



MEDIA NEWS BULLETIN

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Content

Media Environment

15 Serbian and Albanian radio stations begin cooperation – Radio stations from Serbia and Montenegro cooperate – Media literacy of citizens is necessary – Not a single journalist comes to the presentation of the book "The Pahomije Affair" – ANEM says that the state does not want to give up its influence on the media scene – Domestic judges insufficiently informed about the practice of the European Court of Human Rights – President of NUNS says that the media in Serbia have become the fourth pillar of government – Differing reactions to the Report prepared by the Anti-Corruption Council – UNS to organize a round table "State Secrets and the Public's Right to Know" – Five candidates for a position in the Managing Board of RUV – 300-400 employees to be dismissed from RTV – Tijanic informs employees about the bad financial position of RTS – Pressure and threats against the media in Bor, Kragujevac, Bujanovac, Kosovo, Srbobran, Apatin – The role of the media in inciting war crimes to be reexamined, announces Prosecutor's Office – Prosecutor's Office issues publication "Words and Misdeeds: Incitement to War Crimes in the Serbian Media 1991-1992" – 66 out of 610 registered print media outlets have joined the Press Council – UNS warns of violations of the Code in reporting on human tragedies – Media associations organize public discussions about the strategy in 32 cities – Adoption of Media Strategy of Hungarians is followed by strong criticism – Is the National Council of Albanians in Presevo discriminating against a web portal?

Professionalism in the Media

Facebook examines promotional campaign of NIN – Political parties: "media darkness" in Bor – Rodoljub Sabic to hold the office of commissioner for information of public importance for another 7-year term – Sabic receives award – Journalists and reporters win awards – Female journalists and media professionals rank among the 100 most influential women in Serbia – New public contests and training courses – Tijanic describes RTS' success - ABC gemiusAudience™ measures the number of visitors of 112 Serbian web sites – *Juzne Vesti* have more than 200,000 visitors – ABC Serbia changes personnel – RTV and Radio Novi Sad are 62 years old – Radio Subotica celebrates four decades of existence – "Encounters" launched 30 years ago on Radio Belgrade

Media Economy

Pink has weathered the crisis, says Mitrovic – Recovery plan for RTS published on bulletin boards in the TV station's building – Trade Union of RTS expresses its concern – RTS employees receive October paychecks thanks to bank loan

Media Institutions & Activities

UNS, SEEMO and NUNS condemn attack of KFOR soldiers on journalists – UNS organizes free training courses for unemployed journalists – Postage stamp celebrates 130 years of UNS – Trade Union of RTS responds to Tijanic's letter – Journalists' Union of Serbia protests against "the attack of the general director and editor-in-chief of Vecernje Novosti, Manojlo Vukotic, on the president of the Journalists' Union of Serbia" – RATEL announces changes in the

procedure of technical examination of telecommunication networks

Media Innovations

Weekly magazine *Nova Nasa Rec* publishes first issue – Readers of *Juzne Vesti* can access the web site on their mobile phones – TV BK broadcasts programme again on the Internet – Digitalization will come later than expected – Digitalization strategy and operational programs to be changed

The media situation in Serbia

Fifteen radio stations from Central Serbia and Kosovo have launched a joint news programme that is aired once a week by radio stations from Pristina, Prizren, Podujevo, Kosovska Mitrovica, Gracanica, Kragujevac, Cacak, Kraljevo, Nis, Presevo and other cities. The programme is produced as a part of the ICN network program that is focused on the development of a civil society dialog about topics that are directly or indirectly related to everyday life of citizens. The editor of the news programme of the regional station Radio Kragujevac, Ljiljana Savic, says that the joint programme is the first step towards renewal of media communication between Serbs and Albanians that was completely cut off after the tragic events of 1999. The programme consists of news reports about preselected topics that are prepared and sent by all of these radio stations.

(Fonet, NUNS, 28.11.2011, Danas, NUNS, 01.12.2011)

Radio stations from Novi Pazar and Bijelo Polje – Sto Plus and municipal Radio Bijelo Polje – have initiated a joint programme "*Pogledi*". "The weekly half-hour programme is the only project of its kind in Sandzak. Listeners in the two towns in the area near the border between Serbia and Montenegro will have a chance to listen to interesting reports about the everyday life of people living in Novi Pazar and Bijelo Polje" – said the director and the editor-in-chief of Radio Sto Plus, Ishak Slezovic.

(Pravda, UNS, NUNS, 29.11.2011)

At the time when the media offers a range of various content, the audience should learn how to differentiate the truth from manipulative content and the state should do more to improve the media literacy of the citizens of Serbia. The recently adopted Media Strategy says that the media literacy level is low and the Action Plan within this document specifies a 10-month period for reconsideration of the possibility of introducing media literacy in the education process. People interviewed by the newspaper *Danas* were of the opinion that media literacy should be introduced in primary and high schools as a facultative subject, while the Ministry of Education said that the procedure had already been initiated.

(Danas, 25.11.2011)

On Friday, the newspaper *Novine Vranjske* called off a promotion of the book "The Pahomije Affair" that was to be held in the Media Center Belgrade. The stated reason was seemingly trivial – not a single journalist came to report on the latest achievement of their colleagues from Vranje. The book clearly demonstrates how investigative and highly professional journalism can bring results in a socially significant topic like sexual abuse of children. The second issue touched by "The Pahomije Affair" is power and the role of the Serbian Orthodox Church, which has remained silent during the years of moral aberration of one of its dignitaries. Finally, application of the statute of limitations in the legal case has opened the issue of functionality of courts and the role of judges who act in accordance with political requirements instead of law. However, all these issues were not sufficient to attract journalists in the Media Center and "The Pahomije Affair" has become a conspiracy of silence.

