



MEDIA NEWS BULLETIN

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The media situation in Serbia

The Minister of Culture, Predrag Markovic, said that "we have to face the fact that we have too many media outlets, too few information and even less professionalism. On the one hand, we have a strategy which says that the state should withdraw from the media, but most of the media outlets – at least when it comes to the print media – are not influenced by the state but by agencies, which basically completely control the media content and financing".

(Beta, Danas, 03.08.2011)

"Serbia is currently in the Middle Ages when it comes to media literacy, while new information and communication technologies have resulted in virtual slavery among those who do not know how to use them", said the executive director of the International Youth Media Summit, Miomir Rajcevic. He emphasized that the process of democratization via media literacy was not possible without a reform of the education system.

(Pravda, Dnevnik, 04.08.2011)

In a column published by the *Danas* daily newspaper, journalist Ruza Cirkovic writes that "journalism in Serbia suffers from several problems: it has been occupied by politicians and corrupted by advertisers. Basic working conditions of journalists have worsened dramatically. Such working conditions have affected the journalists' working methods more than any schools of journalism. The media are unable to free themselves from the influence of the government by using the strategic and financial assistance from the government, nor by accepting help from journalists who have been placed in high professional and other positions by the government and not in accordance with professional criteria".

(Danas - Biznis, 08.08.2011)

The state and the media

The Commissioner for Information of Public Importance and Protection of Personal Data, Rodoljub Sabic, considers that the proposed Rulebook on Confidentiality of Information would give many members of security services a practically unlimited authority – unrestrained by courts – to issue "warrants" and access the data on identity of communicating parties, the time and duration of their communication, the type of communication, and the locations of such communication. Such provisions constitute a serious deviation from the constitutional guarantee of integrity of letters and other forms of communication, says Sabic.

(Politika, 04.08.2011)

The Judges' Association of Serbia has demanded extension of the deadline for consultations and organisation of a public debate on the Rulebook on Confidentiality of Information. The Announcement says that the Judges' Association has identified several provisions in the Rulebook that require more thorough analysis and need to be harmonized with the Law on Electronic Communication, the Constitution, international standards on human and minority rights and the practice of international institutions.

(Tanjug, Politika, Blic, 04.08.2011)

"There are very serious systemic violations of privacy that would result from legal regulations adopted by the state which threaten the rights of citizens guaranteed by the Constitution. Their rights are threatened by the proposed Rulebook on Electronic Communication", says the Commissioner for Information of Public Importance and Protection of Personal Data, Rodoljub Sabic, to *Blic* daily newspaper. He added that the Constitution and the Law on Protection of Data allows processing of personal data only in two cases: if prescribed by law and if a citizen gives consent for such processing of his/her data.

(Blic, 04.08.2011)

Adoption of the Rulebook allowing interception of electronic communication without court order and with only a warrant – while it is unclear who would issue such a warrant – would create possibilities for political and personal

conflicts, blackmails and – which is especially dangerous – economic spying, warn the security and telecommunication experts. They have pointed out that new regulations would violate fundamental human rights and that Serbia is becoming a police state.

(Alo!, 09.08.2011)

Investigations of murders of journalists

After claims have been made that Dragan Paravinja – who is suspected of murdering a 17-year old girl from Drnis, Antonija Bilic – participated in organization of the murder of journalist of the *Duga* magazine, Radislava Dada Vujasinovic, that was committed in 1994 and remained unsolved to this day, Serbian investigators contacted their colleagues from Croatia. The case is one of the priorities of prosecutors in Serbia. The reversal in the investigation of the case occurred in 2008 after an expert confirmed that the double-barrelled shotgun that killed the journalist was fired twice, which has completely eliminated the suicide-based interpretation of the case.

(Pravda, 08.08.2011)

Citing statements made by Serbian and Croatian investigators, Croatian newspaper *Jutarnji List* reported that the truck driver, Dragan Paravinja, was involved in organisation of the murder of Serbian journalist Dada Vujasinovic in 1994, which has not been solved to this day. "Even before latest events we had known that Dada was murdered by the State Security Agency (DB). Now it crucial to find out whether Paravinja actually worked for the DB", said the lawyer that represents the family of the murdered journalist.

(Press, 08.08.2011)

Representatives of the Croatian Ministry of Internal Affairs said that they would ask the investigative judge to interview Dragan Paravinja, who had been implicated by Croatian media in the murder of journalist Radislava Dada Vujasinovic.

(Tanjug, Alo!, Politika, Kurir, Vecernje Novosti, 08.08.2011)

Republic public prosecutor, Zagorka Dolovac, said to the *Blic* daily newspaper that there were indications that evidence in the case of murder of the journalist was deliberately hidden and that it reminded of the case when the State Security Agency (DB) hid the evidence related to murder of Slavko Curuvija. "Seven serious omissions have been committed in the investigation. On the basis of these omissions, expert Vlada Kostic came to the conclusion that it could not have been suicide", said Dolovac.

(Press, Vecernje Novosti, Dnevnik, Politika, Kurir, 07.08.2011, Blic, 08.08.2011)

Further investigation of the murder of *Duga* journalist, Dada Vujasinovic, will be performed by the special combined investigation team tasked with investigating the role of Dragan Paravinja in the case – this is the result of the agreement reached at the meeting between the heads of Serbian and Croatian police departments.

