



Content

Media Environment

Cedomir Jovanovic discusses control exerted over the media – Jelena Trivan: The media need a mental transition – The Law on Cinematography is adopted, takes away money from the media sector – Media Coalition: This is the third law that is contradictory to the Law on Broadcasting – RTS signs contract on broadcasting of matches played by the Serbian football representation – The Association of Writers of Serbia protests against rejection by RTS of the film about Milos Crnjanski – Court of Appeals decides that two journalistic associations jointly own the building in Resavska Street – Attacks on journalism and disputes in Belgrade, Zrenjanin and Novi Sad – Media Coalition: The national budget violates the principles adopted as a part of the Media Strategy – The state again finances selected media outlets instead of individual projects – Director of RTV Panon announces that the station intends to develop into a provincewide Hungarian television

Professionalism in the Media

Blic publishes the list of 50 most powerful people in the Serbian media – End of year brings numerous journalistic awards in Serbia – Bojana Lekic is no longer the editor-in-chief of TV Avala – Roksanda Grcic Sparavalo and Strahinja Avramovic pass away

Media Economy

Employees stop the broadcasting of TV Avala programme – UNS, NUNS and the Trade Union support employees of TV Avala – Management of TV Avala promises quick solution to the situation – Strikers and the Managing Board fail to reach agreement – Private owner of Radio Cacak and *Cacanski Glas* fails to pay salaries to his employees – Journalists disappointed by the position of the Privatization Agency – Broadcasters commit ten times less violations of the Law on Advertising – *Kurir*: Arabian sheiks want to buy Serbian media outlets – The Media Association demands transparency and protection of public interest – Successful privatization of *Takovske Novine* – Zeljko Mitrovic accuses family members of attempting to sell TV Pink

Media Institutions & Activities

RATEL achieves surplus in the amount of 5 million euros in 2011 and 13 million euros in 2010 – The surplus has not been returned to the sector that paid the fees – Implementation of the Rulebook on Radio Equipment

Media Innovations

Internet portal "Green Media Serbia" is launched – Pozarevac and Kostolac get a new local television station TV 0:12 – President of the Managing Board of RATEL does not expect digitalization to be completed before 2015 – State secretary says digitalization to receive maximal attention – *Krstarica* publishes this year's number of visitors and the list of most frequent web searches

Media Environment

Assessments of the current media situation in Serbia

The leader of the Liberal-Democratic Party, Cedomir Jovanovic, says that all media outlets have the right to independence and security resulting from the willingness to operate within the boundaries of law. Jovanovic also says that his party objects to certain individuals' intention to establish control over the print media outlets that would be similar to the control exerted over the electronic media.

(Tanjug, Press, Politika, Večernje Novosti, Danas, 24.12.2011)

The media in Serbia needs a kind of a mental transition, says Jelena Trivan, the deputy president of the parliamentary Culture and Information Committee. During the presentation of the new issue of the magazine "Challenges of European Integration" dedicated to the media, published by the Official Gazette, she added that the state should immediately begin to regulate the ownership over the media and the issue of impermissible concentration, as well as to withdraw from media ownership. "It is not natural for the state to own 137 media outlets, because that constitutes unreasonable waste of money. The state should abandon ownership of media outlets and the deadlines stipulated by the Media Strategy are reasonable", said Trivan.

(Danas, UNS, NUNS, 29.12.2011)

The state and the media

The National Parliament of Serbia has adopted the Law on Cinematography, which stipulates that expert duties in the area of cinematography shall be performed by the Film Center of Serbia. The Center will organize public contests for co-financing of films. Funds intended for stimulation of domestic cinematography are to be provided from the national budget, as well as in the form of 1.5 percent of the collected monthly TV fee for Radio-Television Serbia; 20 percent of the money collected by the Republic Broadcasting Agency (RRA); and 10 percent of the money collected by the Republic Agency for Electronic Communication (RATEL). The Association of Independent Electronic Media (ANEM), the Independent Journalists' Association of Serbia (NUNS) and the Journalists' Association of Serbia (UNS) are opposed to the adoption of the Law on Cinematography. Previously, they had called on the National Parliament of Serbia not to adopt the proposed law because it would take away significant amount of money collected by regulatory bodies from radio and TV broadcasters and telecommunication providers.

