



# MEDIA NEWS BULLETIN

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## Media Environment

### The media situation in Serbia

The greatest pressure on the media is exerted by political parties belonging to the ruling coalition, followed by big capital, representatives of local governments and private media owners – this is the opinion of a quarter of journalists in Serbia, as shown by the research "Profession at the crossroads – journalism meets the information society" conducted by the Center for the Media and Media Research within the Faculty of Political Science in Belgrade. Almost a third of the interviewees are not member of trade unions, while two thirds of journalists belong to unions. A majority – almost 90 percent of interviewees – supports conclusion of an industry-wide collective contract for media workers.

*(Danas, UNS, 24.06.2011)*

Almost 60 percent of journalists in Serbia fear losing their job, while more than 20 percent would leave journalism if offered a better job, said the professor from the Faculty of Political Science, Miroљub Radojkovic, during a presentation of the research "Profession at the crossroads – journalism meets the information society".

*(Danas, 25.06.2011)*

The TV language aired by the central news show "Dnevnik", which is broadcast by the RTS, is predominantly the language of power. Representatives of government have a privileged treatment in these media outlets, says the analysis of the news programme of public service media outlets within the research of political pluralism of media content in Serbia. State officials are most often the subjects of this content – more than 20 percent. The mayor of Belgrade "has been the most frequent guest in the programme of the TV Studio B". Among politicians, most of the air time has been dedicated to Boris Tadic, followed by Ivica Dacic, Jelena Trivan, the Government of Serbia, Mladjan Dinkic and Dragan Sutanovac. B. Cvejic

*(Danas, UNS, 29.06.2011)*

Analysis of six daily newspapers in Serbia describes the unusual practice of citing informal sources, non-identified sources from political parties, unnamed well-informed sources or even rumors. Three influential weekly magazines in Serbia – NIN, Pecat and Vreme – do not offer their readers sufficient diversity of presentation of political topics, sources of information, or their content. Most of the presented opinions originate from the authors of the articles themselves, while there is insufficient presentation of interviewees' opinions, other sources and differing opinions. B. Cvejic.

*(Danas, UNS, 29.06.2011)*

According to the conclusion of the media monitoring project implemented by the legal team of ANEM in May 2011:

- Attacks and pressure on journalists and the media have continued; judicial practice of lenient sentences against attackers is still present.
- Problems related to implementation of regulations by official bodies are continuing.
- The most drastic examples of serious delays or failure to implement government's obligations are evident in the areas of digitalization and privatization. State assistance is the main source of funds for many media outlets, which is the cause of undesirable influence.
- The media legal environment has not been changed during this period. [More details](#)

*(ANEM, 30.06.2011)*

Researchers from the Department of Media Study within the Faculty of Philosophy in Novi Sad conduct a regular research on the forms of violations of media freedom and rights of journalists in Serbia.

*(UNS, 04.07. 2011)*

According to the research, democratic freedom in Serbia is still in its infancy, while the media are still under a strong pressure exerted by the government. The president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, said that the media are exposed to strong pressure aimed at preventing them from truly articulating the discontent of citizens.

*(Gradjanski list, 5. jul 2011)*

### The state and the media

The Anti-Corruption Agency has adopted a decision according to which the Minister of Culture, Informing and Information Society, Predrag Markovic, cannot serve as a minister and at the same time work as an editor in the

publishing company "Stubovi Kulture – Vreme Knjige" d.o.o.  
(NUNS, UNS, 24.06.2011)

While ruling political parties have announced their intention to begin the long-awaited depolitization of managing boards of public companies, the authors of the research conducted by the Blic daily newspaper have listed public companies controlled by political parties, among them "Niska TV" (controlled by G17) and Radio-TV Kragujevac (controlled by the political coalition Zajedno za Sumadiju).  
(Blic, 30.06.2011)

The Minister of Culture and Informing, Predrag Markovic, has announced that the Ministry would appoint a state secretary whose activities would relate to media issues, with the aim to analyse and improve the very complex media scene in Serbia. He said that the previous public debate on media strategy, organized in several cities in Serbia, has proved the existence of numerous similar interests and various motives.  
(Tanjug, Pravda, Kurir, UNS, 04.07.2011)

### **Tadic attends the "South, Central and East Europe Investigative Journalism Days"**

Serbia has never in its history enjoyed the degree of freedom that is available now, said the President of Serbia, Boris Tadic, during the SEEMO conference on investigative journalism. Tadic also added that it was the duty of journalists to control the work of state and government representatives, and that the media should also have the role of partners of the government.  
(Danas, NUNS, UNS, 30.06.2011)

The media and journalists have an important role – just like politicians – in the development of the society. Journalists have become a social institution of sorts. It is not possible to build democracy without such an institution. "Criticize the President of Serbia if you believe it is necessary", said the President Tadic.  
(Alo, NUNS, Blic, Vecernje Novosti, 30.06.2011)

The President of Serbia, Boris Tadic, said that some of the existing media outlets were objectionable. "But some people object to what I do and say – this is democracy".  
(Kurir NUNS, 30.06.2011)

Serbia has not built independent journalism, said President Tadic, and added that the transparent ownership over the media is the necessary precondition for creation of a democratic and institutionalized society. He also emphasized that some of the journalists themselves are opposed to transparent media ownership.  
(Pravda, 30.06.2011)