(Pravda, Kurir, Politika, Pregled, Vecernje Novosti, Dnevnik, Blic, 09.08.2011)

Colleagues and friends of the late journalist Dada Vujasinovic believe that the reports on Dragan Paravinja and his involvement in her murder are pure nonsense and "so far the most ludicrous attempt to hide the truth about her murder". Lawyer Branislav Tapuskovic says that Serbian police should investigate the events that transpired in Belgrade, like the disappearance of evidence about suspects during the days immediately after the murder.

(Alo!, 10.08.2011, Kurir, 11.08.2011)

Former criminal investigator, Mladen Lojovic, explains that the goodbye note left by Dragan Paravinja, in its section related to the murder of the *Duga* journalist, could be interpreted as identifying the State Security Agency (DB) as the perpetrator of the murder.

(Press, 09.08.2011)

The Ministry of the Internal Affairs of Serbia delivered its Croatian colleagues the complete documentation about the death of the Belgrade journalist, Dada Vujasinovic. The *Vecernje Novosti* newspaper reports that the documentation

will be used by the Croatian police investigators to make a list of questions and interview Dragan Paravinja.
(*Vecernje Novosti*, 10.08.2011, *Blic*, 11.08.2011)

Dragan Paravinja made a statement before the District Court in Sibenik that he had not been involved in any way in the death of Serbian journalist, Dada Vujasinovic. Paravinja's legal representative, Branko Baica, said that his client had met Dada Vujasinovic only two times.

(*Tanjug Politika*, *Alo!*, *Blic*, *Dnevnik*, 12.08.2011)

The murder of journalist Slavko Curuvija will be solved soon, announced the prosecutor for organized crime, Miljko Radisavljevic, in his interview to the *Novi Magazin* newspaper.

(*FoNet*, *Beta*, *Pravda*, *Dnevnik*, *Kurir*, *Politika*, *Alo!*, 11.08.2011)

The case of the murder of journalist Slavko Curuvija that was committed more than ten years ago is a priority for Serbian police and judiciary, reports the *Politika* daily newspaper. The announcement made by the special prosecutor for organized crime, Miljko Radisavljevic, who said that "the murder would be resolved soon", reminds of the numerous promises made by officials since October 5, 2000. It is as if every politician, prosecutor, policeman has made a promise to identify the murderers, writes *Politika*.

(*Politika*, 12.08.2011)

Jovo Curuvija, the brother of the murdered journalist Slavko Curuvija, says that the prosecutor for organized crime, Miljko Radisavljevic, usually talks about his brother's case before elections. If this was a serious country, Miljko Radisavljevic would be given a time of six months to solve the murder that is known to have been organized by the state. State officials were the ones who informed the murderers about the movement of Slavko Curuvija and assisted in the crime.

(*Press*, 14.08.2011, *NUNS*, *UNS*, 12.08.2011)

Distrust in the the statement made by the prosecutor for organized crime, who claimed that the murder of journalist Slavko Curuvija would be solved soon, has been expressed by several people: the brother of the victim said that Radisavljevic knew that his brother was killed by the state; the president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, was of the opinion that the murder could have been solved in 2000 or 2001; while the president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, claimed that secret services were still hiding the murderers.

(*Danas*, 13.08.2011)

Rights of journalists

Journalist Tatjana Tagirov writes in the [Media Center Newsletter](#): "Decriminalization of criminal offenses of libel and insult to be achieved by forthcoming amendments to laws, as announced by authorities, is certainly a good news for journalists, but it will not change anything. This absurdity means that journalist will not be subjected to criminal procedure, but only to civil action proceedings. Legal practice in Serbia has shown that journalists are usually acquitted during criminal proceedings related to libel or insult. In general, our judges are uneducated when it comes to media laws: they do not know the difference between opinion and insult, and they are not aware that the definition of libel does not cover media reports about information contained in difficult-to-access police and judicial files. The only way to end these problems would be to introduce the French tradition from the late 19th century that all proceedings related to libel and insult – both in criminal and civil action processes – should be valued at one franc. Anything else would only be a means to destroy the media and discipline journalists under pressure from the government."

(*Media Center Newsletter*, 12.08.2011)

The Media Strategy

The final version of the Media Strategy should be completed until September, when the Ministry of Culture will propose that it be adopted by the Government of Serbia. It seems that some of its sections will significantly differ from the draft Strategy, in whose preparation participated representatives of journalistic associations and representatives of the media. In the words of the Minister of Culture and Informing, Predrag Markovic, "the adoption of the Strategy is only the first step towards achieving better organisation of the Serbian media scene, after which a more difficult step would follow – the adoption of laws envisioned by this document".

(Vecernje Novosti, 11.08.2011)

The Minister of Culture and Informing, Predrag Markovic, said that there was no political will necessary to achieve withdrawal of the state from media ownership. There is also self-censorship, which is only the visible evidence of the fact that the media are influenced by advertising agencies more than by the state, he pointed out.

(Dnevnik, 12.08.2011)

While the Minister of Culture, Predrag Markovic, claims that the political will is lacking, the Democratic Party is of the opinion that the withdrawal of the state from media ownership is undeniable, says the vice president of the party, Jelena Trivan. She points out that the Democratic Party supports the principle of withdrawal of the state from ownership over the media and expects that the issue of ownership will be precisely defined by the Media Strategy. On the other hand, a member of the Chairmanship of the United Regions of Serbia (URS), Suzana Grubjesic, believes that the issue will probably have to be solved by the next Government of Serbia.