(RTV, B92, NUNS, 26.12.2011, Dnevnik, UNS, Pregled, 27.12.2011)

A columnist for *Politika* newspaper, Branislava Dzunov, writes: The problem – where to find money for Serbian cinematography – is being solved in a wrong way: money is to be taken away from someone else. In our cultural situation, this approach will lead to production of meaningless and morbid films and neglect of television programme for children.

(Blic, 25.12.2011)

A member of the Council of the Republic Broadcasting Agency (RRA), Gordana Susa, writes: Apparently, it was easier to fight against the European Law on Broadcasting – which already resembles a piece of Swiss cheese after five amendments and adoption of two laws that directly contradict its provisions (the Law on Local Self-Government and the Law on National Councils) – than to oppose the lobbies that need money to make films. It seems that the third law will be adopted as well and that the RRA will be placed in a situation where it would be impossible for it not to violate some of these laws, regardless of the steps it takes.

(Blic, 24.12.2011)

Public service broadcasters

The Football Association of Serbia (FSS) has continued its cooperation with the Public Service Broadcaster of Serbia (RTS). Matches played by the football representation will be continue to be aired by RTS in the future. A contract on cooperation was signed by the president of the FSS, Tomislav Karadzic, and the general director of RTS, Aleksandar

Tijanac, at a ceremony held in the RTS building.

(Alo!, Blic, 27.12.2011)

The Association of Writers of Serbia wrote an open letter to the public commenting on the decision of the editorial office of the Cultural and Educational Programme Department of Radio-Television Serbia (RTS) to reject producing the TV film about the return of Milos Crnjanski to Belgrade from emigration. In words of the editor of this department of RTS, Miodrag Zupanc, the project was not in accordance with the programme policy of the public service broadcaster.

(Blic, 24.12.2011)

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

The Court of Appeals in Belgrade has decided that the Independent Journalists' Association of Serbia (NUNS) and the Journalists' Association of Serbia (UNS) are joint owners of the building in Resavska Street in Belgrade. According to a statement issued by the Court of Appeals, this decision legally ends the proceedings related to the lawsuit filed by NUNS against the UNS in relation to ownership of the building and the right of NUNS to register itself as the owner.

(Beta, Tanjug, Press,Politika, UNS, Blic, NDNV, RTV, NUNS, 23.12.2011)

The owner of TV Pink, Zeljko Mitrovic, was examined in the First Primary Court in relation to the lawsuit filed against him by his brother-in-law and a former football player for *Crvena Zvezda*, Zeljko Krmpotic. Previously, the public had been intrigued by Mitrovic's claims that someone from his circle of friends or a family member poisoned him, causing him to become sick with a serious form of anemia. At the time, Mitrovic allegedly told the police that he considered Zeljko Krmpotic and his wife, Lola Krmpotic, to be the most suspect. After that, they decided to file a lawsuit against Mitrovic.

(Alo!, 24.12.2011)

In his response to the complaint filed by representatives of the media from Zrenjanin – who complained against the behavior of the higher public prosecutor, Borislav Miglinski, towards journalists and the public – the acting public prosecutor for appeals in Novi Sad, Djordje Ostojic, said that the office of the higher public prosecutor had offered "as much information as was necessary and possible without jeopardizing the criminal legal proceedings and the interests of those involved in them". Journalists from Zrenjanin had written a complaint to the republic public prosecutor, Zagorka Dolovac, and the acting public prosecutor for appeals, Djordje Ostojic, claiming that they had not been successful in their attempts to contact Miglinski since 2009 and his appointment as the higher public prosecutor in the city. However, journalists have not given up and they have announced their intention to file a complaint with the State Council of Prosecutors and the Ministry of Justice, demanding that they be allowed to perform their work in an appropriate manner.