In order to build the so-called independent journalism, it is necessary to start from the beginning and identify the murderers of journalists. In Tadic's words, societies that are undergoing changes cannot achieve success without a partnership between journalists and political parties. In his answer to a question about initiation of legal proceedings against so-called warmongering journalists, Tadic emphasized that it was a very sensitive and serious issue, and that it was necessary to make a clear distinction between those who had spoken their mind and those who had committed criminal offenses.  
(Dnevnik, 30.06.2011)

In President Tadic's opinion, journalists and the media should act as controllers, but also as partners to the government. Today, the media are certainly partners to the government, while, unfortunately, their role as controllers has been neglected. Analyses about political pluralism have shown that most of the available space in daily newspapers, weeklies, and the public service broadcaster is dedicated to representatives of ruling political parties. Having in mind the difficult position of journalists as individuals, as well as the problems in business operations of media companies, it could be estimated that the role of government's partners is much more "profitable" at the moment. Despite everything, representatives of the government keep saying that the media should be independent and that they need assistance. Perhaps the best assistance to journalists would be if the government stopped interfering with their work.  
(Danas, UNS, 01.07.2011)

### **On murders of journalists**

The truck driver, Dragan Paravinja, who was arrested in Bosnia and Herzegovina on suspicion of being connected with the disappearance of 17-year old girl Antonija Bilic from Croatia, said in his "goodbye note" that he knew who

killed Dada Vujasinovic, a journalist of the weekly magazine "Duga" from Belgrade. She was renowned for her reports on armed conflicts in Croatia and Bosnia and Herzegovina, as well as her investigative articles and reports on organized crime.

*(Alo!, UNS, 27.06.2011)*

### **Attacks, threats and proceedings against the media and journalists**

Dejan Milenkovic Bagzi, a former member of the "Zemun Clan" whose members have been convicted for the murder of the Prime Minister of Serbia, Zoran Djindjic, initiated a lawsuit against the editor-in-chief of the Pravda daily newspaper because of alleged damage to his reputation and honor and endangerment of the safety of his family.

*(Pravda, 29.06.2011)*

The Higher Court in Belgrade held the first session related to the lawsuit submitted by Dejan Milenkovic Bagzi, a former member of the "Zemun Clan". The secretary general of the Journalists' Association of Serbia, Nino Brajovic, is of the opinion that the lawsuit is absurd from at least three different aspects. A member of the Independent Journalists' Association of Serbia (NUNS), Jelka Jovanovic, said that "Bagzi has the right to initiate lawsuits, since he enjoys all civil rights", but that it was "unusual that a man with such a past would sue anyone for damage to his reputation and honor".

*(Pravda, NUNS, UNS, Politika, 30.06.2011)*

A journalist, the vice president and spokesperson of the "Pink Media Group", Tanja Vojtehovski (40), has been given police protection two days ago after receiving threats. The police is searching for Zoran Dj. who is suspected of authoring the threatening letter. E. Sadiku

*(Alo!, UNS, 01.07.2011, Alo!, 02.07.2011)*

The police in Leskovac has raised criminal charges against Ivan Coguric (40) because of "reckless and ruthless behavior and insults aimed at the journalist from the local TV station Protokol K1, Ivana Velickovic". "I was endangered, but the police officers prevented a more serious incident", said Ivana Velickovic to journalists.

*(Juzne vesti 05.07.2011)*

The Independent Journalists' Association of Serbia (NUNS) condemned yesterday the attack on the journalists with the TV K1 from Leskovac, Ivana Velickovic, and called on the police and judiciary to take appropriate measure and ensure that the attacker, Ivan Coguric, is adequately punished.

*(Beta, Danas, NUNS, NDNV, 05.07.2011)*

The Journalists' Association of Serbia (UNS) strongly condemns the repeated threats against the correspondent of the Vecernje Novosti newspaper, Vladimir Mitric, that have been made by the football player Savo Milosevic and his family. The Association demands that the authorities react immediately and apply the Criminal Code in this case. The tragedy suffered by the Milosevic family cannot serve as an excuse for threats against the journalist whose murder has already been attempted and who has been living under permanent police protection since 2005.

*(UNS, 05.07.2011)*

### **Appointment of the management of the public service broadcaster**

The Managing Board of Radio-Television Vojvodina has decided that Sinisa Isakov will be the new general director of the media company. Mr. Isakov is an electrical and IT engineer and has been employed by the TV station since 1980, where he has worked in numerous positions from the technical engineer to the assistant technical director of production and equipment. He has suspended all his rights and obligations related to his employment with the RTV because of his appointment as the assistant secretary for traffic and telecommunications in the Government of Vojvodina. In his program, Isakov estimated that the Vojvodina TV and Radio Novi Sad were at the lowest point since their founding, that the position of these media companies is characterized by disappointingly low ratings, especially in the case of the TV, and that the lack of financial income have resulted in low motivation of employees. *(Danas,*

*Kurir, 02.07.2011)*

### **The Media Strategy**

The representatives of media associations in Serbia have presented to foreign diplomats and OSCE representatives the Draft Media Strategy that is now being publicly discussed.

