

Issue No. 26

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### Media situation in Serbia

The 2012 edition of IREX's Media Sustainability Index (MSI) for Europe and Eurasia measures the struggles and triumphs of the media sector in 21 transitioning countries from Croatia to Kazakhstan. Evidence from local media experts shows overall stability in the media sector. Increasing use of digital and social media gives hope for expanding freedom of expression. However, reported backsliding in several countries, partly due to the increased political control of media, concerns the experts. Croatia received the highest score overall. Kyrgyzstan returned to the top spot in Central Asia as the political situation there stabilized. The MSI's unique methodology measures journalism quality, media management practices, news plurality, press freedom, and supporting institutions. Journalists, media advocates, academics, and related professionals evaluate the media in their own country.

(IREX Washington, DC, 05.04.2012)

The dispute over the building continues. In its press statement, the Independent Journalists' Association of Serbia (NUNS) says: "NUNS is not trying to abuse the judicial verdict by claiming that it already owns a half of the building located at 28 Resavska Street, as is claimed in the statement issued by the Journalists' Association of Serbia (UNS) but, on the contrary, the management of the UNS is refusing to accept the fact that according to the effective verdict of the Court of Appeals in Belgrade both UNS and NUNS are joint owners of the building at 28 Resavska Street."

(NUNS 29.03.2012)

Eighteen years after the murder of Radislava Dada Vujasinovic, 13 years after the murder of Slavko Curuvija and 11 years after the murder of Milan Pantic, the citizens of Serbia still do not know who kills journalists. Unsolved murders of journalists have been followed by the unsolved bomb attack on Dejan Anastasijevic on 14 April 2007 and attacks on Brankica Stankovic, while the lack of concern is evident in everyday insults and attacks aimed against journalism and journalists, says *Novi Magazin*.

(Novi Magazin, 06.04.2012)

An editorial in the newspaper *Alo!* says: "Another year has passed and a new electoral cycle is already approaching, but the murders of journalists have not been solved. Only promises remain. It has long been obvious that the system in Serbia favors only those who are in power. 18 years after the murder of Dada Vujasinovic, her murderers have not been identified. Nor the murderers of Slavko Curuvija and Milan Pantic. This will continue. No one cares... New promises are being made."

(Alo!, 09.04.2012)

An editorial in the daily newspaper *Danas* says: "I watched the re-run of something called 'The Night TV Project'. It is a sickening trying to describe it. It depicts the first snow in Montenegro in its history: no one can find a single shovel because Montenegrins have not used a shovel 'for as long as Montenegrins have been in existence – which is 50 years'. Judging by numerous web forums, this media outlet is perceived by many Montenegrins as hostile toward them and Montenegro. This case, and the lack of a response from the Republic Broadcasting Agency, is a proof that institutions which are supposed to protect the public scene from contamination are inert and unresponsive."

(Danas, 09.04.2012)

### Assessments of the current media situation in Serbia

"It can be said that we have a free journalism, but I am of the opinion that the sums of money that is directed towards the media but is under control of the government or other interest groups has not only been not reduced, but has even seen an increase. Around a quarter of the money that is available to the media come with strings attached", said Dragan Janjic to *Magyar Szo*. The vice president of the Independent Journalists' Association of Serbia (NUNS) pointed out that all political parties were influencing the media, and that "the pressure exerted by these parties is proportionate to their size".

(Magyar Szo, 29.03.2012)

The European Parliament (EP) demands that the government in Belgrade guarantee "independence of the media from political pressure and other influences". The resolution "points out that strong and independent media is a fundamental requirement for democracy and welcomes the adoption of the Media Strategy of the Government of Serbia". It also expresses "concern with the threats directed against Serbian journalists" and demands "thorough investigation of these threats in order to ensure that journalists can perform their job safely, efficiently and without need for self-censorship". The deputies of the EP "emphasize the need to take steps against concentration of ownership and the lack of transparency in the media". The EP demands that "equal access to the advertising market by all participants be ensured, including the sums given by state institutions for advertising and marketing". "At the same time, we call on journalists to adhere to the Ethical Code of Journalism". The EP "expresses its disappointment with the fact that the government introduced media blockade during the incidents in the north of Kosovo in July 2011 and misrepresented the role of KFOR in the events."

(Beta, B92 online, UNS, 29.03.2012, Radio Slobodna Evropa, NUNS, 02.04.2012)

So far, there have not been major violations of the rules on reporting during the electoral campaign, says the Republic Broadcasting Agency (RRA). On the other side, journalistic and media associations say that during the electoral campaign the already strong pressure on the media usually increases. Dragan Janjic, from the Independent Journalists' Association of Serbia (NUNS), points out that most of the media outlets in Serbia are reporting on the electoral campaign passively, waiting for the political parties to "serve" them their own propaganda, instead of having an active approach and demanding the parties to clarify their promises to voters.

(Deutsche Welle, 30.03.2012)

### The state and the media

The Government of Serbia approved a non-interest loan in the amount of 17.5 million dinars to the state news agency Tanjug for the purpose of reporting on the electoral campaign and the election day, May 6. The Government approved the loan at the same session during which cost-saving measures were approved that are expected to achieve savings amounting to 15.7 billion dinars. The loan was approved three days after Tanjug demanded it. Each year, the news agency also receives money allocated from the state budget. In 2011, the agency received 216,715,000 dinars.