(Vecernje Novosti - Vojvodina, NUNS, 27.12.2011)

The Republic Broadcasting Agency (RRA) has banned the broadcasting of the RTV Duga Sat programme from Novi Sad via cable distribution systems. The reason behind this decision was the pressure exerted by the Independent Trade Union of the Police because of the public criticism of the strike organized by police trade unions – claims the director and the editor-in-chief of RTV Duga, Dusan Moraca. The trade union of the Serbian police says that they have nothing against TV Duga, but they cannot allow the station to publicly broadcast hate speech aimed against members of the Ministry of Internal Affairs. After being asked by the newspaper *Pravda* to offer its comment about the ban, the RRA has not offered any response and instead asked for the questions to be delivered via email.

(Pravda, UNS, NUNS, 29.12.2011)

The Media Strategy

It is possible that the government has no intention of fulfilling the commitments undertaken as a part of the Media Strategy that was adopted this year – said the representatives of journalistic and media associations during the conference entitled "The Past Year – A Missed Opportunity for the Media Sector?" Representative of the Media

Association, Zoran Sekulic, said that it seemed that the Media Strategy had been adopted only for the purpose of getting a positive opinion of the European Commission about the progress in the process of European integration achieved by Serbia, and that "there is a real danger that the government will disregard its obligations stipulated by the Strategy due to the decreased Euro-enthusiasm and its focus on the election campaign". In his words, the state has already broken its promises by prescribing direct financing from the national budget of four media outlets in Serbia in its proposed budget for the next year, despite the fact that the Strategy allows only project-based financing of media outlets.

(Danas, NUNS, 22.12.2011)

The state has no intention of ending its financing of media outlets in 2012, and Serbian taxpayers will be paying one million dinars a day (10,000 euros) to the media, with most of the money going to the news agency Tanjug – said the representatives of journalistic and media associations. "This would violate the provisions contained in the Media Strategy that was adopted at a telephone session of the Government held in September, because the Strategy stipulates withdrawal of the state from the media and transition to project-based financing", said the representative of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic. The 2012 budget prescribes allocation of 368 million dinars for the news agency Tanjug, *Panorama*, *Jugoslovenski Pregled* and the International Radio Serbia.

(Beta, Pregled, Pravda, NUNS, UNS, Vecernje Novosti, 22.12.2011)

Gordana Susa writes in her article published by the newspaper *Blic*: "The Media Strategy has been prepared for two years. Everything that was agreed upon fell through already at the first operational task – this year's budget. Instead of being transparent on the basis of submitted and socially beneficial projects, the state assistance (i.e. money from the national budget) to be given to the media in the next year will again be paid to state-owned companies whose ownership the state had promised (yeah, sure) to relinquish. In this way, instead of being reduced, discrimination between the media has intensified."

(Blic, 24.12.2011)

The minority media

The director of Radio-Television Panon, Istvan Bodzoni, said that the structure of the station's programme had been fundamentally changed, but that many changes would be introduced gradually. He added that the local and regional information would continue to be the main segment of the programme of the station, but that it would also like to introduce coverage of the events in the Province and the Republic, as well as to report on the most important issues in Hungary and the world. "It is our ambition to develop TV Panon into a provincewide Hungarian television station", said Bodzoni.

(Magyar Szo, NDNV, 02.01.2012)

Professional standards

Blic has published the [list of 50 most powerful people in the Serbian media](#).

(Blic, UNS, NUNS, 26.12.2011)

The Complaints Committee of the Press Council has decided that the newspapers *Blic*, *Politika* and *Vecernje Novosti* did not violate the provisions of the Journalistic Code of Ethics of Serbia in their reporting on the removal from position of the director of the Hospital Center "Bezanijska Kosa". The decision was not unanimous. Five complaints have been decided since the establishment of the Committee in mid-September, out of which only one was decided to constitute a violation of the Code. The Council's authority covers 66 print media outlets, which represents 85% of the total circulation of all newspapers in Serbia.