(Novi magazin, NUNS, 01.12.2011)

Assessments of the current media situation in Serbia

The state is not willing to give up its influence on the media scene, the market lacks a healthy competition among participants, and there is no political will to implement media laws – this is the conclusion reached by the round table organized by the Association of Independent Electronic Media.

(Beta, Pravda, NUNS, 29.11.2011)

Numerous important verdicts of the European Court of Human Rights that are part of the Court's legal practice in relation to the implementation of the Article 10 of the European Convention, which guarantees the freedom of expression, are not available or are difficult to find in Serbian language. "As a result of this, regardless of the fact that our courts are obliged to implement and interpret the norms and regulations related to the freedom of expression in

accordance with international standards and legal practice of the European Court, the courts are left to rely on their own resources, personal initiative or individual knowledge of foreign languages in order to gain information about the norms and regulations they are obliged to implement", says lawyer Slobodan Kremenjak, as reported in the most recent media monitoring report by ANEM.

(ANEM, Danas, UNS, NUNS, 29.11.2011)

The president of the Independent Journalists' Association of Serbia (NUNS), Vukasin Obradovic, writes for the Media Center: "B92 and Radio-Television Serbia (RTS) are the only media outlets that on 29 September aired short and scant reports about the public presentation of the 'Report About Pressure and Control Over the Media in Serbia'". These reports were followed on the next day by articles published in newspapers *Kurir* and *Danas*. However, no further media reports have been published since. The Report, with all its flaws, has completely exposed the media scene in Serbia. How has the government managed to achieve this? The market has been deprived of almost all of the money: only crumbs have remained on the table, with the rest of the funds skillfully disguised behind various ministries, agencies, governments at the local and regional level, and two or three marketing agencies that are – as is often euphemistically said – not only close to the government, but in fact constitute the government itself, taking into account their financial, media and political power. There are at least two questions in need of answers: Who has allowed no less than 321 radio stations and 134 TV stations to legally broadcast their programme in the small Serbian market (according to data from August 2011)? In 2010, there were no less than 517 newspapers and magazines! How is it possible that the state and agencies that are close to the state control almost two thirds of the money in the advertising market, which is estimated at 165 million dollars? Instead of overseeing and controlling the government, the media in Serbia has become a part of the governing mechanism; instead of fighting corruption, the media has become a link in the chain of corruption; instead of the fourth pillar of democracy, the media is now the fourth pillar of government, without ever having a lot of choice.

(Vreme, NUNS, 01.12.2011)

Reactions to Verica Barac's report

Dragan Bujosevic (editor-in-chief of *Politika*): The first sentence of the Council's Report says that "the media in Serbia are subjected to strong political pressure which has resulted in total control over them. There are no media outlets that offer complete and unbiased information to citizens". This claim is false and impertinent. *Ljiljana Smajlovic* (president of the Journalists' Association of Serbia, UNS): No one should be surprised by the fact that the claim of "tightly controlled media" was made by Verica Barac instead of influential editors and reputable journalists. In the last three years in Serbia, three editors-in-chief of print media outlets in the capital have been removed from their positions for political reasons. The Law on Information was amended in order to impose control over *Kurir*, a tabloid that has stopped publishing any criticism towards the government after the arrest of its owner. *Aleksandar Tijanic* (general director of RTS): In the last report prepared by the Council, Ms. Barac quotes all of the libels, untruths, comical anecdotes, charlatanic claims that have been collected and distributed by a group of unfortunates who call themselves "experts" while at the same time hiding behind the interest of the public. The Council accepted their humorous claims about corruption as "serious indications" and included them in the Report. *Vukasin Obradovic* (president of the Independent Journalists' Association of Serbia, NUNS): Instead of controlling the behaviour of the government, the media has become a part of the ruling mechanism, apart from the few who have refused to participate in this not-so-moral game, like *Pescanik* or *E-Novine*. *Veselin Simonovic* (editor-in-chief of *Blic*): As the editor-in-chief of *Blic*, I don't feel I belong to those mentioned in the report. Had it not been for *Blic* and some other newspapers and magazines, the activities of the Anti-Corruption Council would have been meaningless. As a president of the Managing Board of the Media Association (a business association of publishers), I have to publicly say ENOUGH, since this witch-hunt is harming all the publishers, who are already struggling to survive the crisis (and who are the only ones not receiving any assistance from the state). The report issued by the Anti-Corruption Council is a bad attempt at investigative journalism and it contains true, half-true and untrue information, as well as completely arbitrary conclusions.

(Vreme, NUNS, 02.12.2011)

The state and the media

On December 12, the Journalists' Association of Serbia (UNS) will organize a round table under the title "State Secrets and the Public's Right to Know". The discussion about the manner in which Serbia has solved the contradiction between its right to protect state secrets and its obligation to protect the public's right to know was initiated as a result of the legal proceedings against Jelena Spasic, a journalist from the newspaper *Gradjanski Nacionalni List* from Novi Sad, and her editor, Milorad Bojovic. The UNS will invite member of the Security Committee of the National Parliament of Serbia to participate in the round table, as well as many public personalities and political representatives of citizens.

(UNS, 07.12.2011)

Public service broadcasters

The Council of the Republic Broadcasting Agency has published a list of five candidates for the vacated position of a member of the Managing Board of the Public Service Broadcaster of Vojvodina. Candidates for the member of the MB are the following individuals: Dr Mladen Drazetin, Janos Cala, Vladimir Beljanski, Nenad Djuretic, M.A., and Svetlana Djedovic. The public contest was announced on October 25 due to resignation of Boris Labudovic from the position of the president of the Managing Board of RTV. Labudovic resigned because he was of the opinion that the forthcoming amendments to the Statute of RTV – intended to harmonize the Statute with the Law on National Councils of National Minorities – were unacceptable. "The same legislature has already passed the Law on Broadcasting which stipulates independence and autonomy of the Public Service Broadcaster of Vojvodina, while the Law on National Councils of National Minorities practically has the opposite effect. If the latter Law were to be strictly implemented, the MB and the management of RTV would not be allowed to elect no less than 16 editors out of 21", explained Labudovic.