(Beta, Danas, NDNV, UNS, 30.03.2012, Politika, 31.03.2012)

The Independent Journalists' Association of Serbia (NUNS), the Journalists' Association of Serbia (UNS), the Association of Independent Electronic Media (ANEM), the Independent Journalists' Association of Vojvodina (NDNV) and Local Press condemned the decision of the Government of Serbia to make a non-interest loan to the news agency Tanjug for the purpose of reporting on the electoral campaign. This move violates the basic rules of market competition, since there are two other news agencies in Serbia which do not have access to such loans. Issuance of non-interest loans from the Serbian state budget to a state-owned agency allows an even greater influence of the government on the editorial policy, which is contrary to the principles defined by the Media Strategy. The coalition of media organizations expressed its deepest concern with the fact that the government says one thing while adopting strategic documents, while at the same time it does the opposite by undermining its own adopted policy. International organizations and institutions will be informed about the case.

(MC, NUNS, 02.04.2012, Beta, Pregled, NUNS, NDNV, Vecernje Novosti, UNS, 03.04.2012)

Prime Minister of Serbia Mirko Cvetkovic says that all media outlets have an equal treatment, and that the Government of Serbia decided to give a loan to the news agency Tanjug because the agency is a state-owned company and state's responsibility.

(Fonet, Politika, B92, UNS, Vecernje Novosti, NUNS, 04.04.2012)

In their response to the statement made by Prime Minister Mirko Cvetkovic in Leskovac, the Independent Journalists' Association of Serbia (NUNS), the Journalists' Association of Serbia (UNS), the Association of Independent Electronic Media (ANEM), the Independent Journalists' Association of Vojvodina (NDNV) and Local Press say that his words are in complete contradiction with the Government's decision to give the money to the state-owned news agency for the purpose of reporting on the election campaign and the election day. The media coalition considers that

both bases for the decision are disputable and unacceptable. There is no economic, political or public interest that would require that the Government save unsuccessful public companies – like Tanjug – that are already largely financed by the state budget, nor that the news agency should be additionally paid for something that constitutes its primary field of activity and is already being funded by more than 200 million dinars a year. This contradiction further confirms the media coalition's suspicion that the decision to give the non-interest loan to the state-owned news agency is actually motivated by the desire to exert an even greater influence on its editorial policy.

(NUNS, UNS, ANEM, NDNV, Lokal press, 05.04.2012)

The Serbian Progressive Party says that the government loan in the amount of 17.5 million dinars given to the state-owned news agency Tanjug is politically motivated and aimed at influencing its editorial policy in favor of the Democratic Party (DS).

(RTV B92, 09.04.2012)

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

In two separate legal processes, the First Primary Court in Belgrade fully acquitted the secretary general of the Journalists' Association of Serbia (UNS), Nino Brajovic, of the libel charge filed against him by the retired journalist Petar Stojanovic.

(UNS, 02.04.2012)

Trial of a football fan before the First Primary Court was postponed because of the absence of journalist Brankica Stankovic, who was not able to come to the Court because of health reasons, according to her lawyer.

(RTV B92, NUNS, 03.04.2012)

The legal process in the civil case Jesic vs. Velimir Ilic has been completed. Journalist Jesic sued Velimir Ilic, demanding damages because the politician kicked, insulted, and tried to physically attack him during an interview made for TV Apolo in 2003. Jesic's legal representatives said to journalists that the judiciary had allowed Velimir Ilic to appeal to the verdict three years after the Municipal Court in Novi Sad passed an effective verdict that Ilic had to pay Jesic damages in the amount of nine and a half million dinars. They said that Ilic's appeal, filed in 2009, was upheld despite the fact that it was submitted after all legal deadlines had expired. Jesic's lawyer, Vladimir Horovic, submitted a claim for damages in the total amount of 2.5 million dinars. The Court is expected to pass a verdict during a 15-day period.

(Beta, NDNV, 05.04.2012, Beta, Danas, NUNS, Dnevnik, UNS, Politika, 06.04.2012)

Investigators of the Ministry of Internal Affairs of Serbia, in cooperation with the Prosecutor's Office from Belgrade, arrested Bojan Bozovic from Zubin Potok, who works as a journalist with the Albanian TV Klan. He is suspected of screening, acquisition and possession of pornographic material resulting from abuse of minors, as well as coercion and threat to security.

(Vecernje Novosti, 06.04.2012)

Pressure exerted on TV and Radio Timocka by the city government and the mayor of Zajecar, Bosko Nacic, who is a member of the leadership of the political party United Regions of Serbia, is continuing. The station's programme has been shut down by the cable distributor JOTEL yesterday. RTV Timocka has a valid contract on cable distribution of TV programme with the distributor and has been fulfilling its financial and other obligations regularly. AD TV and Radio Timocka filed criminal charges yesterday against the director of the company JOTEL DOO from Nis. Criminal charges have been filed to the Police Administration and the Primary Prosecutor's Office in Zajecar. AD TV and Radio Timocka has also submitted criminal charges against the mayor of Zajecar, Bosko Nacic.