(UNS, NDNV, 29.12.2011)

Awards, training courses and competitions

The Ringier Axel Springer company, which publishes *Blic*, *Alo*, *24 Sata*, *NIN*, *Blic Zena*, *Puls*, as well as numerous online editions, has been awarded by the Chamber of Commerce of Serbia (PKS) for its professional reporting on economy and PKS.

(Blic, UNS, 22.12.2011)

During a ceremony held to honor the Sportsperson of the Year, Ljubica Stojanovic, a journalist for *Juzne Vesti*, and Bratislav Tonic, from TV Belami, received awards for best sports journalism in the city of Nis.

(Juzne vesti, 22.12.2011)

The Association of Sport Journalists of Serbia (USNS) has selected the best journalists in 2011 in eight categories. The journalist of the year is Predrag Milinkovic from Radio-Television Serbia (RTS), while the lifetime achievement award was given to the former journalist for *Sportski Zurnal*, Danilo Sotra. The special award for exclusive story of the year was given posthumously to Aleksandar Bobic, who worked for *Zurnal*. The best photojournalist is Nenad Negovanovic, who also works for *Zurnal*. In this year, the Association established the award for female sport journalists, whose first recipient is Rada Nikolic from *Sport*.

(UNS, 23.12.2011, Press, 25.12.2011, UNS, 28.12.2011)

A longtime journalist for *Politika*, Branka Otasevic, and the photography editor in the weekly magazine *NIN*, Branko Belic, have received the lifetime achievement award of the Journalists' Association of Serbia (UNS). The editorial award "Dimitrije Davidovic" was given to the website *Njuz.net*, while the recipient of the "Bogdan Tirnanic" award for the best column is Cvijetin Milivojevic, who is a columnist for daily newspapers *Danas* and *Politika*. Budimir Potocan, a publicist, has received the award "Zika M. Jovanovic", while the award for reporting "Laza Kostic" was given to journalist from RTV Vojvodina, Bora Otic, for his programme "The Premonition" ("*Predskazanje*"), and to correspondent of Radio-Television Serbia (RTS) from Kraljevo, Kosta Garic, for his news and reporting. The award in the category of photography and television reporting was given to cameramen working for the correspondents' office of RTS from Kraljevo, Nenad Dimitrijevic and Zoran Saric. Television journalist Ivica Milosavljevic has received the Golden Award of the Journalists' Association of Serbia (UNS) for contribution to advancement of the journalistic organization.

(Dnevnik, Politika, Pregled, 23.12.2011, Politika, 24.12.2011)

This year's recipients of the traditional Award for Civil Courage "Dragoljub Stosic" are: Ljubomir Zivkov, journalist for *Vreme*, Vladimir Radomirovic, the editor of the website *Pistaljka*, and professor Dr Dragana Jovanovic. The jury said

that comments and columns written by Ljubomir Zivkov had become a standard for courage, wit and truthfulness.
(E-novine, NUNS, 26.12.2011)

The president of the Constitutional Court of Serbia, Dragisa Slijepcevic, and his deputy, judge Marija Draskic, organized yesterday a cocktail party in the premises of the Court for media professionals who report on the activities of the "keepers of the Constitution". Slijepcevic thanked journalists from Tanjug, Radio-Television Serbia (RTS), *Vecernje Novosti*, *Blic*, *Politika* and NIN for working to inform the citizens about the activities of the Constitutional Court. He announced that sessions of the Court would soon be streamed on the Internet.
(Politika, 24.12.2011)