(RRA, UNS, 28.11.2011)

The director of Radio Novi Sad, Jozef Klem, said that Radio-Television Vojvodina (RTV) would dismiss 300-400 of its employees during the future streamlining of its operations. "Although the document on the structure of workforce is still being prepared, we can estimate that between 300 and 400 employees will be dismissed from work", said Klem to *Magyar Szo* newspaper from Novi Sad.

(Beta, UNS, Pravda, 06.12.2011)

A special supplement of the daily newspaper *Dnevnik* writes: Journalistic associations received a letter from the director of Radio-Television Serbia, Aleksandar Tijanac, addressed to his employees, in which he complains about the conditions in which the public service broadcaster operates. If we dismiss the self-praise, the content of the letter can be summarized in several points. Here are some of them: The "whole" in the RTS' budget amounts to 22-25 million euros a year; Year has 316 days (RTS is the most-watched TV station 272 days of the year, while all the other TV stations combined hold the first position 44 days of the year); Normal functioning of the Public Service Broadcaster requires collection of at least 75 percent of the TV fee i.e. around 80 million euros; Parliamentary criticism has caused the 41 percent drop in collected TV fee. However, instead of reading about conspiracy theories, the sad life of employees who have to survive on money collected from both state budget and commercial sources, and the fight against "phantoms" and "gurus" who wish to harm the RTS, we would prefer if RTS decided to operate in accordance with the provisions of the Law which stipulate publication of an annual report on business results of the company, or perhaps to conclude TV fee contracts with households which would make the whole TV fee system legal and legally enforceable. In the meantime, we would also like to know where is the money earned from the lease of the state broadcasting infrastructure to commercial stations: instead of being paid to the state budget, the money ended up on the bank account of RTS.

(Dnevnik – special supplement, 03.12.2011)

Threats, attacks and legal proceedings against journalists; media trials

The Managing Board and the editorial team of Timocka TV and Radio have filed criminal charges against the head of the Police Administration in Bor, Bosko Radicevic, because of his inappropriate behavior toward the station's employees and his phone threats against them. The head of the Police Administration says that he has not been

informed about the charges.

(Blic, 24.11.2011)

Unidentified thief has damaged the transmitter of TV Kragujevac located at the Zezelj Mountain and stole the rechargeable battery from the generator of the transmitter. The theft was recorded by cameras. The battery is worth around 10,000 dinars.

(Vecernje Novosti, UNS, NUNS, 25.11.2011)

The Association of Independent Electronic Media (ANEM), the Journalists' Association of Serbia (UNS), the Independent Journalists' Association of Serbia (NUNS), the Independent Journalists' Association of Vojvodina (NDNV) and Local Press demand protection for one of the members of ANEM, Radio Ema from Bujanovac, and its owner and director, Oliver Trajkovic. Last week they received a letter of warning ordering them to pay fines in the total amount of 250,000 dinars. These penalties are a result of legal proceedings related to an economic violation and initiated by the prosecutor's office on the basis of a claim submitted by OFPS. The claim alleges that the station had failed to deliver proper musical lists with a complete schedule of the music aired by the station. The associations say that the Court has failed to take into account the fact that at the time during which, according to charges, Radio Ema was not delivering the lists of aired music to OFPS, the Rulebook and the Tariff List issued by OFPS itself had stipulated two completely different and mutually exclusive procedures for delivery of the lists. However, the Commercial Court in Leskovac has not deemed this a ground for a retrial. The media and journalistic associations call on the authorities to find a solution to annul this obviously illegal verdict, and to save Radio Ema from closure and Oliver Trajkovic from being sent to prison.

(UNS, NUNS, 29.11.2011)

Explicit threats against the editor-in-chief of the news website Srbobran.net, Aleksandar Sijacic, appeared in the comments section of the website: "You will soon get what you deserve, take care of yourself in the dark, especially behind corners, clubs are ready!" Sijacic has reported the messages to the police. He says that these are not the first threats he has received, but that this is the first time he has decided to ask for protection of professional associations and the local public.

(Alo!, UNS, NUNS, 04.12.2011)

The Journalists' Association of Serbia (UNS) expects the police to immediately identify the person who threatened the editor of the website Srbobran.net, Aleksandar Sijacic, with physical attack.

(UNS, 04.12.2011)

The Independent Journalists' Association of Vojvodina warns that the forthcoming election campaign has caused increase in pressure on the local media and journalists in Vojvodina. The Association cites examples from Srbobran and Apatin and calls on the authorities to take appropriate measures. (NDNV, Blic, Kurir , NUNS, 04.12.2011)

The war crimes prosecutor of Serbia, Vladimir Vukcevic, said that it was of crucial importance to investigate the responsibility for committed war crimes to the fullest extent. He emphasized that hate speech cannot hide behind the freedom of expression. At the event entitled "Words and Misdeeds", dedicated to the research of the role of the media in "inciting to war crimes in Serbia 1991-1992", Vukcevic said that "the lethal power of the media" points to the need for punishment, so that crimes would never be repeated again. Impermissible propaganda in the media often used to threaten the right to live and served as the first step toward wars, said Vukcevic. The deputy war crimes prosecutor, Bruno Vekaric, explained that the study had researched hate speech and the legal nature of the propaganda that served as the stepping stone toward the war.

(RTV, NUNS, 02.12.2011, Danas, NUNS, Alo!, Politika, Dnevnik, UNS, 03.12.2011)

The War Crimes Prosecutor's Office organized an event in the Sava Center to present its publication "Words and Misdeeds: Incitement to War Crimes in the Media in Serbia in 1991-1992". The complete text of the publication is available on the website of the Journalists' Association of Serbia (UNS).