(MC, 29.03.2012, Kurir, UNS, 29.03.2012, Kurir, 30.03.2012, Kurir, UNS, 07.04.2012)

The Republic of Serbia might needlessly waste more than six million euros because of the unwillingness of officials in the Republic Agency for Electronic Communication (RATEL) to accept an out-of-court settlement with the television channel SOS, reports daily newspaper *Alo!*. Despite the fact that a court expert testified that RATEL had caused damage to SOS in this amount, and that the TV station had offered mediation to settle the mutual debts, RATEL has

not yet offered any response. Therefore, the dispute will probably end with a multi-million payment from the state budget to the TV station. A legal case before the Commercial Court in Belgrade between TV SOS, on the one hand, and RATEL and RRA, on the other hand, has been ongoing since 2008, centered around the frequency allocated to the TV station by these two agencies. On the basis of the allocation of frequencies performed by RATEL, TV SOS was issued a license to broadcast on the channel 36, despite the fact that RATEL had known that the channel was internationally uncoded and that the Second Channel of the public service broadcaster of Romania was broadcasting its programme at the same frequency with 1,000 times more power.

(Alo!, UNS, NUNS, 06.04.2012, Alo!, 07.04.2012)

Commenting on the dispute between TV SOS and the Republic Agency for Electronic Communication (RATEL), the Republic Broadcasting Agency (RRA) said that the frequency had been allocated to TV SOS in strict accordance with the Law on Telecommunication and the frequency allocation plan established by RATEL.

(Alo!, UNS, 07.04.2012)

"The Journalists' Association of Serbia (UNS) supports the regional TV Kraljevo, which is being criticized by the City Branch of the Democratic Party (DS) from Kraljevo and the DS District Committee for the region of Raska. UNS reminded that the City Branch and the District Committee of the DS had accused TV Kraljevo of spreading racial and national hatred, promotion of hate speech and discrimination, and 'illegal reporting on war crimes and their perpetrators', without offering a single proof for their accusations".

(UNS, 04.04.2012)

### Investigations of murders of journalists

Prosecutor's Office for Organized Crime intends to launch a new investigation of the death of 16 employees of Radio-Television Serbia during NATO bombing of 1999. The new investigation is supposed to examine whether someone ordered the then-director of RTS, Dragoljub Milanovic, not to allow relocation of employees from the building in downtown Belgrade.

(Press, NUNS, UNS, 29.03.2012)

Journalist with the magazine *Duga* was murdered in her apartment in New Belgrade on 8 April 1994. For a decade and a half, her death was classified as suicide. In January 2009, the prosecutor's office established that the journalist was murdered, but the investigation has not progressed during the three years since. For 18 years, the death of journalist Radislava Dada Vujasinovic has not been solved. She became renowned for her reporting on war and crime. During the forensic examination, fingerprints from the rifle were not taken, photographs of the crime scene were black and white, making it difficult to identify blood, while the examination was performed in the absence of the investigative judge. The legal process before the Higher Public Prosecutor's Office is now in the phase of pre-criminal proceedings.

(Novi Magazin, 06.04.2012)

Yesterday, on eighteenth anniversary of the murder of journalist Radislava Dada Vujasinovic, the Independent Journalists' Association of Serbia (NUNS) called on Serbian police, prosecutor's office and judiciary to identify and punish the perpetrators and organizers of this crime. "NUNS demands that the authorities investigate who has been obstructing the investigation during all these years, misleading the public to believe that the famous journalist committed suicide and hiding the murderers". "We will not rest until the murderers and organizers of this crime are punished", said the president of NUNS, Vukasin Obradovic.

(NUNS, NDNV, 08.04.2012, Beta, Danas, NDNV, Politika, UNS, Pravda, 24 sata, Kurir, 09.04.2012)

The murder of Slavko Curuvija in 1999 and the inability of the authorities to solve it demonstrates the power of Milosevic's death squads and the influence of the secret services on judiciary and the police, reports *Novi Magazin*. Ten days before his murder, Mirjana Markovic labeled Curuvija as the public enemy number one, the one who had caused the bombing, and announced that people would judge him. The verdict was made public on 5 April in *Ekspres*, which published an article authored by Miroslav Markovic and entitled "Curuvija Lives to See Bombs". Rajko Danilovic, who is the legal representative of Curuvija's brother, Jovo Curuvija, investigators know who committed the

murder and which members of the secret services organized it.

(Novi Magazin, 06.04.2012)

Jovo Curuvija, the brother of murdered journalist Slavko Curuvija, send a letter to the European Parliament Rapporteur Jelko Kacin, asking him to pressure the authorities in Belgrade to finally solve the murder of the owner of *Dnevni Telegraph* and *Evropljanin*. Apart from non-governmental organizations, Jovo Curuvija has sent more than 30 letters to highest institutions and officials of Serbia, as well as representatives of other countries and international organizations.

(RTV B92, Blic, UNS, 09.04.2012)

Eleven years of investigation and 1,500 interviewed individuals later, the police in Jagodina has not yet solved the murder of Milan Pantic, correspondent for daily newspaper *Vecernje Novosti*. Pantic was murdered because of his reporting on abuses of local powerful figures. He was murdered after a series of articles on economic crime in the region of Pomoravlje, abuses of privatization and activities of the municipal government. In June 2011, Deputy Mayor of Jagodina Milos Antic said that "some powerful and dark forces are preventing the investigation from establishing the truth about the murder of Pantic, as well as his colleagues, Dada Vujasinovic and Slavko Curuvija".

(Novi Magazin, 06.04.2012, UNS, 09.04.2012)

What we are talking about in the case of three unsolved murders of journalists in Serbia – Dada Vujasinovic, Slavko Curuvija and Milan Pantic – is not the lack of clues, despite the time that has passed, but the lack of political will – said to daily newspaper *Danas* lawyer Rajko Danilovic. This is one of the reasons why Jovo Curuvija asked the European Parliament Rapporteur for Serbia Jelko Kacin for help in his recent letter. Although valid evidence about organizers has been discovered, a legal process has not been launched, which creates an impression that some of the involved in the monstrous crime are being protected, says the brother of the murdered journalist.