Ljubica Gojgic is the best journalist in 2011, while B92 is the best TV and radio station; Olja Beckovic is the TV person of the year – this is the opinion of journalists who participated in the poll organized by the *Status* magazine. The journalists selected two programmes aired by B92 as the best TV programmes of the year: "Between Two Fires" ("*Izmedju dve vatre*") and "The Impression of the Week" ("*Utisak nedelje*"). Journalists from more than 40 editorial offices participated in the tenth poll organized by *Status* magazine. They were of the opinion that *Blic* and *Vreme* were the best newspapers, and that *Blic* had the best media website. According to their colleagues, women have made great achievements in this year. Best articles in this year were written by the columnist for *Danas*, Dragoljub Petrovic, while the second and third place belong to Milos Vasic (*Vreme*) and Petar Lukovic (*E-novine*), respectively. In the opinion of their colleagues, the disgrace for the journalistic profession are Dragan J. Vucicevic (columnist for *Press*), followed by Manojlo Manjo Vukotic (*Vecernje novosti*) and Zika Nikolic (RTS). The worst daily newspapers are *Alo*, *Kurir* and *Pravda*, while the worst periodicals are *Skandal*, *Svet* and *Pecat*.
(b92.net, UNS, NUNS, 27.12.2011, *Danas*, NUNS, 28.12.2011)

At a ceremony held during the 96th regular session of the Assembly of the Serbian Literary Foundation (SKZ) that took place in the Small Hall of the Foundation of Ilija M. Kolarac, the SKZ Lifetime Achievement Award was given to Zoran Radisavljevic, a journalist working for the cultural section of daily newspaper *Politika*, who is also a poet and a publicist.
(Politika, UNS, 28.12.2011)

In the opinion of the citizens of Novi Sad, the most successful journalist in the city is Bora Otic from Radio-Television Vojvodina (RTV). The poll was organized by the research agency *Skan*.
(RTV, NUNS, 28.12.2011)

The mayor of Novi Sad, Igor Pavlicic, gave the Annual Award for Best Young Journalist in Novi Sad in 2011 to Dejan Stojicic, a journalist for Radio 021, as well as an award to the highly praised young journalist of Radio Novi Sad, Norbert Sinkovic. The presentation of the awards was held during the New Year's cocktail party for media representatives organized in the City Hall of Novi Sad. The mayor thanked the media representatives for their reports about the activities of the city government and important projects.
(NDNV, 30.12.2011)

Milica Petkovic, a journalist and publicist, has made an immeasurable contribution to study of the culture of the Pirot region, while her work in journalism has been of crucial importance for the culture of the region. She was pronounced a deserving citizen of Pirot at a public ceremony held in Pirot.
(Juzne vesti, 29.12.2011)

Journalist for *Press*, Natalija Sekulic, is the recipient of the annual award *Zlatno pero* ("The Golden Quill") given by the Club of Economic Journalists. She has been awarded for her investigative journalism.
(Tanjug, *Press*, UNS, 30.12.2011)

Mirjana Pantic from the weekly magazine *Novi magazin* has been awarded for the best journalistic report on EU integration. In the category of the best TV report, the award went to journalists Miroslav Nackov from RTV Caribrod and Bojan Brkic from Radio-Television Serbia (RTS). Gordana Lazarevic from the news agency Beta has been awarded for the best report on a project financed by the EU and implemented in Serbia. Ines Mestrovic from the

Belgrade TV station Studio B received the award for the best report published in the local media, while Aleksandra Krstic from the production group *Mreza* was given the award for the best report on small and medium-scale enterprises. Vladimir Novakovic from the web portal B92 received the award for the best interactive media content, while the award for the best students' journalistic work went to Danica Cigoja from Radio FMK. The winners of the contest will have a chance to visit Brussels. The awards are traditionally given by the Office for European Integration of the Government of Serbia, the Delegation of the European Union in Serbia and Erste Bank.
(Radio Boom 93, 29.12.2011)