(UNS, 05.12.2011)

Journalist Vladimir Mitric, who works as a correspondent of *Vecernje Novosti* from Loznica, and who was beaten in 2005 in downtown Loznica by the police officer Ljubinko Todorovic – later sentenced to a year in prison – submitted yesterday to the Primary Public Prosecutor's Office in Loznica a proposal to investigate the background of the criminal act committed by Todorovic. In his proposal, Mitric says that he has, "as the victim and a witness in the legal case, pointed out numerous circumstances and facts, established before the Court of Appeals in September and October of this year, on the basis of which an investigation ordered by the Prosecutor's Office might reveal the background of this crime".

(*Vecernje Novosti*, NUNS, 03.12.2011)

Representatives of OSCE have confirmed to the representative of the Independent Journalists' Association of Vojvodina (NDNV) their willingness to visit the city of Apatin and discuss problems related to the media. Representatives of opposition parties in Apatin demand that the municipal government ensure unbiased reporting of local media outlets, especially TV Apatin and *Novi Glas Komune*. Apart from these issues, representatives of the League of Social Democrats of Vojvodina, the Movement for Apatin, the Socialist Movement and the Serbian Renewal Movement demand that the municipal government stop the persecution of journalists whose reports are unbiased and who do not write in accordance with directions and position of the ruling coalition.

(*Blic*, UNS, 06. 12. 2011)

The former head of the Security Section of the Army of Serbia and Montenegro, Aco Tomic, has filed libel charges against the deputy war crimes prosecutor Bruno Vekaric for his claim, made in a programme aired by Studio B, about hiding of the Hague Tribunal indictee, Ratko Mladic, and participation in the murder of Zoran Djindjic.

(*Pravda*, NUNS, 07.12.2011)

Rights of journalists

Since the official beginning of activities of the Press Council in Serbia around two and a half months ago, only 66 print media outlets have joined the self-regulatory body, out of 610 such media outlets registered by the Business Register Agency. The Press Council now "oversees" 10 daily newspapers, 22 magazines and 34 local newspapers.

(*Danas*, UNS, NUNS, 05.12.2011)

The Journalists' Association of Serbia (UNS) points out to journalists and editors that they should adhere to the provisions of the Journalistic Code of Serbia while reporting on accidents and tragedies. The Code stipulates that journalists have to exert special care and compassion in situations when their reporting is related to personal pain and shock. Today's issues of daily newspapers *Blic*, *Alo!* and *Kurir* published graphic photographs of a victim of a car accident that happened on the highway near Mali Pozarevac. These photographs constitute a grave violation of the privacy provisions of the Journalistic Code of Serbia. Unlike these three newspapers, *Vecernje Novosti* protected the victim's privacy.

(UNS, 03.12.2011)

The Media Strategy

The Media Strategy – the document that will serve as a framework for adoption of laws intended to regulate the public information scene – is not ideal, but is the maximum that could be achieved at the moment in negotiations with its author, i.e. the state, said the representatives of the media coalition consisting of the Journalists' Association of Serbia (UNS), the Independent Journalists' Association of Serbia (NUNS), the Association of Independent Electronic Media (ANEM) and Local Press. Journalists emphasized that the document still proves that the government does not want to relinquish control over the media, and that the whole process of its adoption involved intense negotiations about many of its segments. The president of ANEM, Sasa Mirkovic, expects that regional public service broadcasters will not be implemented in practice due to the lack of money.

All participants of the discussion about the Media Strategy held in Nis expressed their reservations about the possibility of its implementation. Practical implementation of the Media Strategy will also depend on those who take the power after the elections in Serbia. The director of Niska TV, Dragana Nikolic, was opposed the other participants'

position on regional public service broadcasters.
(Narodne novine – Nis, UNS, 29.11.2011)

Public discussions about the Media Strategy will be held in 32 cities in Serbia, with participation of representatives of journalistic and media associations.
(Beta, Blic, NUNS, 29.11.2011)

The minority media

The National Council of Hungarians has adopted a media strategy until 2016. The president of the National Council, Tamas Korhec, said that the strategy included programs that would "advance the freedom of the press and the quality of informing in the native language of citizens", while many of the Council's members voiced numerous criticisms of the strategy. A member of the Council and the president of the Civic Alliance of Hungarians, Laslo Sabo Rac, pointed out that "if a single group takes control of everything, that would lead to dictatorship, not freedom". A member of the Council from the League of Social Democrats of Vojvodina, Tibor Vas, was of the opinion that the media strategy was "one of the most disappointing documents ever adopted by the National Council of Hungarians during the year and a half of its existence".
(Tanjug, B92, NUNS, 23.11.2011)

The National Council of the Hungarian National Minority has adopted the Media Strategy of Vojvodina Hungarians in 2011-2016 with 21 votes for, five votes against and one abstained vote. The president of the National Council of Hungarians, Tamas Korhec, resigned from the position of the head of the management of the National Council. Zolt Varkonji has been appointed as the new head.
(Magyar Szo, NUNS, 23.11.2011)

The main goals of the Media Strategy for 2011-2016 that was recently adopted by the National Council of Hungarians are to achieve the following: reporting that is not only in Hungarian language, but above all in accordance with Hungarian interest, culture and tradition; ensuring of 24-hour a day TV and radio programme in Hungarian media outlets; increasing of the number of readers of the daily newspaper Magyar Szo; and the attempt to reach every potential listener, viewer or readers. The main new element is the ambition to create a single media center of Vojvodina Hungarians whose bases in the domains of television and radio would be TV Panon, headquartered in Subotica, and the Hungarian section of Radio Novi Sad, respectively. Networking would be coordinated by the Administrative Office of the Hungarian National Council, which would provide additional money from the budget for the purpose. The Media Strategy of the Council has also introduced a special expert body that would take care of the implementation of the tasks, goals and values in the media. Draft Media Strategy had been criticized by some of Hungarian journalists. After its adoption, the Subotica branch of the Democratic Party said that it would result in establishment of a monopoly over all media outlets in Hungarian language and cause closure of those media outlets that fail to report in accordance with suggestions from the National Council of Hungarians.
(Politika, UNS, NUNS, 01.12.2011)

