Beta Politika, 13.11.2012)

The Journalists' Association of Serbia (UNS)

Transportation company "Feniks GiZ" from Jazovnik offers a discount of 50 percent to all members of the Journalists' Association of Serbia (UNS) for intercity trips.

(UNS, 09.11.2012)

The Serbian Society for Public Relations offers the members of UNS a 10-percent discount on the price of accreditation for participation in the fourth annual international conference of the Society.

(UNS, 13.11.2012)

The Journalists' Association of Serbia (UNS) is unpleasantly surprised with the decision of the editorial team of the daily newspaper *Danas* to allow the former close associate of Miroslav Miskovic, Milka Forcan, to spread untruths about the columnist Ruza Cirkovic. "Our colleague, Ms. Cirkovic, is one of the best and most renowned journalists in Serbia. *Danas* allowed Ms. Forcan to respond to the journalist's claims with a series of insults. I am asking you to offer the public your assurances that Milka Forcan's words do not represent the opinion of the editorial team of *Danas*", said Ljiljana Smajlovic.

(Danas, UNS, 13.11.2012)

Journalistic trade unions

The Trade Union of Radio-Television Vojvodina (RTV) said today that the situation within the public service broadcaster of the Province was unacceptable and that the authorities should investigate the financial side of business activities of RTV.

(Blic, UNS, NUNS, 08.11.2012)

The Journalists' Union of Serbia (SINOS) says that the closure of the daily newspaper *Pressis* is the latest example which proves that the media in Serbia "is under direct control of the political and economic lobby".

(Kurir, 17.11.2012)

The Republic Broadcasting Agency (RRA)

The Republic Broadcasting Agency (RRA) has recently decided that reality shows "Adulterers", "The Mad House" and "Family Secrets" are obliged to clearly label their broadcasts as "fiction programming". TV Prva is the only television station which has conformed to this decision. We asked Goran Karadzic of the RRA to comment on this, and he said: "I am not aware of that. RRA has not been informed about that, but we will investigate".

(Informer, 14.11.2012)

The management of TV Avala has not used the opportunity to file a complaint against the decision by the Council of the Republic Broadcasting Agency (RRA) to revoke its broadcasting license, RRA has confirmed.

(Politika, UNS, Danas, 14.11.2012)

The Republic Agency for Electronic Communication (RATEL)

The Republic Agency for Electronic Communication (RATEL) has paid the rent for the building in downtown Belgrade for the period of six years, reports NIN in its latest issue. The remaining three years of rent will require additional 2.2 million euros. In

total, renting of the building until 2016 would cost the agency almost 6.5 million euros. Real estate experts estimate that this amount of money is sufficient to buy two such buildings, and that renting of similar premises usually costs two times less.
(Beta, UNS, NUNS, 21.11.2012)

The Media Association

“Publishing company Color Press Group has temporarily suspended its membership in the Media Association because it does not want to participate in conflicts and disputes that have developed in the Serbian media scene in recent weeks. The Media Association, one of whose founders is Color Press Group, has been dragged into these conflicts”, said the president of the Color Press Group, Robert Coban. The Group has decided to suspend its membership for the period of two months, until the expiry of its membership for the year 2012, after which the Managing Board will decide on extension of membership or withdrawal from the media organization.

(Blic, Tanjug, NUNS, UNS, 15.11.2012, Kurir, 17.11.2012)

Media-related news

The first issue of the daily newspaper *San*, announced long ago, is available at newsstands as of today. The newspaper has been printed in 300,000 copies and will be available for free. The same number of copies of the new tabloid will also be printed on the second day, while its third issue will be sold for the price of only 15 dinars, which will constitute a huge challenge to the existing daily newspapers. The editorial team of *San* says that its concept will differ from the existing tabloids: political topics will dominate over the show business-related news.

(Novi Magazin 19.11.2012)

Digitalization

The process of digitalization of the media in Serbia should be accelerated, and it is also necessary to intensify cooperation between providers and broadcasters by adopting the new Law on Electronic Media that is necessary for completion of the process – this is the conclusion reached by the participants of the public discussion about the digitalization of the media that was held in Belgrade on 21 November. During the event, the participants also mentioned that the digitalization process involves many uncertainties, like costs for local broadcasters, and that some of the necessary documents, for example network projects and coverage plans, have not been prepared.

(Beta Euractive.rs, 21.12.2012)

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- 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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