*(Beta, Politika, Blic, UNS, Dnevnik, 23. jun 2011)*

During the public debate on the Draft Media Strategy in Belgrade we will demand that the action plan include an obligation to establish a representative organisation of employers, to initiate social dialog, and to set a deadline for

conclusion of an industry-wide collective contract, said the president of the Journalists' Union of Serbia, Dragana Cabarkapa.

*(Danas, 24.06.2011)*

The Draft Media Strategy is a crucial document for us and we hope that after the public debate the Ministry of Culture will propose to the Government a document that would not be significantly different from our draft. We hope that after the public discussion the Ministry will understand that the draft media strategy is a document that should not be put aside or significantly altered. The Independent Journalists' Association of Serbia (NUNS) demands that media organisations, associations and the media industry be given a chance to voice their opinion after the Ministry prepares its proposal. Vukasin Obradovic

*(Blic, 26.06.2011, Danas, Pravda, 27.06.2011)*

The Assembly of the Independent Journalists' Association of Serbia (NUNS) demands that the Ministry of Culture deliver the proposed Media Strategy before its adoption to media associations and organisations. *(Kurir, Blic, NUNS, UNS, 27.06.2011)*

During the public discussion about the media strategy in Nis, media representatives from Nis, Aleksinac, Vranje, Pirot and other parts of the Serbian region, were mostly of the opinion that the strategy should envision formation of regional public service broadcasters because the two public service broadcasters cannot adequately report on events in all regions in Serbia. The idea of creation of regional public service broadcasters was supported by representatives of the local self-government in Nis.

*(Pregled, 27.06.2011)*

The public debate on the Draft Media Strategy will be extended until July 15, after which the finalized text will be prepared and enter the procedure during August. It is expected that the Government of Serbia then adopts the Strategy near the beginning of September, said yesterday the state secretary in the Ministry of Culture, Informing and Information Society, Dragana Milicevic Milutinovic. At a round table held in Belgrade, she said that during the previous public debate 90 percent of disagreements had been related to the absolute withdrawal of the state from media ownership.

*(Danas, Dnevnik, Vecernje Novosti, UNS, 28.06.2011, ABC Srbija Newsletter, 29.06.20)*

On June 15 last year in the Media Center, two ministers (Brdic and Markovic) gave their public support to efforts to introduce solutions in the procedure of financing of local media outlets that would ensure financing of media content instead of employees' salaries, and to introduce project-based financing instead of subsidies, as well as public contests, formation of independent committees, clear criteria for allocation of funds, complete transparency in decision-making etc. After almost a year, the Ministry of Culture published on its web site the Recommendation for Financing of Local Media Outlets which states that local self-government allocates only a part of the total funds intended for informing, while the Ministry has included the representatives of the local self-government in "independent" committees. The Ministry of Culture proposes the final text of the Media Strategy. I do not want to be malicious and to claim that we should expect various surprises. Vukasin Obradovic

*(Danas, 29.06.2011)*

The Section for Culture and Information of the Bosniak National Council (BNV) has asked the Ministry of Culture and Informing to redefine the broadcasting districts in Serbia, to ensure more complete and comprehensive mechanisms for protection of the rights of national minorities and to include six municipalities from Sandzak (Novi Pazar, Sjenica, Tutin, Priboj, Prijepolje and Nova Varos) – mostly or predominantly inhabited by Bosniaks – into a single broadcasting district.

*(Blic - Srbija, UNS, 29.06.2011, Danas, NUNS, 30.06.2011, Vecernje Novosti, 04.07.2011)*

The Draft Media Strategy is a set of solutions that should result in advancement of public interest and regulation of the media scene in Serbia, it was said yesterday during the presentation of the media monitoring by the Konrad Adenauer Foundation. The participants were concerned because of the Ministry's stated intention to decide on the final version of the media strategy on its own, without alternative solutions and without taking into account the opinion of journalistic associations.

*(Beta, Danas, NUNS, 30.06.2011)*

The new issue of the Media Center Newsletter offers three analyses of the media strategy authored by independent observers. [MC Newsletter](#)

*(MC, 01.07.2011)*

## **Minority media outlets**

## *The case of Magyar Szó*

The Subotica section of the Democratic Party said yesterday that the "manner of and explanation for the initiation of the procedure for dismissal of the editor-in-chief of the daily newspaper Magyar Szó, Caba Presburger, constitutes one of the most serious and ruthless attacks on the media in Serbia in the 21st century". "The Managing Board has estimated that the editor was guilty of insufficiently affirmative and, especially, insufficiently frequent reporting on the activities of the Alliance of Vojvodina Hungarians and its leaders."

*(Danas, 24.06.2011)*

The SEEMO organisation has condemned the political pressure on the Hungarian-language daily newspaper in Vojvodina, Magyar Szó. In the words of SEEMO, the independent editorial policy of Caba Presburger did not satisfy the dominant political party in the Council. "Magyar Szó, as the only newspaper published in Hungarian language in Serbia, should not serve the interest of a single political party, but the interest of the public", said the secretary general of SEEMO, Oliver Vujovic.