(Kurir, Vecernje Novosti, Pravda, Blic, Politika, 12.08.2011)

"Within the Serbian public there is no agreement on the state ownership over the media and the manner in which the issue should be solved, and therefore it is necessary to make a political decision. I am afraid that in the end the media ownership, the transparency of ownership and impermissible media concentration will remain in status quo", says Jelena Surculija from the Faculty of Political Science, who is the coordinator of the Working Group for the Draft Media Strategy.

(Danas, 12.08.2011)

The president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, is of the opinion that it depends on the Government of Serbia whether the state would withdraw from media ownership, since the Government creates the political will. She says that if the Government lacks the political will to solve the problem, or to implement the existing legal solutions, then Serbia needs new elections.

(Beta, Pregled, Dnevnik, 12.08.2011)

The president of the city branch of the political party New Serbia (NS), Borislav Borovic, supported yesterday the Draft Media Strategy prepared by media associations, and estimated that the NS had "often justifiably been dissatisfied" with reporting of most of the media. "Perhaps we have been too harsh towards the media, if we take into account the pressure exerted on the media and blackmails of tycoons and political oligarchs, including secret services' and police frame-ups".

(Blic, 14.08.2011)

The Draft Media Strategy has clearly indicated that the government will immediately withdraw from the media. Since the deadline for adoption of the final version of the Media Strategy (in September) is getting nearer, media professionals have increasingly voiced their concern that the state does not want to give up on its ownership share. In response to these assumptions, the Minister has now clearly said that the state is not willing to withdraw from the media.

(Blic, 13.08.2011)

The final version of the text will be offered by the Ministry of Culture and Informing. The Minister of Culture, Predrag Markovic, who is a member of the United Regions of Serbia (URS) / G17 Plus political party, said that the "last version" of the Strategy would be quite different from the draft and added that there was no political will for the withdrawal of the state from media ownership. The president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, was of the opinion that Markovic tried to present this "as a position of coalition partners". She added: "I

suppose that the Ministry has in fact a lot of sympathy for local governments' desire to retain control over the local media. That would be completely in accordance with political plans of the URS".
(*Press*, 13.08.2011)

The Serbian Progressive Party (SNS) considers that it is completely senseless for the Government of Serbia to adopt the Media Strategy before the state defeats the tycoons from the Democratic Party (DS), Dragan Djilas and Srdjan Saper, "who own all the advertising time and almost all of the media in Serbia". A member of the city branch of the SNS, Nebojsa Stefanovic, is of the opinion that otherwise any debate on whether the state should have any ownership in the media would be meaningless. (*Pravda*, 13.08.2011)

Public service broadcasters

Inappropriate TV building, obsolete bureaucratic structure, non-optimal number of employees, demolished transmitter at Venac... are some of the problems facing the head of the Radio-Television Vojvodina (RTS), Sinisa Isakov, who was appointed as its director after the complete management of the province's public service broadcaster had been dismissed in April. "We have already taken some steps. Sanda Savic and Vanja Kranjac were appointed as the programme director and the production director of the RTV, respectively. I think that is a clear indicator of the direction we want to pursue", says Isakov.

(*Danas - Vikend*, 06.08.2011)

The director of the public service broadcaster of Vojvodina, Sinisa Isakov, believes that it is clear what should be the role of the public service broadcaster – to inform, entertain and educate, but not separately. "We cannot say that we compete with commercial stations, but there is no denying that they exist and that fact should be taken into account. Public service broadcaster should offer citizens the content that they cannot usually receive from commercial TV stations", says Isakov.

(*Danas - Vikend*, 06.08.2011)

Radio-Television Serbia (RTS) has announced that it is looking for one hundred schooled and digitally literate young people who would work in various departments of the public service broadcaster. The contest will be open until September 15, and candidates can send their biographies and letters to the email address: posao@rts.rs or to the mail address: Takovska 10, 11000 Beograd with a label "Employment".

(*ABC Srbija*, 12.08.2011)

The vice president of the Serbian Progressive Party (SNS), Aleksandar Vucic, said that the party would gladly accept the offer made by the management of Radio-Television Serbia (RTS). The RTS offered the SNS to hire and send an auditing agency of their choice in the RTS "to verify in which way the mayor of Belgrade had invested in the RTS and vice versa".

(*Politika*, 15.08.2011)

Producer Branislav Jevic said that during presentation of the scenario for the film "Haircut" ("Sisanje"), the representatives of the Radio-Television Serbia (RTS) were of the opinion that the film had "presented state institutions in a too pessimistic manner" and that as such it was not suitable to be aired by the public service broadcaster.

(*TANJUG, Blic, UNS*, 17.08.2011)

Minority media outlets

The president of the Independent Journalists' Association of Vojvodina (NDNV), Dinko Gruhonjic, writes in his comment published by the [Media Center Newsletter](#): "The case of dismissal of Caba Presburger, the editor-in-chief of 'Magyar Szo', the only daily newspaper in Hungarian language in Serbia, in June of this year, has demonstrated the pressure that is exerted by (individual?) national councils of national minorities on the editorial policy of 'their' media outlets. National councils have so far treated their role of media founders as the role of media owners, at least in

some individual cases. If there is anything good in the arrogant move made by the Hungarian National Council, it is precisely the openly demonstrated arrogance. Not even the public outcry before the 'historical' session when Presburger was dismissed could prevent them from removing him from his position using absurd explanation: Presburger was not a good editor because the newspaper had not sufficiently reported on the Alliance of Vojvodina Hungarians (SVM). This is a simple logic: national minority councils are the highest form of autonomy of national minorities, which obviously is interpreted as meaning that they are allowed to do whatever they want without suffering any consequences."