(Danas, UNS, NUNS, Večernje Novosti, 10.04.2012)

The Journalists' Association of Serbia (UNS) reminds that 13 years has passed since the murder of the owner of *Dnevni Telegraph* and *Evropljanin*, Slavko Curuvija, and that investigation of his death has not yielded any results despite numerous promises made by authorities since 2000. A large "Catalogue of Empty Promises of Post-2000 Governments" is available on web pages of UNS.

(UNS, 10.04.2012)

Representatives of the Independent Journalists' Association of Serbia (NUNS) will lay wreaths on 11 April at 12.00 at the memorial plate placed on the building at 35 Svetogorska Street, where Slavko Curuvija was murdered in 1999. NUNS calls on journalists and other media professionals, as well as family members, friends and colleagues of Slavko Curuvija, to again protest against the fact that the crime has not been solved after 13 years and perpetrators and organizers have not been punished.

(NUNS, 10.04.2012)

The European Parliament Rapporteur for Serbia Jelko Kacin confirmed to daily newspaper *Blic* that he had received and replied to the letter sent by Slavko Curuvija, who demanded help in solving of murder of his brother, journalist Slavko Curuvija. Kacin did not say what his reply was, but emphasized that this one and all other murders of journalists in Serbia must result in trials.

(Blic, UNS, 11.04.2012)

The Independent Journalists' Association of Serbia (NUNS) and Journalists' Association of Serbia (UNS) marked the 13th anniversary of the unsolved murder of journalist and owner of *Daily Telegraph*, Slavko Curuvija, today by laying wreaths on his memorial plate. After the laying, the presidents of two journalistic associations, Vukasin Obradovic and Ljiljana Smajlovic, repeated their demand that murderers and organizers of the murder of Slavko Curuvija be identified.

(Beta, NUNS, 11.04.2012)

**Minority media**

Employees of Radio Sombor have received their last minimum wage-salary in January 2011, despite the fact that the sum of 3.5 million dinars was allocated for the station. Privatization has been annulled mid-2008. The Independent Journalists' Association of Vojvodina considers that survival of Radio Sombor is of utmost importance not only for informing of citizens of the West Backa region, but also for the multicultural character of Vojvodina, and that every possible step should be taken to ensure the survival of this media outlet. The station with a regional frequency broadcasts its programme in Serbian, Hungarian, Croatian, Bunjevac and Romany languages.

(Blic - Vojvodina, 31.03.2012, NDNV, 04.04.2012)

### Professional standards

"The Ministry of Internal Affairs of Serbia (MUP) makes publicly available photographs and video recordings of arrested persons without their consent or any legal authorization, as well as textual information that allows identification of such persons, which constitutes impermissible processing of personal information", says a press statement issued by the commissioner for information of public importance. After the monitoring of the implementation of the Law on Protection of Personal Information, Commissioner Rodoljub Sabic pointed out that the official website of MUP offers video recordings of arrests, together with textual information about the identity of arrested individuals. He added that officials also post photographs and video recordings on YouTube file servers. "At the same time, the Ministry also publishes these video recordings and textual information on its Facebook page", said Sabic.

(B92 online, NUNS, 05.04.2012)

"I call on the media not to deceive the public by reporting that President of Serbia Boris Tadic shortened his term in office, because such a definition does not exist in the Constitution and laws. Tadic has resigned", said Aleksandar Vucic, the deputy president of the Serbian Progressive Party.

(Pravda, 05.04.2012)

The editor-in-chief of Svet Plus Info, Tanja Vidojevic, does not see anything objectionable in the fact that she is the editor-in-chief of a TV station and at the same time active in a political party. The spokeswoman of PSS, Jadranka Tasic, who is a former journalist with TV 5 from Nis and Independent Production VIN, works as a TV presenter and the editor of the programme "Telefakt", despite the fact that she participates in collection of electoral signatures.

(Danas, UNS, 29.03.2012)

The Press Council has investigated 10 complaints filed by citizens on reports published in the print media and established that the Code of Journalism was violated in two cases. Public discussion to be held in Pirot on 5 April and Leskovac on 6 April constitute a continuation of the public presentation of the role of the Press Council in the media scene of Serbia. Information about the activities of the Press Council is available on the website

[www.savetzastampu.rs](http://www.savetzastampu.rs)

(Vecernje Novosti - Serbia, NUNS, 29.03.2012)

The media in Serbia report on the important elections, but the content of reporting is mostly positive and promotional – this is the result of the media monitoring in the pre-election period conducted by the Bureau of Social Research (BIRODI) and published today. According to the Bureau's first report, between 18 March and 31 March, the media was not sufficiently critical or analytical in its reporting on politicians during the election campaign, while the electronic media allowed politicians to promote themselves and their activities. Radio-Television Serbia, which is a public service broadcaster, aired the largest number of reports about the election campaign, while 80 percent of the reports had audio-visual coverage. "Studio B is the only TV station that has removed political pre-election advertising from the main news programme, but it still reports on activities of the City Administration without any criticism and in a promotional manner".