*(Beta, Danas, 24.06.2011)*

The editor of Magyar Szó has been removed from his position, and a long-time journalist from the newspaper, Marta Varja, was appointed as the acting editor. The decision was made by the Hungarian National Council after several hours of discussion. The Assembly of Vojvodina had previously transferred to the Hungarian National Council its founding rights over the only daily newspaper of the Hungarian national minority in the province. The yesterday's discussion about Magyar Szó lasted more than four hours, during which time around twenty journalists of Magyar Szó gathered in front of the Hungarian National Council to demonstrate their support to the dismissed editor, Presburger. Among them were the renowned writer, Oto Tolnai, the president of the Journalists' Association of Serbia (UNS), Ljiljana Smajlovic, and a representatives of OSCE.

*(Tanjug, B92, 24.06.2011)*

The dismissed editor, Caba Presburger, and the 80 percent of employees who have voted against his dismissal, are of the opinion that the whole affair has a political background. Certain public personalities have offered their support to the former editor, including a large number of non-governmental organizations belonging to the Hungarian community – which claim that the current situation is more dangerous than the similar one 22 years ago, when one of Milosevic's associates, Radoman Bozovic, attempted to put Magyar Szó under his control but was successfully defeated by the newspaper's journalists.

*(Tanjug, Danas, Press, Pravda, 25.06.2011)*

The only daily newspaper in Hungarian language, Magyar Szó, published yesterday on its front page a photograph of the proclamation of 1848 about the freedom of the press. The editorial office of the newspaper and most of its journalists are opposed to the Hungarian National Council's opinion that – being a public service media outlet – they should convey information instead of expressing opinions. On the other hand, during the session, a journalist and a member of the Information Committee of the Hungarian National Council, Istvan Bodzoni, said that the freedom of the media is important but that it should not exceed the limits set by the Council. A. Isakov

*(Politika, 25.06.2011)*

A writer and honourable citizen of Subotica, Oto Tolnai, said: "A while ago, the Hungarian National Council and the Alliance of Vojvodina Hungarians raised their voice against privatization of the media in minority languages, while now they have proved by dismissing the editor-in-chief of Magyar Szó that the National Council is incapable of preserving the freedom of the press". The vice president of the Independent Journalists' Association of Serbia (NUNS), Jelka Jovanovic, said that it was important to provide information in minority languages but that it cannot be achieved by giving founding rights to national councils, especially taking into account that the founding rights are perhaps even more important than ownership rights because they do not entail responsibility for financing and survival of the media.

*(Dnevnik, 25.06.2011)*

Members of the Hungarian National Council in Serbia who were opposed to the decision to dismiss Caba Presburger from the position of the editor-in-chief of the Magyar Szó newspaper gathered yesterday in front of the building where the Novi Sad office of the newspaper is located. Although a day earlier most members of the editorial office of the only daily newspaper in Hungarian language in Serbia gave their support to Presburger, no one of the journalists joined the protesters. Cila Porsos, the vice president of the Hungarian National Council, is convinced that Presburger was dismissed by falsifying the votes of the members of the Council, since the live broadcasting on TV Panonija was suddenly interrupted immediately before the vote. We will demand dismissal of the editor-in-chief of TV Panonija because of this incident, said Ms. Porsos. Her colleague from the Council, Janos Hadzi, said to the Kurir daily that Presburger was removed from his position with assistance from the police, which prevented journalists from entering the building where the Council's session was being held. Jovica Krtinic

*(Kurir, 25.06.2011)*

In her comment on the dismissal of the editor of Magyar Szó, Marta Palic says: "At the national level, the government has to make serious effort to influence major newspapers. At the local level, this is much easier, as we can see. Aside from this, the draft strategy on public informing – which envisions privatization of minority media – is being publicly debated now. You be the judge – who is the better 'boss': private owners or politicians?"

*(Dnevnik, 26.06.2011)*

A public discussion on the latest events related to Magyar Szó brought together around 20 young intellectuals, writers and journalists, among them a literature historian, Laslo Gerold, philosopher Alpar Losonc and writer Laslo Vogel. Laslo Gerold emphasized that the explanation that the freedom of the media should be limited by interests of the community is questionable and that it often serves to hide the political interests. Alpar Losonc said that the problems described by the Hungarian National Council were not significant from the journalistic point of view. Laslo Vogel sees in the affair a crisis of the political elite that has been in power for some 15 years and which is incapable of finding a response to new challenges and forced to apply such half-solutions. The participants of the discussion agreed that it was necessary to continue all forms of the intellectual resistance against this decision by the National Council.

*(Madjar So, Danas, 06.07.2011)*

### **Ethics in and around the media**

The Democratic Community of Croats (DZH) demanded yesterday in its open letter to the president of the Council of the Republic Broadcasting Agency (RRA), bishop Porfirije, that the right of TV Prva to a national frequency be revoked because of insults against the Catholic Church and hate speech against the Croatian people aired during the show "Evening with Ivan Ivanovic". They claim that Ivanovic has expressed his hatred against Croats many times, and that he has incited interethnic hatred.

*(Alo!, Blic, 27.06.2011, Danas, 29.06.2011)*

A PR manager of TV Prva, Sladjana Paunovic, said that TV Prva would soon comment on the protest of the Democratic Community of Croats (DZH) against the TV host's "invitation to Al-Qaeda to wait until Croatia enters the EU before planting an atomic bomb, with clear insinuation where to place it", as an invitation to interethnic hatred.