The situation in Preshevo is still tense after a recent conflict between the owner and the editor-in-chief of the web portal Presheva.com, Driton Salihu, and the president of the National Council of Albanians (NCA), Galip Beciri. The conflict in the southernmost municipality of Serbia, in which Albanians comprise more than 90 percent of population and which is located at the three-border point between Serbia, Macedonia and Kosovo, was caused by a question Salihu asked in mid-October. He wanted to know how much money the NCA had received from the Republic and foreign donors. The editor of the web site – which has around 100,000 visitors a day – wanted to know which source of funds financed the purchase of the Council's Volkswagen Passat worth 15,000 euros. Mr. Beciri appeared on a live programme aired by a local TV station, TV Aldi, and accused Salihu of "working for Serbian security services". Beciri denied these accusations. "I demand that you take specific measures to protect the media outlet that I am running, and to ensure unhindered operations of an independent media which for the past 14 years has been at the forefront of the fight for free and independent journalism" – wrote Salihu in his public statement. The Independent Journalists' Association of Serbia (NUNS), whose Salihu is member, called on Beciri "to refrain from using offensive words against the portal, and to respond to the questions and prove that the National Council of Albanians does not

discriminate against some of the media outlets".
(MC Newsletter, 02.11.2011)

Professional standards

Weekly magazine NIN reports that Facebook considered, after numerous negative comments, whether to remove the ad banner of new NIN on its web pages. The banner shows a clenched fist, a straightened finger, and a thumb appearing from the fist with messages: "Strict, But Just", "Daring, With a Reason", "Opinionated, But Truthful", while the slogan of the campaign is "Use Your Head". As soon as NIN placed the banner, Facebook said that it was being analyzed. A few hours later, the banner was approved. "I am unpleasantly surprised by the fact that the freedom of expression can be difficult to ensure even on the Internet – which is the most democratic media – because of most trivial reasons", said the editor-in-chief of NIN, Nebojsa Spaic.

(B92 onlajn, UNS, 24.11.2011)

Representatives of VDSS, DSS and LDP left the session of the Municipal Assembly of Bor after the discussion about the business operations of the Public Company "*Stampa, Radio i Film*", which also includes the local radio and TV station. During the discussion, it was said that the city was characterized by "media darkness" and that the editor-in-chief of the media company was on the payroll of the Mining and Smelting Complex Bor.

(Vecernje Novosti - Srbija, 26.11.2011)

The National Parliament of Serbia reelected Rodoljub Sabic as the commissioner for information of public importance and protection of personal data for the term of seven years. Sabic, who has graduated in law, was elected with 127 votes from the ruling coalition and representatives of the opposition Liberal Democratic Party.

(Pravda, NUNS, 06.12.2011)

Appraisals, awards, training courses and competitions

On the occasion of the tenth anniversary of its existence, the Anti-Corruption Council selected Rodoljub Sabic as the recipient of its annual award for personal contribution to the fight against corruption.

(B92, NUNS, 06.12.2011)

In cooperation with the Friedrich Ebert Foundation, the Independent Journalists' Association of Serbia (NUNS) and the Office of European Integration will organize two one-day seminars entitled "Programming and Implementation of IPA Components (I-V) and EU Funds Available to the Republic of Serbia" on December 5 and 12, 2011 at 10.00. The seminars are intended for representatives of the media and will be realized in an interactive form.

(NUNS, 25.11.2011)

After two months of competition between around 1200 websites from the region, the largest regional web festival, Web.Fest.ME 2011, ended with a presentation of awards for best web projects. The winner of the competition is the web site Njuz.net, which has received Grand Prix from the jury of experts. Apart from the competition, this year's Web.Fest.ME included a conference which featured speakers Matt Mullenweg, the founder of WordPress, and Tony Conrad, an investor from the Silicon Valey and the founder of the web portal About.me.

(MC, UNS, 25.11.2011)

The OSCE Mission in Serbia organized in Novi Pazar a conference entitled "Professionalism Instead of Propaganda" intended for editors and journalists of most of the media outlets in Sandzak at the time before the approaching parliamentary elections. The head of the media department of OSCE, Dragana Nikolic Solomon, said that the organization wanted to strengthen the media and help journalists to report objectively and without bias during the

election campaign.
(Pravda, 26.11.2011)

Karolj Kovac is the recipient of this year's "*Slavuj Hadzic*" award given by Radio-Television Vojvodina to individuals for their creative work in the field of television. The award was presented to Kovac at a ceremony organized to celebrate the anniversary of Radio-Television Vojvodina, while last year's awards were presented to best authors and employees of RTV. A new visual identity of RTV was promoted at the ceremony, as well as the slogan "On the Move". The day of RTV is on November 29, the day on which Radio Novi Sad began broadcasting its programme in 1949.
(www.rtv.rs, UNS, 29.11.2011)

The Reuters agency has published on its web site the list of 100 best photographs in 2011: not less than seven photographs were made by Serbian photo reporter Goran Tomasevic.
(24 sata, UNS, 01.12.2011)

Juliana Koleva, a journalist from Bulgaria, won the first prize in the program "Balkan Scholarships for Journalistic Excellence" for her article on the treatment of asylum-seekers in the region. Jelena Kulidzan from Montenegro won the second prize and 3,000 euros for her article "Brutal Justice for Rape Victims in the Balkans". Stevan Dojcinovic, journalist from Serbia, was placed third and received an award in the amount of 1,000 euros for his investigative article entitled "Criminals Still Profiting from Privatization in Serbia".
(Danas, UNS, NUNS, 01.12.2011)