(MC Newsletter, 12.08.2011)

The annual award "Ana Njemogova Kolarova" will be presented to the best media company (print media, radio, television, new media) that has reported about the life of Slovak national minority in Vojvodina or lives of individual member of this minority. The award will be presented in August 2012 to a media company or individuals whose work was produced between may 2010 and May 2012 and published in any language except Slovakian. The application form is located on the web address www.rada.org.rs.

(The National Council of the Slovak National Minority, 12.08.2011)

At the initiative of the Independent Journalists' Association of Vojvodina (NDNS), a meeting was held in premises of the Croatian National Council in Subotica on Tuesday, 9 August 2011, which was attended by representatives of the Croatian National Council, RTV Yu ECO, Croatian Embassy, the Independent Journalists' Association of Serbia (NUNS) and NDNS. Representatives of the Media Department of the OSCE Mission in Belgrade also attended the meeting in the capacity of observers. The meeting was held with the aim to solve the dispute between the Croatian National Council and RTV Yu ECO.

(NDNV, NUNS, 15.08.2011)

Attacks on the media and journalists

A member of the security hired by the Directorate of the Road Company (Preduzece za Puteve - PZP) in Nis attacked the cameraman working for the TV Pet from Nis. The cameraman was trying to record the workers' protest. The president of the Trade Union *Nezavisnost* within PZP, Ljubisa Ivanovic, said that "the cameraman and the camera were pushed by the head of maintenance in PZP, Slobodan Jakovljevic, while more serious consequences were prevented by the members of the Trade Union."

(Danas, 04.08.2011)

The president of the Jet-Ski Association of Serbia, Veljko Sukalo, tried yesterday to physically attack journalists and a driver from *Kurir* daily newspaper. Irritated by the fact that the journalists had appeared to report on the tragical crash of two jet-ski scooters that resulted in serious injuries of a 17 year-old Englishman, Sukalo could not restrain himself! Instead of protecting the journalists, three river patrolmen ignored the incident although they were not more than half a meter away.

(Kurir, NUNS, 15.08.2011)

The president of the Jet-Ski Association of Serbia, Veljko Sukalo, who attacked on Sunday a journalist, a photo-reporter and a driver from the *Kurir* daily newspaper, had cooperated with the Belgrade police. *Kurir* has found out that he had trained member of the river police in riding jet-ski scooters. The editorial office of *Kurir* has submitted criminal charges against Sukalo. "We have interviewed the journalist, the photo-reporter and the driver from *Kurir*, as well as the policemen from the river police who did not protect the victims of the attack. If the policemen failed to act in accordance with the law, they will be severely punished – said the source from Belgrade police who was interviewed by *Kurir*."

The Journalists' Association of Serbia (UNS) condemned yesterday the threats and the physical assault of Veljko Sukalo on the journalistic team from *Kurir*.

(Kurir, UNS, 16.08.2011)

The attack of the president of the Jet-Ski Association of Serbia, Veljko Sukalo, on the journalistic team from *Kurir*, and the behavior of three police officers, who failed to protect the journalist although they were present only few meters

from the scene of the incident, has caused a great turbulence in the police. The policemen have been examined, as well as Veljko Sukalo, and now it is up to the Internal Control Department of the Ministry of Internal Affairs of Serbia to decide on the next steps to be taken.

(Kurir, 17.08.2011)

The Mining and Smelting Complex "Bor" has submitted to the Republic Broadcasting Agency (RRA) a complaint, signed by its general director, Blagoje Spaskovski, against the "programme content and activities of TV and Radio Timocka" from Zajecar. Spasovski's threats will not scare us and we will continue to report objectively and in the interest of the citizens of Bor, who are being deliberately poisoned every day. Yesterday in Bor, the concentration of sulfur-dioxide was 11 times larger than the allowed level, said the media.

(Vecernje Novosti, 16.08.2011)

TV Pink versus Croatia

The owner of TV Pink, Zeljko Mitrovic, has decided to stop broadcasting Croatian music, films and tourist advertisements in all of the five countries where the company owns TV stations (Serbia, Macedonia, Slovenia, Bosnia and Herzegovina and Montenegro). Mitrovic decided to take this radical step after Croatian authorities had announced their decision to sell his yacht that was impounded in September last year.

(Press, Dnevnik, Kurir, 24 sata, Blic, Danas, 04.08.2011, Danas, 06.08.2011)

The Independent Journalists' Association of Serbia (NUNS) has condemned the decision made by the owner of the TV Pink, Zeljko Mitrovic, to boycott in his station's programme Croatian music, cinematography and touristic advertisements because of his personal problem, and described the step as scandalous. The Republic Broadcasting Agency (RRA) says that "the situation and further developments are being monitored".