Media transfers

Bojana Lecic is no longer the editor-in-chief of TV Avala. Her employment contract with the TV station expired on the last day of 2011. She said to daily newspaper *Press* that she would make a decision on whether to continue working as the editor of Avala in the following few days, after a necessary rest. "I am aware that the media can initiate changes and I am not a person that gives up easily, but the hope in better future is disappearing", she pointed out.
(Press, UNS, 04.01.2012)

In Memoriam

A retired journalist for Tanjug and a longtime member of the Journalists' Association of Serbia (UNS), Roksanda Grcic Sparavalo, died on 24 December in Belgrade. She began her journalistic career in 1947 in the newspaper *Slobodna Vojvodina* (which is now called *Dnevnik*). She also used to work for newspapers *Borba* and *Prislusna Sluzba*. She became the editor of the internal affairs section of Tanjug in 1960.
(UNS, 26.12.2011)

Strahinja Avramovic, who was a member of the Journalists' Association of Serbia (UNS) for 43 years, died in Belgrade on 23 December. He started working as a journalist in 1957 in the newspaper *Krila Armije*, while between 1961 and 1967 he was the correspondent of Radio Belgrade from Zadar. He became the editor of the newspaper *Narodna Armija* in 1967.
(UNS, 26.12.2011)

Media business operations

Employees of TV Avala have stopped broadcasting the station's programme and all their regular activities because of the employer's failure to pay salaries to employees. Only the first part of the July salary has been paid to employees to this day, while the part-time employees have received their June wages, which means that they are owed four and a half and five salaries, respectively, says the statement signed by "TV Avala Employees".

(Beta, BizLife, RTS, blic.rs, UNS, 22.12.2012, Blic, Danas, NUNS, UNS, Pravda, Politika, Press, Alo!, 23.12.2011)

The Journalists' Association of Serbia (UNS) supports the protest of the employees and part-time employees of TV Avala who are protesting against the employer's failure to pay salaries. UNS expects that the owners of TV Avala will immediately pay the salaries.

(UNS, 22.12.2011)

The Independent Journalists' Association of Serbia (NUNS) supports the full-time and part-time employees of TV Avala who have stopped broadcasting the station's programme. NUNS calls on the owner of TV Avala to immediately respond to justified demands of journalists and other media workers of the company.

(NUNS, 23.12.2011, Pravda, Kurir, 24.12.2011)

The management of TV Avala said in the TV station's programme that no programmes would be aired live until further notice. It also said that the owners and the Managing Board were fully informed about the situation and that it was expected that the problem would be solved very soon. The management also said that "it is ironic that this situation developed in the year during which TV Avala has achieved the best business results in its history and strengthened its reputation with the viewers". "At this moment, the business decision about the further functioning of the TV station has to be made by the owners", concludes the statement.

(rts.rs, 22.12.2011., Politika, 23.12.2011)

The employees of the Belgrade television station TV Avala, who have been striking for seven days because of unpaid salaries, will continue their strike since the station's owners have not contacted them, while the Managing Board has not voiced any opinion about their demands. They said that they would continue to honor the minimal work process agreed with the general manager, Bojana Lekic.

(Beta, Danas, NUNS, 29.12.2011)

Representatives of the Striking Board of TV Avala met with four members of the Managing Board and owners of the TV station, which has a nation-wide frequency. They were informed that they could receive one salary before 31 December, out of four and a half late salaries, while the second salary would be paid in January. Payment of salaries should be stabilized and brought back to normal as of April next year. The president of the Journalists' Union of Serbia, Dragana Cabarkapa, said that the trade union would offer its assistance to the strikers.

(Politika, UNS, 30.12.2011)

Representatives of the Independent Trade Union of Radio Cacak and the local newspaper *Cacanski Glas* said that their employer had not paid salaries for the last six months. "We will lose our health insurance next year", said Aleksandar Maksimovic, journalist for Radio Cacak and the president of the Independent Trade Union. Maksimovic claims that the employees have been deceived several times by their employer, who promised them that salaries would be paid on time. At the same time, the journalists are angered by the position taken by the Privatization Agency, which is protecting the media owner who has obviously violated the contract on privatization. Radio Cacak was privatized in December 2009 and officially bought by a high school student Milos Bojovic, who was 18 at the time. Before the privatization, the company was making good profit, as it does today. However, the biggest problem is the fact that the company is burdened by debt.