*(Politika, 28.06.2011)*

The Independent Journalists' Association of Serbia (NUNS) has asked the Council of the Republic Broadcasting Agency (RRA) to act on the complaint submitted by the Democratic Community of Croats (DZH) and to investigate the alleged insults against the Catholic Church and hate speech against the Croatian people. If the state reacted at the highest level in the case of American comic Chelsea Handler, who has insulted the Serbian people, there is no reason to act differently on the issue of protection of another nation in its own media, said the president of NUNS, Vukasin Obradovic.

*(Pravda, Kurir, 24 sata, 28.06.2011)*

Chelsea Handler's insults against the citizens of Serbia have been condemned by the Ambassador of Serbia in the USA and the Minister of Defense, Dragan Sutanovac. On the other hand, DZH claims that Ivanovic has expressed his hatred against Croats many times, and that his attitude has incited interethnic hatred. In the opinion of DZH, TV Prva "is not welcome with such concept in the media scene of Vojvodina and Serbia". "Even an invitation to Al-Qaeda to kill members of a nation has not caused any reaction from the Republic Broadcasting Agency (RRA), the relevant ministry or any other relevant state bodies", emphasized the political party. The vice president of the RRA, Goran Karadzic, said to Dnevnik that he had heard about the letter sent by DZH to the Agency, but that the letter had not been received yet. In the meantime, Ivanovic has reacted as well. He said the announcement issued by DZH "was full of lies" and that the organisation was attempting to gain media attention. Apart from humiliating "jokes" about the gay population, he is also fond of "jokes" about most of the nations in the Balkans.

*(Dnevnik, Blic, 28.06.2011)*

This is a plot worthy of Shakespeare. Americans do not have the Republic Broadcasting Agency (RRA), they have Chelsea Handler. We have Ivan Ivanovic and the RRA. Chelsea Handler was invited via the Embassy of Serbia in the USA to publicly apologize to Serbians. But when Ivan tells a joke, he does not apologize. If you insult another nation or religion, is it logical to publicly say: "Let them sue me" or perhaps: "I am sorry, that was not funny. I won't do it anymore. I resign." And after that to explain what humor is. You mention in the prime time slot Al-Qaeda, Croats and the atomic bomb in the same sentence, while at the same time thinking "I have introduced new standards in the domestic TV tragicomedy". The RRA reacts, but only too late. Until the next programme, next incident, live sex, insults against Jews, Croats, Bushmen or the common sense. Ivana Stojanov

*(Blic, 28.06.2011)*

The Council of the Republic Broadcasting Agency (RRA) announced that it had initiated proceedings against the TV Prva because of its programme "The Evening with Ivan Ivanovic". At the next session of the Council of the RRA, a representative of TV Prva will be invited to give an official statement about the controversial content.

*(RRA, Politika, Danas, Press, Pravda, Kurir, Vecernje Novosti, Dnevnik, UNS, 30.06.2011)*

Politika has published a letter sent by the Democratic Community of Croatsians (DZH) to the president of the Republic Broadcasting Council – who is a bishop of the Serbian Orthodox Church – demanding revocation of the broadcasting license issued to TV Prva in the territory of Vojvodina because of its frequent insults against Catholics and Croatsians.

*(Politika, UNS, 01.07.2011)*

Media reports on serious crime often look like pictures from police, court and forensic investigations or, even worse, as scenes from horror films showing blood in the streets, walls or floors. Even more morally repulsive are certain media companies that present personal and family tragedies together with political gossip, semi-pornography and "celebrity" stories. The message is that everything is for sale, including human pain. The media ethics should entail professionalism as well as responsibility instead of journalistic extremism and irresponsibility. Aleksandar L. Jugovic

*(Politika, 01.07.2011)*



The latest research entitled "The Profession at the Crossroads – Journalism and the Information Society", conducted by the Center for the Media and Media Research within the Faculty of Political Science, has shown that the media are mostly threatened – apart from the internet – by low-quality journalism, the overwhelming presence of sensationalism and tabloid approach to journalism, closely followed by the political pressure on newspapers and the independence of the media. The research was conducted on a sample of 260 journalists and editors, in addition to 51 media owners and directors. The most frequent form of pressure on the media is the influence on human resources policy; corruption of journalists and editors with the aim to affect their reporting; denial of purchase of advertising space; denial of information that the media has the right to access. Stanko Stamenkovic

*(Press magazin, 26.06.2011)*

The last of the Mohicans at the forefront of investigative journalism – Brankica Stankovic, Danica Vucinic, Misa Brkic and a few more – have survived thanks to their personal courage to resist threats and their willingness to be castigated because of their devotion to truth. Exclusivity and circulation are more important than anything and the market is being fed latest scandals, affairs and fictitious stories. Then came the selected few journalists from Blic daily newspaper who have conducted a wide-ranging investigative action resulting in a series of articles under the title "Who Owns Serbia". More important than the offered information was the regained faith in investigative journalism and the fact that tabloids have not won the race yet. Srdjan Milivojevic

*(Blic, 28.06.2011)*

### Awards and contests

Regional awards "Business Partner 2011" have been presented. Among the recipients of this important awards are the Novosti company, in the category "Media Business Partner", as well as TV Prva and a TV programme "Budjelar" ("The Wallet").