(Danas, Blic, 05.08.2011)

The Republic Broadcasting Agency (RRA) says that Zeljko Mitrovic has the right to choose the music that will be aired. "The RRA will certainly monitor the situation and react if TV Pink violates the regulations whose implementation we observe, i.e. the Law on Broadcasting and the Code of Conduct of Broadcasters", announced the spokesman of the RRA, Srbojub Bogdanovic.

(Politika, 05.08.2011)

The Journalists' Association of Serbia (UNS) is concerned because of the announced boycott, but also because of the letter delivered to the media by Zeljko Mitrovic, in which he points out that he would never again "cover up the incidents and difficulties whose victims are Serbian, Bosnian and Montenegrin citizens who decided to spend their vacation in Croatia". The news section of TV Pink said that the statement issued by their owner, Zeljko Mitrovic, in which he claimed that TV Pink had covered up such incidents, was not true, and that this can be verified by examining the station's programme archive.

(Tanjug, Politika, 05.08.2011)

Programme coordinators of TV Pink have been ordered to remove from the station's programme all Croatian content until further notice, said Tanja Vojtehovski, the director of the Media System and the PR department of TV Pink.

(Politika, 05.08.2011, Blic, 06.08.2011)

The Minister of Tourism of Croatia, Damir Bajs, send a public message to Zeljko Mitrovic that any activity against Croatian tourism is inappropriate, while advertisements on TV Pink "have been paid and contracts that we have concluded must be implemented".

(Kurir, 05.08.2011)

Serbian tourists in Croatia are being discriminated against, Serbian capital is unwelcome, Todoric's chain of supermarkets *Idea* is poisoning Serbian consumers, even Serbian pets – this is only a part of accusations, insults and libels broadcast on Friday on the main news programme of Serbian national TV Pink, reports Croatian *Vecernji List*. "It is obvious that Zeljko Mitrovic, the owner of the aforementioned media company, has launched a total war against Croatia. However, his most fierce attack was made during the main news programme during which half of the time – no less than 13 minutes – was dedicated to reports smearing Croatia and Croatian politicians", says *Vecernji List*.

(Blic, 07.08.201, Danas, 10.08.2011)

Politika's columnist writes: "The entry into the Serbian market of a Greek TV station and its huge capital, who immediately bought two national frequencies, has disturbed the balance of power among the kings of TV. Zeljko Mitrovic was unexpectedly attacked on his home ground, and everything that followed got a melodramatic character:

from his mysterious poisoning, to his spectacular falling out with Croatians.

(Politika, 07.08.2011)

Croatian Ministry of Foreign Affairs demanded that Serbian authorities take measures against broadcasting of "negative and unfounded content" about Croatia on TV Pink, having in mind the fact that the media company uses public frequencies of the Republic of Serbia.

(Fonet, Politika, Danas, Pravda, Kurir, Alo!, Press, Dnevnik, 24 sata, 09.08.2011, Asmedi Newsletter No.157)

The Ministry of Foreign Affairs of Serbia delivered the telegram received from the Embassy of Serbia in Zagreb on the same day to the competent Ministry of Culture. The Ministry of Culture immediately transferred the protest of the Croatian Ministry to the Republic Broadcasting Agency (RRA).

The president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, reminds that the Association has pointed out that the step taken by Zeljko Mitrovic is contrary to the Journalists' Code of Conduct of Serbia, the Law on Public Informing and the Law on Advertising, and that these issues lie within the competence of the Ministry of Culture and Informing and the RRA. The president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, is concerned about the indifference of the Serbian government and independent regulatory bodies towards actions of Zeljko Mitrovic. "The true scandal with regard to Zeljko Mitrovic and TV Pink lies in the fact that an owner is using his ownership over a media outlet with a national frequency in order to promote his private and commercial interests, regardless of the interest of the public or professional standards. Even Rupert Murdoch is not allowed to behave in this way anymore", she added.

(Danas, 10.08.2011)

A column published by the *Blic* daily newspaper says: "The case of the yacht of the Serbian media magnate has demonstrated that a national frequency can easily become a dangerous private tool, and that personal interest can use this tool to increase its influence. The media outlet was used out of personal motives to directly incite hate and vindictiveness. It was a dangerous demonstration of arrogance. Such a move proves that it is possible to envision a media retaliation against the local state administration, a political party or individuals. If they make him angry!"

(Blic, 10.08.2011)

The owner of TV Pink, Zeljko Mitrovic, visited Dubrovnik, although he claimed that "he would never set his foot in Croatia again". In Dubrovnik, Zeljko Mitrovic toned down his statements with regard to banning of Croatian advertisements on TV Pink as well as Croatian music and films.

(Kurir, Alo!, Blic, 24 sata, 10.08.2011, Blic, Danas, 11.08.2011)

The Center for Practical Policy has submitted a complaint to the Republic Broadcasting Agency (RRA) against TV Pink because of "direct discrimination of citizens of Croatia and legal persons headquartered in Croatia". The complaint will be also submitted to the Commissioner for Protection of Equality.

(Dnevnik, Politika, 11.08.2011)

"I am conducting a campaign based on principles against illegal acts of certain institutions. Campaigns are not forbidden by law nor illegal, and are limited by codes of conduct which we have adhered to", said Zeljko Mitrovic.

(Kurir, 12.08.2011)

The Municipal Court in Dubrovnik adopted a temporary measure to suspend the sale of the yacht belonging to Zeljko Mitrovic.