(Pravda, Press, Vecernje Novosti - Serbia, UNS, NUNS, 22.12.2011)

In October of this year, broadcasters committed almost ten times less violations of the Law on Advertising than in October 2010, said the Republic Broadcasting Agency (RRA) to the daily newspaper *Danas*. According to their information, TV stations Pink, B92, both channels of Radio-Television Serbia, Avala, Prva and Happy broke the law on 114 occasions in this period, while in the same period of the last year they committed no less than 1,099 such violations. The only one of the national broadcasters who has increased the number of violations in comparison with the previous year is TV Avala. The station committed six violations of the Law in October 2010 and 15 violations in October 2011.

(*Danas*, *Politika*, NUNS, RRA, 22.12.2011)

Privatization and state-owned media

Sheiks from the Saudi Arabia intend to buy the newspaper *Pobjeda* from Montenegro via their man, Fahrudin Radoncic, the owner of the newspaper *Dnevni Avaz*. They are also interested in the Serbian media, claims *Kurir's* source from the Bosnian government. Their main goal is to strengthen their political and cultural influence in all parts of the Balkans. Radoncic was one of the key players in bringing TV Al-Jazeera to the Balkans. His aim is clear – he wants to buy as many media outlets as cheaply as possible, dismiss the "unneeded" journalists and hire his people from Sarajevo to edit Serbian media outlets, claims the unnamed source. On 14 December, during his appearance in the TV programme "Between Two Fires" ("*Izmedju dve vatre*") on TV B92, the executive editor of *Kurir*, Nebojsa Rodic, said that the owner of *Avaz* had begun buying media outlets in the Balkans.

(*Kurir*, UNS, 30.12.2011)

The Media Association, which brings together the major publishers in Serbia, demands that the public interest be maximally protected in the process of change of the ownership structure, and immediate examination of suspected irregularities in the attempt of sale of ownerships shares in *Politika*, *Vecernje Novosti* and *Dnevnik* from Novi Sad.

(Beta, NDNV, 30.12.2011)

After the privatization of local media outlets in Cacak and Gornji Milanovac, more than 40 journalists, photojournalists and cameramen have found jobs in other professional areas, while those with less luck have been hired by other media outlets. The newspaper *Takovske Novine*, which has been published in Gornji Milanovac for half a decade, is probably the only successful example of a successful privatization of a local print media outlet. Five years ago, a consortium of employees bought the newspaper for 199,000 dinars and their unbiased editorial policy has succeeded in attracting readers.

(*Pravda*, NUNS, 23.12.2011)

While I was fighting for my life in the hospital, Lola and Zlatko Krmpotic were trying to sell my company, said Zeljko Mitrovic to the investigative judge. He also said that he was in possession of reliable information that they had attempted to sell stocks and companies owned by him – claims the source of *Kurir* from the Higher Court.

(*Kurir*, NUNS, 24.12.2011)

The Republic Agency for Electronic Communication (RATEL)

The Republic Agency for Electronic Communication (RATEL) ends the year with a surplus of slightly more than five million euros. The money will be paid to the Serbian national budget. Before the significant reduction of prices of RATEL's services, the surplus used to be even larger and amounted to 13 million euros in the last year, says Dr Jovan Radunovic, the president of the Managing Board of RATEL. The last year's amount – around nine million euros – was used mostly for digitalization of television.

(Danas, NUNS, 22.12.2011)

On 27 December 2011, the Ministry of Culture, Media and Information Society posted an announcement on the web page of the Digital Agenda Office (www.digitalnaagenda.gov.rs) informing the public that implementation of the Rulebook on Radio Equipment and Telecommunication Equipment was to be postponed until 6 June 2012. Details are available on the web site of RATEL.