(Beta, NDNV, 04.04.2012, Pravda, UNS, 05.04.2012)

The following electoral lists have been dominating prime-time news programmes of TV stations RTS1, B92 and Pink in the last few days: "For Better Life – Boris Tadic", which holds the first position, and "Let Us Move Serbia Forward – Tomislav Nikolic", which follows in the second place. Various other political parties hold the third place. On TV B92, the electoral list "For Better Life – Boris Tadic" was dominant as compared to all other parties – this is the result of media monitoring conducted by the agency *Kliping*.

(Danas – special supplement, UNS, 06.04.2012)



The Serbian Progressive Party says that Radio-Television Serbia (RTS) has openly sided with the Democratic Party (DS) by inviting Dragan Djilas to appear in the programme "Teleton", "in violation of the law and the General Mandatory Directive issued by the Republic Broadcasting Agency (RRA)".

(Blic, 10.04.2012)

After quite some time, on April 8, the electoral list entitled "For Better Life – Boris Tadic" was not the most dominant in prime-time news programmes of RTS1, B92 and Pink. Instead, the first position was held by the Serbian Progressive Party (SNS). Individually, the second position in the news programmes of these TV stations was held by the coalition led by the Democratic Party (DS), while the third position was held by the Democratic Party of Serbia (DSS) on RTS1; the United Regions of Serbia (URS) on TV B92; and "Reversal" on TV Pink. The electoral list SPS-PUPS-JS was the most dominant only on TV B92, while SNS was not among the top three on this TV station – these are the results of the media monitoring conducted by the agency *Kliping*.

(Danas – special supplement, 10.04.2012)

During its reality show "Couples", TV Happy aired content that is not allowed to be shown in prime-time slots. This was discovered by RRA and investigation was launched. Representatives of the TV station are expected to attend the next regular session of the Council of the Republic Broadcasting Agency (RRA) and defend their actions.

(Blic, UNS, NUNS, 05.04.2012)

Responding to criticism, the editor of NIN, Nebojsa Spajic, wrote the following: "I cannot agree with the opinion of Mr. Medenica. He says that critiques have been 'degraded' to the level of simple description. I would claim the opposite – that they have advanced to that level. Journalistic critique, i.e. critical review, has to be more precise, daring, courageous, dynamic and sharp than the artistic critique, in less available space. It demands greater skill, more experience and more resolute attitude than the artistic critique, especially in a provincial environment such as Serbia."

(Politika, 31.03.2012)

The Managing Board of the Press Council has announced a public competition for the position of a new member of the Complaint Committee. The position of a representative of the civil society in the Committee became vacant when the previous member, Miljenko Dereta, resigned because of his political activities. The competition will be open until 4 May 2012. Nominations should be submitted together with a written justification to the address: Savet za stampu, Ljube Jovanovica 9c, 11000 Beograd, or to email: [office@savetzastampu.rs](mailto:office@savetzastampu.rs)

(UNS, 05.04.2012)

### **Awards, training courses and competitions**

CORRECTION: In the article entitled "Miric Receives Jasa Tomic Award", published in our newspaper on Monday, 26 March, as a result of an unintentional mistake, it was stated that the awards "Jasa Tomic", "Svetozar Miletic", "Dimitrije Frusic" and "Dr Petar Drezgic" had been awarded by the Journalists' Society of Vojvodina ("*Drustvo novinara Vojvodine*"). Instead, these awards were given by the journalistic association Journalists' Association of Serbia – Journalists' Association of Vojvodina ("*Udruzenje novinara Srbije – Drustvo novinara Vojvodine*"), while the Journalists' Society of Vojvodina, which is a separate organization, gave the awards with the same name to other recipients.

(Vecernje Novosti – Vojvodina, 29.03.2012)

The renowned section of the daily newspaper *Danas*, "Correspondent", which featured several hundred authors during the last 15 years, is getting a new quality. The editorial office of *Danas* has ensured that in the year of its 15th anniversary the authors of articles receive awards.

(UNS, *Danas*, 30.03.2012)

SEEMO, calls for nominations for the 2012 Dr. Erhard Busek - SEEMO Award for Better Understanding in South, Eastern and Central Europe. Eligible to be nominated are journalists, editors, media executives, media experts, writers or journalism trainers in South East Europe, who have contributed to promoting better understanding in the region and have worked towards ending minority-related problems, ethnic divisions, racism, xenophobia, gender

discrimination, homophobia, etc.

(SEEMO, 30.03.2012)

The best architectural designs of the last year, as well as the best students' designs submitted to the architectural competition organized by the company "Novosti", are exhibited in the gallery "Ozon" following the presentation of awards.

(ASMEDI NEWSLETTER, April 2012)

Numerous guests and employees of TV Studio B gathered in front of the building "Beogradjanka" to celebrate 42 years of its existence. The editor-in-chief of Studio B, Aleksandar Timofejev, exposed a memorial plate dedicated to the renowned journalist Djoko Vjestica.

(Vecernje Novosti, 01.04.2012, Kurir, UNS, RTV B92, NUNS, 02.04.2012)

A three-member jury has selected the best radio jingles and advertisements in the competition for the award "V(RAB)AC". The awards will be presented on 12 April at 12.00 in *Dom Omladine Beograda* (in the Americana Hall). 23 participants took part in the contest – 19 radio stations and four agencies.

(RAB Serbia, 06.04.2012)

"Springtime Radio Days" will be held on April 22-24 in the Hotel Mona on the mountain Zlatibor. The event will bring together guests, owners and friends of radio stations from Croatia, Bosnia and Herzegovina and Bulgaria. The second part of the program is intended for presenters and editors, who will engage in strategic planning of content, sections, and the morning programme.