Journalist, editor and TV host from Studio B, Mihaela Slijkic Bandovic, is the winner of the special award *Press Vitez* for 2011. The award is given by the Journalists' Association of Vojvodina and the Press Monitoring Action.
(Danas, UNS, NUNS, 02.12.2011)

Traditional series published by the newspaper *Blic* under the title "100 Most Powerful Women in Serbia" includes the following media personalities: 3 DRAGICA PILIPOVIC-CEFI, general director of SBB, 8 JADRANKA DRINIC, director of "Multikom Group", 12 JELENA DRAKULIC PETROVIC, director of the media company "Ringier Axel Springer", 17 BRANKICA STANKOVIC, author of "The Insider" on TV B92, 23 OLJA BECKOVIC, the author of "The Impression of the Week", 37 MILICA MITROVIC, the second highest-ranking individual in TV Pink, 42 LJUBICA MARKOVIC, director of the news agency Beta, 54 TIJANA BAJOVIC, deputy director of the publishing and press company "Ringier Axel Springer", 78 RUZICA MEVORAH, the editor of "Blic Women", 79 BRANKA DJUKIC, general director of the news agency Tanjug, 88 DRAGANA NIKOLIC SOLOMON, head of the media department of OSCE in Serbia.
(Blic – special supplement, 05.12.2011)

In cooperation with the Media Center Belgrade, marketing and consulting agency Target Plus will launch a series of free training courses and workshops for journalists and managers aimed at helping them to become more successful in their professional and private life. The courses and workshops will be held during 2011 and 2012 and cover topics related to personal and professional development. The main training course "Creation of Success" will take place on 16 December 2011 between 10.00 and 16.00 in the Media Center Belgrade.
(MC, 05.12.2011)

A seminar about the state assistance to the media, organized by the media department of OSCE, will take place on 9 December 2011 in the Media Center, Terazije 3, Belgrade.
(MC, 04.12. 2011)

The media audience

Aleksandar Tijanic: During the seven years of our domination, we have never won the year more easily with regard to citizens' trust and our programme's ratings. In 2011, according to official agency data, Serbia chose RTS as the best-rated programme for 272 days of the year. All other TV stations combined (TV Pink, TV Prva, TV B92, TV Avala, TV

Happy...) were ranked first for only 44 days of the year.
(UNS, 30.11.2011)

ABC gemiusAudience™ measuring officially begins on December 1, and no less than 112 of the leading Serbian web sites have already joined the system. In this way, Serbia has become one of the European and regional countries (together with Bulgaria, Slovenia, Croatia, Bosnia and Herzegovina, Hungary...) in which Gemius has improved transparency and the efficiency of advertising on the Internet. A complete list of websites that have joined the ABC gemiusAudience™ system is available at the address abcsrbija.com/o-nama/web-odit.html
(ABC Srbija, 30.11.2011)

For the first time since its founding, the website of *Juzne Vesti*, the first regional online newspaper, had more than 200,000 visitors in 30 days, according to Google Analytics. The same source shows that the website has achieved 16.3 percent of average monthly increase in the number of visitors since its launch in September 2009. The editor and one of the founders of *Juzne Vesti*, Predrag Blagojevic, says that the success of the web site is better characterized by the structure of its visitors. According to Facebook statistics, almost 65 percent of citizens visiting the website are aged between 18 and 34.
(Juzne vesti, 05.12.2011)

Media transfers

As of December 1, the new executive director of ABC Serbia is Nikolina Bobic (n.bobic@abcsrbija.com), while the previous executive director, Milan Kovacevic, has become the representative of Gemius Serbia. Administering of ABC audits of the print media will be performed by the executive manager Neda Lukic (n.lukic@abcsrbija.com). A session of the Board of ABC will be held in January 2012 because of these changes as well as other necessary activities. At the same time, a proposed enlargement of the Board and introduction of new members from the electronic media will also be discussed.
(ABC Srbija, 30.11.2011)

Anniversaries

Radio Novi Sad began airing its programme on this day in 1949. This day was later accepted as the Day of Radio-Television Vojvodina.
(RTV, NUNS, 29.11.2011)

At the time when they are celebrating more than four decades of their station's existence, employees of Radio Subotica have a reason to worry about the fate of the oldest electronic media outlet in the Severnobacki District. The station is facing privatization. Having in mind the previous bad experiences in privatization of the media, they want to have a final say about their future.
(RTV, NUNS, 30.11.2011)

The programme "Encounters" that is aired every workday on the Channel 1 of Radio Belgrade is about to celebrate 30 years of its existence. Every workday, the editor of the programme, Aleksandra Paladin, informs the listeners of Radio Belgrade Channel 1 about musical events in Belgrade and the outside world. The programme has gradually evolved and become a specific diary of classical music. "The radio is performing one of the functions of the public service broadcaster, which is to inform and educate those who do not know much about the classical music", says Djordje Vlajic, the editor-in-chief of the Radio Belgrade Channel 1.
(www.rts.rs, UNS, 02.12.2011)

In Memoriam

Ivo Eterovic, a photography artist, has passed away in Belgrade at the age of 76. He won the Special Award for Contribution to the National Culture of Serbia and other awards and prizes, including those given by the Journalists'

Association of Serbia (UNS) and the Association of Journalists of Yugoslavia.
(www.blic.rs, UNS, 26.11.2011)

Zoran Marinkovic, a long-time technical director of the *Borba* newspaper and a member of the Journalists' Association of Serbia (UNS), passed away in Belgrade on Saturday, 3 December 2011. In 1972 he began working as a technical director for *Borba*. After 2005 he was working for *Knjizevne Novine*.
(UNS, 06.12.2011)