(Politika, Blic, Danas, 13.08.2011)

The Managing Board of TV Pink will decide on Zeljko Mitrovic's intention to stop broadcasting of Croatian music, advertisements, films and series at its session that will be held on August 18. The initiative of non-governmental organisations, Civic Vojvodina, said yesterday that Zeljko Mitrovic's and TV Pink's boycott "aimed against everything related to Croatia was illegal and that it was jeopardizing the position of the Croatian national minority in Serbia".

(Danas, 13.08.2011)

Awards, promotions, training courses and competitions

Promotion of the reprinted edition of the magazine *Gradina 1900-1901* was held yesterday in honor of Jeremija Zivanovic, one of the main contributors and founders of the magazine. Zivanovic was a writer, professor and the civil governor of Moravska Banovina, as well as the main contributor to the magazine in 1900. Some of the printed copies of the reprinted edition of *Gradina* were purchased by the Ministry of Culture during the last public contest.

(SEEcult.org, Danas, 12.08.2011)

The media audience

In around a dozen villages at the territory of Novi Pazar, more than 10,000 people cannot watch television programmes. Half of these villages does not even have an adequate mobile telephony coverage. This information was acquired by the Sandzak Board for Protection of Human Rights and Freedoms after organization of debates in rural areas within the project entitled "Strengthening of Democratic Capacity in Rural Communities". "We are already preparing requests that solutions to these problems be found, which will be submitted to the Radio-Television Serbia (RTS) and Telecom Serbia. Consumers who could afford it have solved the problem by using cable operators but, unfortunately, their number is small", says Semiha Kacar, the president of the Sandzak Board for Protection of Human Rights and Freedoms.

(Danas - Sandžak, 05.08.11)

The economic crisis has lowered the living standard of Serbian citizens and contributed to decrease in sales of newspapers. The only auditing agency in the country, "ABC Serbia", analyzed the circulation of newspapers during six months and pointed out that the drop (compared to the first six months of the last year) amounted to no less than 6.5 percent, and that the circulation of eight daily newspapers was 400,000 copies lower than previously. If we take into account the fact that some of the newspapers did not want to be audited, it could be assumed that the decrease was even more serious.

(Vecernje Novosti, NUNS, UNS, 16.08.2011)

Media transfers

The Managing Board of the Radio-Television of Vojvodina (RTV) has appointed Slobodan Arezina as the new director of TV Novi Sad and Jozef Klem as the director of Radio Novi Sad, announced the RTV. Arezina and Klem were appointed at the proposal of the general director of RTV, Sinisa Isakov, said the announcement. RTV reminds that the director of Radio Novi Sad, Jozef Klem, had previously been its acting director, while the new director of TV Novi Sad, Slobodan Arezina, has achieved noticeable results in several media companies. During his journalistic career, he has worked for Radio Free Europe as well as the editor-in-chief of TV Avala and the director of production in *Filmske Novosti*.

(Dnevnik, 11.08.2011)

The language in the media

While linguistic experts and the public have often voiced their dissatisfaction with the obscene or insulting language used on the TV, screenwriters explain that it is not possible to write scripts without foul language since such scripts would not reflect reality. "Aggression is the last refuge of those who are incompetent", says TV director Stanko Crnobrnja. Aggressive language is all-pervasive and the audience has become accustomed to it. Director and media expert, Aleksandar Mandic, is of the opinion that foul words are making the language poorer and the public space more vulgar.

(Politika, 12.08.2011)

In Memoriam

Journalist and years-long member of the Journalists' Association of Serbia (UNS), Rade Milisavljevic, has passed away in Belgrade at the age of 91, says UNS. Milisavljevic worked as a contributing journalist for *Politika*, *Borba*, *NIN*, *Pancevac*, *Knjizevna Rec* and other newspapers. He has also been a professional photographer.

(*Pravda*, 09.08.2011)

Petar Jankovic died in his hometown of Zajecar on August 15, 2011. He had worked in journalism all his life, first in the correspondent office of *Politika* daily newspaper in Nis, and later, since the beginning of the seventies, in *Politika* in Belgrade. He was the editor of the weekly issue, a chief of the desk, the editor of the internal affairs section and an advisor.

(*UNS, Politika*, 17. 08. 2011)

After a long and serious illness, a journalist of *Vecernje Novosti*, Vlastimir Popovic, died at the age of 63. Popovic graduated from the Faculty of Political Science in Belgrade and began working as a contributor to the business section of "Privredni Pregled" in 1973. During mid-eighties he started working for *Vecernje Novosti* and became one of the leading reporters.

(*Blic, UNS*, 12. 08. 2011)

Media business operations

Salaries of the employees of Radio-Television Sumadija in Arandjelovac are 3-4 months late, while contributions are being paid using the lowest acceptable range, it was said yesterday at a press conference. The conference was held because the municipality – whose budget is the significant source of the station's income – has not offered any reply to the official note demanding regular payment of salaries.

(Tanjug, Pregled, 04.08.201)

Local media outlets from Pozarevac will receive three million dinars from the city Fund for Environmental Protection in accordance with public contests for informing and education related to ecology and management of communal waste. The sum will be allocated to 12 media outlets, with the biggest amount – slightly more than a million dinars – going to TV Sat.