(RAB Serbia, 05.04.2012)

### **Media visits**

Miodrag Kostic, the president of MK Group, visited the editors-in-chief and directors of media companies, members of the Media Association. During the visit, Miodrag Kostic said that MK Group was willing to financially assist in organization of specialized seminars for training of journalists who report on economy.

(ASMEDI NEWSLETTER, April 2012)

### **The media audience**

In the period between March 1 and March 31, 2012, the website *Juzne Vesti* had more than one million visitors, according to Google Analytics, which is better than the previous record achieved during the 2.5 years-long history of *Juzne Vesti*. Since its inception in January 2010, the website has achieved constant growth amounting to 20 percent at the monthly level. Since then, almost 10 million pages have been visited, according to Google Analytics.

(Juzne vesti, 02.04.2012)

As of today and only in the daily newspaper *Danas*, the agency for media monitoring and analysis *Kliping* will publish daily analyses of media presence of political parties in three best-rated TV news programmes in Serbia – "Dnevnik 2" on RTS, "Vesti u 18.30" on TV B92, and "Nacionalni Dnevnik" on TV Pink. On RTS, on 1 April the first three positions were held by the coalition led by the Democratic Party (DS), the Socialist Party of Serbia (SPS), and the Democratic Party of Serbia (DSS), respectively. On TV Pink, the first three positions were held by DS, the Serbian Progressive Party (SNS) and Reversal ("Preokret"), while the same positions on TV B92 were held by DS, SNS and DSS.

(Danas – supplement, NUNS, 03.04.2012)

Publishing company Crier Media has included another publication in auditing. "HRB Expert", which is intended for hotels, restaurants and bars, is a specialized B2B bimonthly magazine for professionals working in the HoReCa sector. Information about the sales of the magazine will be available since its first issue (March/April 2012), after the initial auditing that will take place in October November.

(ABC Srbija, 03.04.2012)

## Anniversaries

During the ten years of its existence, TV Most from Zvecane has reported on all significant events in Kosovo in a balanced manner, and is on its way to becoming a credible Serbian media outlet in the province, said the station's general director, Zvonimir Miladinovic. Commenting on the anniversary, he pointed out that the station was with its people, that it had never used hate speech, and that it had always attempted to cooperate with neighbors and international organizations. The station has well-established cooperation with RTS, RT Vojvodina and TV Republic of Srpska.

(Beta, Politika, Pregled, NUNS, 04.04.2012)

## Other news

The Fourth Conference of Media in Diaspora and Serbs from the Region will take place in Belgrade on April 12-13, 2012. The Conference will be organized by the Journalists' Association of Serbia (UNS) and the Independent Journalists' Association of Serbia (NUNS) with support from the Ministry of Religion and Diaspora and the Ministry of Culture, Media and Information Society. Two panel discussions will be held on the following topics: "RTS as a Public Service Broadcaster of Diaspora and Serbs from the Region" and "The Role, Significance and the Future of the Diaspora Media in the Context of Global Media Crisis". Today, the diaspora has more than 90 media outlets in at least 25 countries which are home to one third of Serbian population.

(Pregled, Blic, Dnevnik, NUNS, UNS, 04.04.2012, NUNS, 10.04.2012)

## In Memoriam

The first identified victim of this morning's fire in the night club "Kontrast" in Novi Sad is the journalist with Radio-Television Delta, Tamara Miladinovic. Tamara was 25 years old and worked as a TV host appearing on entertainment and news programmes. TV Delta will not air programme until further notice because of the death of the young journalist. At the moment, her picture is being shown on-air. Radio Delta is currently broadcasting only classical music.

(NDNV, NUNS, 01.04.2012, Blic online, UNS, 02.04.2012)

Long-time journalist and a member of the Journalists' Association of Serbia (UNS), Zoran Popovic, passed away on 31 March at the age of 83. He worked as a journalist since 1958, first in Radio Belgrade and later for the daily newspaper *Politika* and news programme of TV Belgrade, where for a long time he was the editor of the main news programme.

(UNS, 05.04.2012)

The Independent Journalists' Association of Serbia (NUNS), magazine *Republika* and Media Center have invited journalists and admirers of Verica Barac to gather in the Media Center on 12 April at 12.00 to pay homage to her.

(NUNS, 08.04.2012)

### Media business operations

The owner of Radio Cacak has paid seven and a half late salaries he owed since June of the last year, with the last paid month being January 2012. February salary is still due. In his words, employees of the radio station began regular broadcasting of the station's programme today.

(Beta, NUNS, 04.04.2012, Danas, UNS, 05.04.2012)

The editor of TV Vujic (VTV) from Valjevo, Milan Milinovic, requested that the Republic Broadcasting Agency (RRA) relieve the station of all obligations towards the RRA and RATEL during the election campaign. "If our request is not fulfilled, we will demand compensation from the authorities because of the damage done to us. Our survival is threatened because three illegal broadcasters have been operating in Valjevo for several years: these are TV stations Cronic, Mars and Link, both in the terrestrial and cable systems, and they are not paying any fees or financial obligations".