Media Economy

Media business operations

The owner of TV Pink, Zeljko Mitrovic, says that "after the most difficult and complicated year in its history, TV Pink is entering a period of more stable functioning thanks to reforms introduced in the company during the last six months". Mitrovic says that Pink has started updating and purchasing the best available broadcasting equipment necessary for digitalization. "I have made a strategic decision to withdraw from all external operations and to work in the field of TV and programme production only", he adds. Mitrovic claims that all late salaries will be paid until December 15.
(Blic, UNS 23.11.2011)

Letter from Aleksandar Tijanac to employees in the public service broadcaster: Since European practice recommends a system of double financing of public service broadcasters via both TV fees and marketing revenues, the RTS has been projected to have a budget of around 100 million euros, taking into account its size and legal obligations. Only in a single year (2008) since the introduction of the TV fee we have had such a budget. Already in 2009 our income amounted to 87 million euros, and in 2010 it amounted to 81.5 million euros. This means that more than 40 million euros was missing in two years. Croatian Radio-Television (HRT), which is similar to our size, today has a budget that is twice the size of ours. Since we have been achieving marketing revenue of about 22-25 million euros for years, we need to collect TV fees in the amount of 80 million euros, i.e. to achieve around 75% of collection. However, the percentage of collection of the TV fee has dropped to 41% and it is estimated that this fall will continue. As a result of this, we are forced to decide on the following steps:

- To immediately reduce the total salaries of highest-paid employees by further 15% (at the beginning of the year they were already reduced by 10%);
- To continue cutting all expenses;
- To reduce the range of programmes and temporarily slow down the production of three new domestic series with high budgets;
- To hire 100-150 part-time workers after New Year (out of 500) and to dismiss the rest of them because law does not allow implementation of social programs if RTS employs part-time workers. It should be emphasized that these workers are doing excellent job despite the fact that their fees are already three months late;
- To send 500 permanently employed workers on forced leave.
- To begin the third cycle of the social program for around 500 employees. We estimate that there are around 800 employees in the RTS that do not fulfill the criteria required by RTS. Their dismissal would reduce annual expenses by around 10 million euros.

(UNS, 30.11.2011)

At the end of the letter addressed to his employees and posted on all bulletin boards in the RTS building, Aleksandar Tijanac says: "I am asking you to act responsibly and to have understanding for the difficult steps that we will take. We must make a clean break from the tradition of the old, state-owned RTS, according to which someone else would always pay our bills. Full mobilization of all institutions and editors in our organization is urgently required. Any behavior of the employees deviating from these demands I will consider to constitute a request for resignation and I will accept every such resignation."

(Danas – special supplement *Forum*, 30.11.2011)

In their reaction to the Report prepared by the general director of Radio-Television Serbia (RTS) that was posted on bulletin boards, the Committees of the Independent Trade Union *Nezavisnost* have expressed their concern about the survival of the media company and corresponding jobs and salaries.

(UNS, 29.11.2011)

RTS employees received their October salaries today. Previously, the financial department of the RTS had informed the employees that "a loan was taken in order to enable payment of October salaries, in accordance with instructions issued by the general director, Aleksandar Tijanic".

(UNS, 5 December 2011)

The Independent Journalists' Association of Serbia (NUNS)

The Independent Journalists' Association of Serbia (NUNS) strongly condemns the attack of KFOR soldiers on a group of journalists that took place on Tuesday at the barricade near the village of Jagnjenica at the north of Kosovo. NUNS demands immediate investigation and explanation. According to media reports, on Tuesday around 16.00, KFOR soldiers fired rubber bullets – without being provoked and without giving any warning – at journalists from daily newspapers *Press* and *Kurir* and cameramen from Belgrade TV stations.

(NUNS, 01.12.2011, Danas, Alo!, Kurir, 02.12.2011)

The Journalists' Association of Serbia (UNS)

The Journalists' Association of Serbia (UNS) protests the use of force by KFOR soldiers against reporters from Serbian media outlets who have been performing their journalistic assignments in very difficult conditions in northern Kosovo. The UNS announcement says that "on Tuesday at 16.00, members of KFOR fired rubber bullets from the distance of 20 meters at a group of around ten reporters and cameramen from Serbian media outlets, although they must have been aware that they were journalists on assignment".

(Pravda, UNS, 01.12.2011)

We invite unemployed journalists to apply for free training courses of Access and PowerPoint that will be organized in December. The training will begin in the following ten days and each of them consists of 20 classes. Two classes will be held on each workday.

(UNS, 02.12.2011)

On the occasion of 130 years of existence of the Journalists' Association of Serbia (UNS), our postal office has released on November 25 a postage stamp with a nominal value of 22 dinars. UNS was founded on December 22, 1881 in Belgrade under the name of Serbian Journalistic Society. It has changed names several times and its most recent name – the Journalists' Association of Serbia – has been in use since 1945. (Politika, UNS, 06.12.2011)

Journalistic trade unions

In their response to the letter written by the general director of Radio-Television Serbia (RTS) and published on bulletin boards of RTS, Committees of representative trade unions have reached the following conclusions: 1. The TV Fee Department of RTS has not achieved satisfactory results. 2. The Marketing Department of RTS should be more active. 3. We support and demand maximal cost-cutting in all segments and from all employees, except in relation to programme production, which should be in accordance with the reduction of costs. 4. We demand that the Management make every effort to increase performance and ensure improvement of the financial position and regular payment of all obligations toward the employees. 5. The described measures relating to legal and employment status of employees must be in accordance with the Law and approved by the trade union.