*(Vecernje Novosti, Blic, 24.06.2011)*

Siemens has invited journalists from all parts of Serbia to joint the contest for an annual journalistic award on the topic of "Innovations for Greener Future" between March 1 and September 1, 2011. The award is related to industry, energy and medicine. This year, journalists from electronic media outlets have been invited for the first time. *(Pregled, 27.06.2011)*

Daily newspaper Pravda has been nominated for Serbian consumers' award "My Choice 2011" in the press category. This is the first year when citizens will have a chance to choose their favorite newspapers, TV and radio stations.

*(Pravda, NUNS, 30.06.2011)*

The results of the competition "My Green Work" have proven that protection of the environment is being increasingly covered by the media. The contest was organized by the Provincial Secretariat for Protection of Environment on the occasion of the Day of the Planet. The award for "the green work" was given to Dnevnik, Radio Novi Sad (RNS), Ju Eko TV from Subotica, a Hungarian language weekly Csalldi Kör, and the association "Zeleni Krug" ("The Green Circle") from Backi Petrovac for the magazine "Eko List". The association of environmental journalists "Eko News" has received an award for their electronic magazine on ecology. The Novi Sad School of Journalism has been awarded for its "Green News", while the Creative Workshop has been awarded for its newspaper for children "Mastalica" and others. Aleksandar Bjelogrić.

*(Dnevnik, 23.06.2011)*

### Education

Media reporting on the domestic violence and violence against women was the subject of the training for journalists that was held in Nova Varos. A project entitled "The Fight against Sexual and Gender-Based Violence" was presented at the seminar, including the Manual for Media Reporting on Family Violence and Violence against Women.

*(Danas - Sandžak, 01.07.2011)*

A collection of works entitled "Management of Media Economy, Media Content and Technologies During the Time of Digital Converging" was published in English language in Lisbon, Portugal. The collection contains five works written by Serbian authors.

*(Politika, 26.06.2011)*

Under the auspices of and organized by the Press daily newspaper, a workshop was held for editors and journalists

in the print media. It was lead by Peter Linden, one of the most renowned journalism lecturers in Europe. Among other things, he pointed out the fact that is more worrisome than the reduction of the print media circulation. During the last 15 years, the time spent reading newspapers has fallen drastically and now amounts to 24 minutes, instead of 36.

*(Press, 03.07.2011)*

### **Visits**

During mid-June, six media managers from Serbia attended the "Professional Development Program for Serbian Media Managers" in the USA: the director of Tanjug, Branka Djukic; the editor-in-chief of Studio B, Aleksandar Timofejev; the president of the Color Press Group, Robert Coban; the director of the Media Center Nis, Mladen Velojic; the sales director of TV Prva, Marija Karan; and the director of "Southern News" from Nis, Vitomir Ognjanovic. The group was led by Bojan Trifkovic, who was in charge of the media in the Embassy of the USA in Belgrade.

*(ASMEDI Newsletter, juli, 2011, no.155)*

### **The public service broadcaster**

Informing of the citizens of Serbia as organized by the RTS (the public service broadcaster) is being organized from two television centers – Belgrade and Novi Sad. This situation has led to the fact that the areas from the Eastern, Western and Southern Serbia are underrepresented in the news programmes of RTS. Stevan Stojanović

*(Pravda, 29.06.2011)*

### **Media transfers**

After Slavko Beleslin, TV Pink might also lose Sanja Marinkovic, who is supposed to continue her career on B92, similar to her colleague from the news section.

*(Kurir, 24.06.2011)*

It is almost certain that the TV host of the National News and "The Pyramid" on TV Pink, Slavko Beleslin, will transfer to B92. He has confirmed that he would leave TV Pink, but was not willing to comment on the transfer to B92. It is being speculated that these are the latest battles in the media war between the most commercial TV companies in Serbia.

*(Kurir, Press, 23.06.2011)*

Jugoslav Cosic does not work for B92 anymore! The famous TV host's employment contract will not be extended. Dalibor Katić

*(Kurir, 29.06.2011)*

B92 a.d. has announced: "The claims, published by the Kurir daily newspaper on 29 June 2011, that Jugoslav Cosic was leaving TV B92, are not true. The research cited in the article published by Kurir has never been conducted.

*(Kurir, 30.06.2011)*

### **Anniversaries**

Radio-Television Krusevac, the first Serbian local TV outside the system of RTS and the first outside Belgrade, has celebrated 20 years of existence. The TV company from Krusevac has a license for regional broadcasting and employs 94 workers, of which a third are journalists. The company has announced plans for modernization and complete digitalization.

*(Politika, Blic - Srbija, 25.06.2011)*

### **In Memoriam**

A long-time journalist of Politika daily newspaper, a professor of Serbian Language and writer, Zoran Simic (1950-2011), has died in Pozarevac on 2 July 2011. He worked for his company for 30 years in the editorial office and as a correspondent from Jagodina and Pozarevac.

*(Politika, NUNS, UNS, 04.07.2011)*

### Media business operations

The Minister of Culture, Informing and Information Society, Predrag Markovic, announced during a meeting with the president of the European Newspaper Publishers' Association (ENPA), Ivar Rusdal, that he would soon propose the Government of Serbia to reduce the VAT for the print media and book publishers. The meeting was also attended by the state secretary for information, Dragana Milicevic Milutinovic, the executive director of the ENPA, Francine Cunningham, and the president of the Managing Board and the executive director of the Media Association, Veselin Simonovic and Zoran Pasic.