(Beta, NDNV, 03.04.2012, Pregled, UNS, NUNS, Danas, 04.04.2012)

ABC Serbia, IREX and USAID organized the first regional Serbia Online Advertising Tour in Palic at Hotel President on March 30. The event brought together 90 participants from the web, media and advertising industries. More information is available here: [abcsrbija.com/dogadjaji/odrzani-dogadjaji/139-odran-prvi-serbia-online-advertising-tour-.html](http://abcsrbija.com/dogadjaji/odrzani-dogadjaji/139-odran-prvi-serbia-online-advertising-tour-.html)

(ABC Serbia, 03.04.2012)

Company "Stampa Sistem" informed the Committee for Protection of Competition that it had decided to refrain from taking over the bankrupted company "Futura Plus".

(Beta, E kapija, 05.04.2012)

Company "Stampa Sistem" has announced its intention to submit a new request for approval of takeover of the company "Futura Plus". "Stampa Sistem" withdrew the request it had previously submitted to the Committee for Protection of Competition with regard to concentration of media ownership and "Futura Plus". The company points out that this does not mean that it has given up on its intention and that a new request for approval of concentration of ownership will be submitted as soon as is procedurally possible.

(Beta, E kapija, 06.04.2012)

The proposed Advertising Code, which already exists in 22 European countries and which would regulate ethical standards in the field of marketing, will be presented within the Digital Day event organized by the Interactive Advertising Bureau Serbia (IAB) on 25 April. The Advertising Code is based on the International Code of Marketing Communication, but it also responds to the needs of the local market, i.e. those areas that could present challenges in Serbia.

(Danas, NUNS, 04.04.2012)

### Privatization and state-owned media

A municipal station, Radio-Television Homolje, was formally opened in the Cultural-Educational Center "Jovan Serbanovic" in Zagubica. With this move, Radio Homolje, which has been in existence for 15 years, has grown into a news center.

(Vecernje Novosti – Serbia, Press, 29.03.2012)

At the request of the Journalists' Union of Serbia and the employees of TV Pirot, the Privatization Agency has terminated the contract on privatization of the regional media company. The station was bought on 8 November 2007 by Milorad Pejic from Pirot. The decision on the termination of the contract says that it was established that the buyer

had not fulfilled contractual obligations despite being given additional time. TV Pirot has a regional frequency.  
(Juzne vesti, 28.03.2012, Vecernje Novosti, UNS, NUNS, E kapija, 30.03.2012)

German media company VAC is officially selling its share in "Politika", reports daily newspaper *Vecernje Novosti*. In accordance with the right of purchase, the stocks worth 4.7 million euros were offered to co-owner, the company "Politika" a.d., which is obliged to make a decision until 12 April. The decision has to be adopted by the Assembly of Shareholders, which will take place on 17 April – long after the end of the deadline. The offer also states that "Ost Holding", the formal holder of the share owned by VAC, has a financial share in the capital of "Politika" worth 15 million euros and a non-financial share worth 24 million euros. Both shares are offered for the price of 4.7 million euros, payable in two installments.

(Vecernje Novosti, UNS, 07.04.2012)

### The Independent Journalists' Association of Serbia (NUNS)

A research conducted by members of the Independent Journalists' Association of Serbia (NUNS) on the sample of 534 interviewees in the period between 14 March and 23 March 2012 using an online poll. Two main motives for membership of the interviewees in NUNS are the fact that the association defends ethical and professional standards of journalism (41%) and the participants' agreement with the values supported by NUNS (36%). Two thirds (67%) of the interviewees have not used the educational programs organized by NUNS, while 28% of them have used them and are satisfied with them.

(NUNS 29.03.2012)

The announcement of the 4M Conference [Journalism and the Media: New Possibilities](#) has caused great interest in social networks. Due to the limited capacity, this interest cannot be fully satisfied. With a heartfelt apology to colleagues who will not be able to attend the Conference, NUNS reminds that this is only the first in the series of events to be organized by NUNS in this year, as well as the following year, on the subject of the Internet and social networks in journalism. In its desire to satisfy everyone and allow the colleagues in the country and the rest of the region to watch the Conference, the organizer of the Conference has decided to provide live streaming of the event.

(NUNS press statement, 30.03.2012)

### The Journalists' Association of Serbia (UNS)

Each member of the Journalists' Association of Serbia (UNS) who becomes a user of Uniqa insurance covering 15 serious illnesses and surgical procedures is eligible for the 10% discount on international travel insurance.

(UNS, 08.04.2012)

After the completed reconstruction of the sixth floor of the Journalists' Building, the Journalists' Association of Serbia is continuing the works on the building.

(UNS, 05.04.2012)

Company "Trofej" from Stajicevo offers a 10% discount on accommodation in the ethno village Tiganjica to all members of the Journalists' Association of Serbia (UNS) with a valid membership card.

(UNS, 09.04.2012)

### The Republic Broadcasting Agency (RRA)

The Republic Broadcasting Agency (RRA) reminds that on official days of grieving broadcasters are obliged to modify their programme in accordance with the Article 6 paragraph 1 of the Law on Marking of the Day of Grieving.

(RRA, 01.04.2012)

The Republic Broadcasting Agency (RRA) has decided not to initiate proceedings against TV stations that broadcast the advertising video produced by the political party United Regions of Serbia (URS) which featured trade marks of several foreign companies. The decision was made because "the advertiser decided to end the further airing of the video due to RRA's response".

(Danas - special supplement, 04.04.2012)

The Republic Broadcasting Agency (RRA) has presented the [Report on Monitoring of Broadcasters' Programme During Election Campaign for Local, Provincial and Parliamentary Elections](#) (pdf) in the period between 14 March and 28 March 2012. None of the participants in the forthcoming parliamentary and local elections in Serbia was given unfair advantage, says RRA.