(Vecernje Novosti, 08.08.2011)

Despite the claims of the TV Pink that their advertising blocks are completely filled with adverts, and that canceling of adverts related to Croatian tourism will not hurt them, it is a fact that the station's bank accounts have been blocked. The bank account of the Information and Marketing Company "Pink International Co." was blocked on August 2 due to debt in the amount of 12.2 million dinars. During the previous 12 months, the company's account was blocked for 116 days in total.

(Blic, 07.08.2011)

Due to unpaid fees for usage of the frequency, the Council of the Republic Broadcasting Agency (RRA) decided to revoke the terrestrial broadcasting license of TV Enter. The TV station had possessed a license to broadcast its programme in the territory of the city of Belgrade. "The crisis in the local media has reached such proportions that even the media in Belgrade – who have the largest income from advertisements – cannot survive any longer", says the vice president of the Council of RRA. "Out of the total number of TV stations in Belgrade, half of them have lost their licenses because they did not pay fees for their frequencies". TV stations Art and Plus had already lost their licenses before TV Enter.

(Vecernje Novosti, 09.08.2011, UNS, NUNS, 24 sata, 12.08.2011)

Four out of nine remaining employees in RTV Smederevo have been dismissed due to decreased amount of work, according to the explanation. Two out of four employees who have been dismissed from work are trade union leaders, and all of them were involved in previous three strikes that followed after privatization. As the dismissed employees have found out, the employer has hired four new workers in programme production, who are employed illegally.

(Tanjug, Pravda, Blic - Srbija, 06.08.2011)

Only in the first half of the year, national TV stations violated the Law on Advertising 2,123 times. The first place among them belongs to TV Prva (539 violations), which is followed by RTS 1 (405), B92 (338) RTS 2 (330) and Pink (315). TV Avala and TV Happy were much more careful, with 93 and 91 violations, respectively. The most disciplined among the stations was Happy Kids TV with only 12 violations. The Council of the Republic Broadcasting Agency (RRA) submits complaints on the basis of these violations against national TV stations, but the number of verdicts is negligible compared to the number of cases. During the last year, the number of violations amounted to thousands, but none of the TV stations were punished.

(Vecernje Novosti, 10.08.2011)

Regarding radio stations, the Law on Advertising was most frequently violated by Radio S, which made 790 violations in six months, followed by Radio B92 with 123, Roadstar with 80, Radio Belgrade 1 with 12, Radio Index with 11 and Radio Focus with five violations.

(Danas, 12.08.2011)

Privatization and state-owned media

TV Prva Srpska intends to buy TV Pro from Montenegro, a station that possesses a broadcasting license but has no own production. The owner of TV Pro has delivered the Montenegrin Agency for Electronic Media a letter about intention to change the ownership structure of the media outlet.

(Beta, Blic, Press, Kurir, 07.08.2011)

German company WAZ has not given up on the attempts to become the owner of Belgrade newspaper *Vecernje Novosti*. The issue will probably not be discussed during the forthcoming visit of the Chancellor Merkel to Belgrade, because it is quite appropriate for the level of ambassadors, believes a well-informed source of *Danas*. On the other side, Srdjan Kerim, who manages the activities of German publishing company WAZ in Skoplje, has a completely opposite opinion.

(Danas, 15.08.2011)

German media company WAZ has sued the Commission for Protection of Competition, which will not decide on the sale of *Novosti* before the completion of the legal proceedings.

(Danas, NUNS, UNS, 17.08.2011)

The Independent Journalists' Association of Serbia (NUNS)

"The media is a public good and no one, not even a media owner, has the right to submit the programme content to their own personal interest and desires. At the same time, Zeljko Mitrovic has made a problematic statement in which he pointed out that his media company would never again cover up the incidents and difficulties whose victims are Serbian, Bosnian and Montenegrin citizens who decided to spend their vacation in Croatia. Covering-up of facts is a most serious violation of fundamental professional and ethical principles in the news business", says the Independent Journalists' Association of Serbia (NUNS). The Association also expects that the Council of the Republic Broadcasting Agency (RRA) will immediately consider whether the step taken by TV Pink violates the Law on Broadcasting as well.

(Pravda, Press, Dnevnik, Danas, 05.08.2011)

Zeljko Mitrovic has responded to the statement issued by the Independent Journalists' Association of Serbia (NUNS). He called the NUNS a group of volunteers and announced that he would not allow them to impose censorship.

(Kurir, Politika, Blic, 05.08.2011)

The Journalists' Association of Serbia (UNS)

The Independent Journalists' Association of Serbia (NUNS) and the Journalists' Association of Serbia (UNS) have sharply criticized TV Pink because of its owner's intention to boycott advertising of Croatian tourism, music and cinematography in the station's programme. The UNS points out that the boycott, favoring and covering up constitute serious violations of the Journalistic Code of Conduct of Serbia and the Code of Contact of Broadcasters.

(Pravda, 05.08.2011)

The Association of Independent Electronic Media (ANEM)

The Association of Independent Electronic Media (ANEM) asked the Ministry of Culture to prolong the public debate on the proposed Rulebook on Communication Control. ANEM warned the Ministry of Culture that the proposed provisions of the Rulebook would limit the right of the media and journalists to protect the confidentiality of their sources.