*(Tanjug, Blic, Vecernje Novosti, NUNS, UNS, 30.06.2011, Vecernje Novosti, 02.07.2011)*

The entry of the Media Association in the European Newspaper Publishers' Association (ENPA) might contribute to continued professionalization of journalism and advancement of business operations of the print media in Serbia, said the Prime Minister of Serbia, Mirko Cvetkovic, after a meeting with the president of ENPA, Ivar Rusdal. The meeting was also attended by the executive director of the ENPA, Francine Cunningham, the president of the Managing Board of the Media Association, Veselin Simonovic, a member of the Managing Board of the Association, Manojlo Vukotic, and the executive director of the Association, Zoran Pasic.

*(Vecernje Novosti, 30.06.2011)*

The director of Radio-Television Serbia, Aleksandar Tijanic, and the secretary of the National Parliament of Serbia, Veljko Odalovic, signed yesterday a contract on broadcasting of parliamentary sessions valued at 80 million dinars.

*(Tanjug, Alo!, Danas, Politika, Dnevnik, Vecernje Novosti, Kurir, Pregled, Pravda, Blic, NUNS, UNS, 05.07.2011)*

### Competition?

In its statement delivered to the Pravda daily newspaper, TV Prva says that "RTS did not inform its viewers and subscribers until almost the last minute about their live airing of Zdravko Colic's concert at Usce. It is true that we had made an effort to allow our viewers to watch one of the previous concerts held by Zdravko Colic, which we announced in a usual manner. That recording was supposed to begin at 21.00. After receiving the information that the RTS would broadcast the concert at Usce, we decided to offer our viewers an alternative, instead of giving them two concerts at the same time."

*(Pravda, Press, 27.06.2011)*

"A rich, powerful commercial TV station with two national frequencies, which is protected better than polar bears, chose to air an old Colic recording from Sarajevo at exactly the same hour – out of 365 days in a year and 24 hours in a day – when the RTS announced the live broadcasting of Colic's concert in Belgrade?! TV Prva did not inform its viewers that their 'exclusive' programme is an old recording from Kosevo."

*(Politika, 28.06.2011)*

Radio-Television Serbia has described as robbery and demonstration of media neocolonialism the decision of TV Prva to air an old Colic recording from Sarajevo at exactly the same time when the RTS was airing a live broadcast of Colic's concert at Usce. RTS' announcement emphasizes that "foreigners and their investment are certainly not the problem", but that the problem is when they "demonstrate that they are not bound by Serbian laws, good business practice, European fair market competition and standard normalcy". In the opinion of the RTS, this case should be investigated by the Council of the Republic Broadcasting Agency, Serbian courts, associations of journalists and European institutions.

*(Press, Blic, 28.06.2011)*

The announcement of RTS in which they accuse their colleagues from TV Prva for hypocrisy has not left a strong impression on "the Greeks". "Even the time that we have just spent to tell you that we will ignore the RTS' statement gives their fabrications more attention than they deserve!", says the statement issued by the PR department of TV Prva.

*(Alo!, 29.06.2011)*

### Privatization and the state-owned media

There are more than 1,000 media outlets in Serbia. Most of them are owned by private media owners, as well as the Serbian Orthodox Church (two TV stations and 10 radio stations) and the Catholic Church (five radio stations), while mufti Moamer Zukorlic owns 20 percent of the Radio Ref Ref in Novi Pazar. There are 109 TV and 213 radio channels in Serbia. The state is still very much present as an owner at the local level, and it has a share in 113 media

outlets in total, be it as a 100-percent or a majority owner, through municipalities or through the Shareholders' Fund or the Privatization Agency. Branislav Grkovic  
(*Blic*, 24.06.2011)

If we put aside the national TV, RTS, Serbian TV scene is mostly owned by three individuals – the owner of TV Pink and an unofficial owner of TV Avala, Zeljko Mitrovic, the official owner of TV Prva and an unofficial owner of RTV B92, Minos Kyriakou, and the owner of children's "Happy TV", Predrag Rankovic Peconi. Until only a year ago, the public service broadcaster, RTS, and the commercial RTV Pink were the supreme rulers of ratings in Serbia. At the moment, the major players are RTS, TV Pink and TV Prva. Vladimir Djuric – Branislav Grkovic (The article contains detailed data on owners of national TV stations)  
(*Blic*, NUNS, 24.06.2011)

579 newspapers are published in Serbia, owned by 324 publishing companies. Most of them are privately-owned, but the government has not relinquished its share in two major daily newspapers – Politika and Novosti. With regard to Press, it is being speculated that the mayor of Belgrade, Dragan Djilas, owns a share of the newspaper, and that the vice president of the Government, Bozidar Djelic, is the majority owner of the weekly magazine Ekonomist via his company. Radisav Rodic has transferred his ownership in the Kurir daily newspaper to his son, Aleksandar. Many observers have noticed that the editorial policy of Kurir has changed significantly after the arrest of Rodic. Although he is not listed in official documents as an owner of Novi Magazin, it is known that the magazine's founding and publication are financed by Miroslav Bogicevic, the owner of the concern "Farmacom". Branislav Grkovic (The article contains detailed data on the owners of numerous print media outlets)  
(*Blic*, 25.06.2011)