(UNS, 29.11.2011)

The Journalists' Union of Serbia protested on Monday against "the attack of the general director and editor-in-chief of *Vecernje Novosti*, Manojlo Vukotic, on the president of the Journalists' Union of Serbia and the trade union of *Novosti*, Dragana Cabarkapa". "In front of the editorial office, Vukotic attacked Cabarkapa, rudely insulted her and threatened to slap her. He later fined her under the excuse that she had failed to correctly perform her job. This kind of behavior of the director of the Novosti Company was caused by the statement written by the president of the Trade Union and published on the bulletin board. The statement said that the company's management was in the process of organizing its own, illegitimate trade union in order to have a 'partner' for the previously announced dismissal of surplus workers".

(E-novine, UNS, 07.12.2011)

The Republic Agency for Electronic Communication (RATEL)

The Republic Agency for Electronic Communication (RATEL) has informed the providers about the coming into force of the Law on Electronic Communication ("The Official Gazette of the Republic of Serbia" No. 44/10) and subordinate legislation based on the Law, resulting in certain changes related to the procedure of technical examination of telecommunication networks, systems and equipment. More details are available on the website of RATEL.
(RATEL, 07.12.2011)

The South East Europe Media Organization (SEEMO)

The South East Europe Media Organization has condemned the attacks on journalists in the north of Kosovo and called on KFOR and NATO to conduct investigation of the attacks. In its statement, SEEMO cites information received from the Journalists' Association of Serbia (UNS) and the Independent Journalists' Association of Serbia (NUNS) according to which rubber bullets were fired on several journalists and cameramen while they reported on the conflict between KFOR and Serbs on the barricades in the north of Kosovo.
(Beta, Danas, NUNS, 02.12.2011)

SEEMO calls on the authorities in Vojvodina, northern Serbia, to protect journalists from political pressure. With general elections approaching in spring 2012, the Independent Journalists' Association of Vojvodina (NDNV) has registered a growing number of journalists' complaints regarding political pressure.
(SEEMO/IPI Press Release, 05.12.2011, Danas, UNS, NUNS, 07.12.2011)

Media-related news

The first issue of the weekly magazine *Nasa Rec* has appeared on newsstands in Leskovac and contains 16 pages with the front and rear cover in color. The weekly magazine, launched by a group of journalists from Leskovac, will be published on each Friday in 1000 copies.

(Pravda, UNS, NUNS, 28.11.2011)

In the future, readers of *Juzne Vesti* will be able to receive information via mobile phones and tablets. Advertisements will not appear on phones and tablets, while photographs and video recordings will be additionally optimized and their loading should be much faster. The website is capable of detecting the presence of a mobile device and automatically serves the mobile version of the website. "An increasing number of citizens uses smartphones or tablets. We want to allow them to easily access information while waiting for a bus or walking around the city", says the editor, Predrag Blagojevic, adding that applications for Android and iOS are in the process of development. "Almost 5000 people a month read *Juzne Vesti* using mobile devices. Half of them use the Android operating system, while 33 percent use iPhone or iPad", Blagojevic points out. *Juzne Vesti* is the first regional online newspaper in Serbia.

(Juzne vesti, 29.11.2011)

TV BK is on the air again. The first "Telefact" – which was one of the leading news programmes – has already been made available on YouTube in the well-known time slot at 18.55. The new TV BK broadcasts its programme exclusively on YouTube and "Telefact" will be available on the internet each day until the end of the year. The programme will be hosted alternately by Milos Jeremic and Dragana Ilincic. The editor of the news programme of the new TV BK, Jadranka Tasic, says to *Press* that a complete programme schedule will be launched on January 1 of the next year. At the moment, she did not want to reveal more details.

(Press, 07.12.2011)

Although TV BK has been off the air for six years, the "Telefact" show will be available on YouTube as of Monday featuring the logo of TV BK News. The channel's editor-in-chief is Jadranka Tasic, who was previously the editor of TV5 from Nis. "We are still in the beginning phase. We will broadcast only the evening edition of the news, while 24 hour-a day programme will be launched later", said Tasic. Goran Karadzic, the deputy president of the Council of the Republic Broadcasting Agency (RRA), said to *Blic* that the Council had not discussed the case yet.

(Blic, UNS, NUNS, 07.12.2011)

Digitalization

The assistant minister for telecommunication, Irina Reljin, has confirmed that the beginning of the transition to the digital TV signal will be postponed, but that preparatory activities will continue: "Elections will be held next year and no one would proceed with digitalization on the eve of elections; the European Football Championship and the Olympic Games will be held soon, as well, and we cannot begin turning off the signal before these events are over".

(Politika, NUNS, 25.11.2011)

"Draft amendments to the Strategy of Transition From the Analog to Digital Broadcasting of the TV Signal in Serbia are almost completed. The draft envisions a phased transition as well as a test broadcast of the digital signal which should begin by the end of the year. Equipment for the project has been delivered and we are in the process of replacing transmitters that have not been upgraded for decades", said to *Danas* Jasna Matic, the state secretary for the digital agenda in the Ministry of Culture, Media and Information Society. She added that the pilot network would cover 40-50 percent of viewers in Serbia. "The first shutdown of analog signal will occur in the next year. It remains to

be seen how many regions will be selected and when the last and final shutdown will take place. STB devices will have a base price of around 30 euros".

(Danas, NUNS, UNS, 28.11.2011)

The transition from the analog to digital broadcasting of TV signal is planned to take place in April 2012 and no official decision has been made to extend the deadline – this is the message of the yesterday's round table organized by the Association of Independent Electronic Media (ANEM). A consultant in the Ministry of Culture, Milos Stojkovic, said that the only legal obligation of Serbia was to complete the digitalization before the end of 2015 because analog communication would be protected until then. He added that the process would require changes in the legal framework. Stojkovic announced amendments to the Strategy of Digitalization and other regulations.

(Tanjug, Pravda, NUNS, 29.11.2011)

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

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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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