(Beta, Blic, Pravda, 04.08.2011)

The Republic Broadcasting Agency (RRA)

The Government of Serbia has approved the Decision of the Council of the Republic Broadcasting Agency (RRA) on the amount of the fee for cable broadcasting of programme, which will total five percent of the fee for terrestrial radio and TV stations. This means that in the future the RRA will also issue licenses for cable broadcasting, which will contribute to regulation of this area.

(Danas, 08.08.2011)

Dejan Popovic writes in the [Media Center Newsletter](#): "We call on all cable providers to include in their packages the programmes of regional and local broadcasters in territories that are licensed to such broadcasters." (Announcement of the Council of the Republic Broadcasting Agency, July 13, 2011). The conflict of interest between broadcasters and operators of cable distribution networks, on the one hand, and the operators and users, on the other hand, cannot be solved by a public appeal but only by implementation of the Article 101 of the Law on Electronic Communication. In accordance with this provision, at the request of the Republic Broadcasting Agency, the Republic Agency for Electronic Communication (RATEL) specifies operators of cable distribution networks who are obliged to transmit one or more radio or TV programmes at the national, provincial, regional or local level.

(MC Newsletter, 12.08.2011)

The Republic Agency for Electronic Communication (RATEL)

The executive director of the Republic Agency for Electronic Communication, Milan Jankovic, said that the Agency would continue its activities aimed at harmonizing the sector of electronic communication with EU regulations. One of the first steps is the preparation and adoption of solutions for identifying the operators with significant market share in relevant markets. This will contribute to establishment of equal market conditions and protection of users' interest, believes Jankovic.

(Danas, 05.08.2011)

The South East Europe Media Organisation (SEEMO)

SEEMO supports the demands of professional journalists' associations in Serbia to participate in a democratic and transparent debate in the formulation of the country's new media strategy.

(SEEMO, 05.08.2011)

Digitalization

The director of Radio-Television Vojvodina (RTV), Sinisa Isakov, comments on digitalization of the RTV: "Digitalization is nothing new for the RTV and the process has already achieved significant progress in-house. We have to prepare for it and produce appropriate content with required technical quality. We must continue the process of digitalization in the sector of production, but we have encountered obstacles since the reporting vehicles are not adequate and other parts of the equipment have remained analog or are obsolete."
(*Danas*, 06.08.2011)

The new media

The Sixth International Youth Media Summit is being held in Belgrade under the slogan "The Media Is the Message! Let's Shape the Future Together!"
(*Blic*, 04.08.2011)

This year's regional conference entitled *New Media Summit – Digital Agenda*, under the slogan "The Future, Now!", organized by ABC Serbia and supported by the Digital Agenda Administration of the Republic of Serbia, will be held on September 28 in the Hotel Continental in Belgrade. The Summit will be attended by several hundred executives from media and IT companies, marketing and media agencies and advertising agencies from the region.
(*ABC Srbija*, 11.08.2011)

ABC Serbia has announced a new product in the online research market, *ABC gemiusAudience*®, which is a result of the contract concluded between ABC Serbia and one of the largest international companies for online research, Gemius. *ABC gemiusAudience*® results are shown once a month within the GEM file, which contains data on the number of visits and the structure of visitors of all web sites covered by research during the month. The *GemiusExplorer* application allows the GEM file to be used to analyze in detail the advertising potential of web sites and to perform advanced media planning.
(*ABC Srbija*, 05.08. 2011, *Asmedi Newsletter No.157*)

A month after the signing of the contract between ABC Serbia and the Gemius company and the launch of the *ABC gemiusAudience*™ online research, many of the most visited web sites in Serbia have joined the new system. The amount of the monthly subscription is set on the basis of the monthly number of visitors and ranges between 100 and 500 euros.
(*ABC Srbija*, 12.08.2011)

Journalists are not adequately using all the advantages of today's internet and a special form of collection and distribution of information allowed by social networks like "Twitter" – this is the opinion of the participants in the discussion organized by the Independent Journalists' Association of Serbia (NUNS). An example to follow is a teenager, Stefan Zivkovic from Zvecane, who was the first to begin reporting from Kosovo on Twitter. Soon thereafter, other media outlets and politicians began using his reports. The motivation for organization of this and other similar event lies in the increasing influence of the web community over traditional media and newspaper companies.
(*Pravda*, 06.08.2011, *Danas*, 09.08.2011)

Pre-election campaign for the forthcoming parliamentary elections is slowly gaining pace, and political parties in Serbia will use internet as one of the more popular means to win voters. Penetration of the internet in Serbia is quite considerable and is growing each day. "Around 45 percent of the population uses the web regularly or occasionally. One million sold 'smartphones' proves that a large number of people is on the internet at all times."
(*Danas*, 13.08.2011)

A new magazine

A famous British magazine, "Star", has launched its edition in Serbian language. The Color Press Group company has been licensed by The Northern & Shell Titles Limited from London to publish the Serbian edition of the magazine, which began selling on August 4. The magazine will have 52 pages in total, the cost of 45 dinars and will be

published bi-weekly.
(Asmedi Newsletter No.157)

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- Abbreviations - www.mc.rs/media-news-bulletin-abbreviations.2317.html#104230
- Sections - www.mc.rs/media-news-bulletin-abbreviations-and-sections.2317.html
- Archive - www.mc.rs/media-news-bulletin-archive.2381.html
- Media News Bulletin home - www.mc.rs/media-news-bulletin.2298.html

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

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