(RATEL, 29.12.2011)

A team of experts from the German organization for international cooperation GIZ SLS and its partners have launched a web portal Green Media Serbia (www.greenmediaserbia.rs) dedicated to information about environmental issues. The website is also highly useful for journalists who report on ecology and environment. The launch of the website was preceded by five seminars on environmental issues held between October 2010 and June 2011. The seminars were attended by more than 70 journalists from all regions of Serbia. The initiators behind these seminars were GIZ SLS and the Journalists' Association of Serbia (UNS) in cooperation with the Ministry of Environment, Mining and Spatial Planning, the Standing Conference of Towns and Municipalities and the Bells Movement. (UNS, 29.12.2011)

In 2012, the citizens of Pozarevac and Kostolac gained access to a third local TV station – TV 0:12. The new station, based on the foundation of the previous TV Club IN, now airs only experimental programme via the cable provider SBB and will officially begin its operations on 9 January. The station's producer, Zoran Gavrilovic, says that TV 0:12 began its work after nine months of acquisition of equipment and struggle to get a TV broadcasting license. "We will cover only local issues because our citizens are mostly interested in such information. We will also offer reports that will not be similar to anything seen so far on our local TV stations, and intend to include political programmes and face-offs between politicians. Ordinary people will also have a chance to appear on our programme and voice their opinion", said the station's editor.

(Vecernje novosti, UNS, 04.01.2012)

Digitalization

Dr Jovan Radulovic, the president of the Managing Board of the Republic Agency for Electronic Communication (RATEL), said to the newspaper *Danas*: "Aside from the network and digitalization equipment, all citizens that have old TV sets have to invest 20-30 euros in devices that are necessary for reception of the high-quality picture. Croatia gave all its citizens vouchers worth 20 euros. Croatia has completed the country's digitalization, while in my opinion we will not achieve it until 2015. Elections are approaching and no one wants to change anything. The project is controlled by the same ministry that has formed the company "Broadcasting Equipment and Links" ("*Emisiona tehnika i veze*").

(Danas, NUNS, 22.12.2011)

The state secretary for the digital agenda, Jasna Matic, said that in the next year maximal attention would be dedicated to digitalization of television and introduction of electronic management in other state institutions with the aim to make administrative procedures more accessible to citizens. The process of digitalization is progressing relatively well and transmitters – which are in a bad condition – are now being upgraded; the next year will be crucial for transition from analog to digital broadcasting, said Matic. She considers that the transition from the analog to the digital signal only a few days or weeks before the elections would not be a good solution.

(Blic, 25.12.2011, Pregled, NUNS, 26.12.2011)

Other news

The web search engine Krstarica has published the results of its annual research conducted using the sample of 2.2 million users of the website. The overview of the most often-searched terms on the internet includes *Facebook* (which has been holding the first position for three years), *kriza* (crisis), *kredit* (loan), and *kurs* (exchange rates). With regard to the press, the list now includes *Kurir*, which was not on the last year's list, but is now the most often-searched daily newspaper. Aside from *Kurir*, the list includes *Press*, *Blic*, *Vecernje novosti* and *Politika*, as well as *Svet* and *RTS*.

[The Complete List of Most Frequent Web Searches in 2011](#)

(Krstarica, MC, 26.12.2011)

- 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

The Media News Bulletin is edited by Marin and Goran Cetinic who can be contacted at goran.cetinic@gmail.com

Media News Bulletin is a short account of media reports on the situation in the media. It has been created with the aim to register the information about the media published in the previous 14 days in Serbia, shortened to reflect the basic message of media reports and grouped in thematic subsections. The editors convey the news without changing the essential meaning of media reports on the media. For the readers interested in the complete published article, its source and date of publishing are given.

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