(RRA, 04.04.2012, Danas – special supplement, Press, NUNS, Politika, 05.04.2012)

The Council of the Republic Broadcasting Agency (RRA) has analyzed the presence of the participants of the election campaign in the electronic media and noticed that only a small number of political parties whose electoral lists were confirmed by the Republic Electoral Committee have aired their advertising videos on TV stations with national coverage. Although the Council is not authorized to interfere with the pricing of broadcasters, "the Council recommends all electronic media outlets to take care not to prevent some of the participants of the election campaign from buying advertising time slots by charging excessively high prices, since such behavior would constitute abuse of the national resource that was given to them to use it".

(RRA, NUNS, 09.04.2012)

### **The Media Association**

The main goal of the Media Association, which a business association of largest press publishers, will be to participate in definition of the legal framework for activities of participants in the media scene, especially in relation to the new Law on Public Information, it was said during the meeting hosted by "Dnevnik Vojvodina Press".

(Dnevnik, 29.03.2012, Blic, Vecernje Novosti, NUNS, UNS, Press, 30.03.2012)

Financial results of the Media Association, which are again positive in this year, were discussed at the session of the Association held in Novi Sad. Robert Coban, the president of Color Press Group, was unanimously elected as one of the two vice presidents of the Association. Return of Tanjug to membership in the Association was also unanimously approved, and it was also decided to accept in associated membership the company "Corporate Media", which publishes corporate magazines and publications.

(ABC Serbia, 03.04.2012)

### Media-related news

Malcolm Love, who is a lecturer of Master studies of communication science at the University of the West of England in Bristol, says: "I believe that television and the Internet largely differ from each other. Most of the content on the Internet is short-lived, usually a fast and badly produced sensation. Almost everyone can 'broadcast' their programme on the Internet, i.e. to post their audio or video recording. That does not mean that every recording is worth watching. This is why television is unmatched; it organizes people with skills and knowledge who produce video content that is of high quality and enjoyable".

(Politika, UNS, 29.03.2012)

Should Twitter and Facebook serve as sources of information? Is Google the new editor of online media? Who should offer information – journalists or citizens? How strong is the influence of social networks on election campaigns and the media? These topics were covered during the international 2-day event "4M Belgrade – Journalism and New Media: New Frontiers" organized by Canal France International (CFI), the Embassy of France, the Independent Journalists' Association (NUNS), the OSCE Office and IREX.

(Danas, UNS, NUNS, 04.04.2012)

The first regional talk show "Surroundings" ("*Okruženje*") will begin airing on television stations in the region on Monday, 2 April. Serbian audience will have a chance to watch the show on Belgrade TV station Studio B, as well as TV Vranje. For the first time after the break-up of former Yugoslavia, a programme about prejudices, the economic crisis, the media, and youth will be aired at the same time in five countries from the region. The show will be broadcast on BHRT from Sarajevo, RV RTRS from Banja Luka, TV Alsat-M from Skoplje, TV Vijesti from Montenegro, and TV Capital Network from Zagreb.

(Beta, NDNV, NUNS, Politika, Press, 31.03.2012, Press, UNS, 01.04.2012)

On April 2, the daily newspaper *Blic* will get a new, modern design, perfected for months by a team of experts. At the same time, new magazines will be introduced, to be published each Tuesday – thematic supplement dedicated to various lifestyle topics; Wednesday – a magazine on healthy living; Thursday – *Blic Tiket*, a magazine on sport betting; Friday – TV schedule. A special supplement in Hungarian language will be introduced on Saturday.

(ASMEDI NEWSLETTER, April 2012)

Color Press Group has launched a new internet portal, Joy.rs. Similarly to the magazine of the same brand, the web portal will cover all topics that are attractive to girls and young women aged 18-35.

(ASMEDI NEWSLETTER, April 2012)

"Akter Media Group", the publisher of the weekly magazine "Akter", has launched a website featuring three online editions of the company's publications. As of today, apart from the online edition of the weekly magazine "Akter", the website [Akter.co.rs](http://Akter.co.rs) will also serve as a home to the online editions of "*Dnevni Akter*" and the specialized magazine on international relations "*Akter Diplomatique*". A print edition of "*Dnevni Akter*" will also be launched, as well as applications that would make all these publications available on mobile phones.

(UNS, 09.04.2012)

### Digitalization

The National Committee for Broadband Access and Digital Development was established in Belgrade today. Its primary mission will be to promote the significance of the broadband access to Internet. The Committee will aim to ensure universally available and affordable broadband access to 40% of households in Serbia until 2015.

(eKapija, 04.04.2012)



The Council of the Republic Broadcasting Agency (RRA) says that apart from TV stations with national coverage, the initial digital TV signal will also include Radio-Television Vojvodina, RTV 2, RTV Kragujevac, RTV Vranje, RTV Belle Amie from Nis and Regional TV from Novi Pazar.

(Blic, 07.04.2012)

- Abbreviations - [www.mc.rs/media-news-bulletin-abbreviations.2317.html#104230](http://www.mc.rs/media-news-bulletin-abbreviations.2317.html#104230)
- Sections - [www.mc.rs/media-news-bulletin-abbreviations-and-sections.2317.html](http://www.mc.rs/media-news-bulletin-abbreviations-and-sections.2317.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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