The Municipality of Lazarevac has donated four million dinars to TV Spektrum, whose owner is the arrested Radoslav Savatijevic. However, Savatijevic has not delivered the necessary documentation about acquisition of equipment for TV Spektrum, and the public prosecutor of the municipality will initiate court proceedings.  
(*Kurir*, 29.06.2011)

After the disclosure that the owner of TV Spektrum and a controversial businessman, Radosav Savatijevic Kene, received a donation in the amount of four million dinars from the municipality of Lazarevac, the Kurir daily newspaper has discovered new information. The complete sum totaling four million dinars has ended up on the bank account of his second company, "Pam-Ek", from which his TV Spektrum purchased the equipment. The source of Kurir reveals that in this way, Kene has practically sold the TV equipment to himself.  
(*Kurir*, 02.07.2011)

The Securities Commission has ordered the companies owned by a Belgrade businessman, Milan Beko, which own 62.42 percent of the stocks of the newspaper company Novosti, to make an offer for taking over of the remaining stocks or to sell the majority ownership shares that exceed 25 percent. The minority shareholders of Novosti own 37.58 percent of stocks: the Republic of Serbia owns 29.5 percent, the Pension and Disability Insurance Fund (PIO) owns 7.15 percent, while small shareholders own 0.92 percent.  
(*Beta* 05.07.2011)

The Central Register of Securities of Serbia registered on Wednesday the change in the managing structure of the Novosti company, after the majority owner, Milan Beko, was stripped of his right to 2,356 votes. Three Beko's companies now have the right to 1,684 votes, which means that the government with its 1,989 votes based on the share in Novosti amounting to 29.5 percent now has the most significant managing rights.  
(*Beta*, *Politika*, *UNS*, *NUNS*, *RTS*, 06.07.2011)

During the last eight years in Serbia, 56 media outlets have been privatized in total, out of which 18 contracts on sale have been annulled – shows the data belonging to the Privatization Agency. Out of the planned number of public media outlets to be sold, 53 have remained non-privatized: seven privatization processes have been terminated, 37 privatizations have been stopped, while three unsuccessful auctions have been organized for each of the remaining eight media outlets. At the moment, according to the Agency, only one media outlet is being privatized. During the last year, the Government of Serbia adopted a decision to postpone the privatization of local electronic media outlets that broadcast programme in minority languages until the adoption of amendments to the Law on Broadcasting. At the same time, the process of privatization of 39 media outlets broadcasting in minority languages was terminated. According to the Privatization Agency, most of the media outlets in Serbia were privatized in 2007, while only four media outlets were sold during the last year.  
(*Danas*, 06.07. 2011)

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

This month, the Independent Journalists' Association of Serbia has introduced free legal representation in courts as a new legal service for its members.

*(Pravda, 23.06.2011)*

The Independent Journalists' Association of Serbia (NUNS) is concerned because of the tendency to spend an increasing amount of money from the Republic and municipal budgets to provide financing of operations of media outlets owned by the state, instead of providing funds for programs that are in public interest. Only in the last year, according to the Ministry of Culture, the national budget provided 216,715,000 dinars for the Tanjug agency, 28,800,000 dinars for the Panorama company in Pristina, 122,048,000 dinars for Radio Yugoslavia, and 10,803,000 dinars for Jugoslovenski Pregled. At the same time, 115,936,000 dinars was allocated to support for media projects i.e. programs that are in public interest. A sum of 40,871,771 dinars was spent for co-financing of print media outlets in minority languages and co-financing of projects related to informing in minority languages, which is also in public interest.

*(NUNS, 28.06.2011)*

The Independent Journalists' Association of Serbia (NUNS) considers that the taxpayers' money in the media sphere should be spent in a way that would benefit all citizens, instead of financing business operations of public companies whose editorial policy can be controlled by the ruling political structures. NUNS calls on the government to demonstrate its willingness to relinquish direct control over the media and to create equal conditions for all participants in the market.

*(NUNS, 28.06.2011)*

At its regular annual assembly, a report on activities of the Independent Journalists' Association of Serbia (NUNS) during the period May 2010-May 2011 emphasized the continued worsening of the professional and economic position of the media and media workers in Serbia. This trend became dramatic by the end of 2010 and especially in the first half of the year. The brutal social and economic reality has forced NUNS to deal with social and union issues, while relying on its modest financial and personnel resources. (More details are available at the web site

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

*(NUNS, MC, 30.06.2011)*

### Journalistic trade unions

Journalists' Union of Serbia estimated yesterday that the provisions of the working draft of the Law on Strike that forbid striking on streets and threaten workers with dismissal from work if they violate the ban are restrictive and antidemocratic. The Journalists' Union is of the opinion that the Law on Strike is unneeded and that all labor-related issues are regulated by the Law on Labor. At the same time, the Union pointed out that it had not been included in the preparation of the media strategy despite its official request to the Ministry of Culture. The Union said that the media strategy does not deal with the status of media employees, which is extremely difficult.

*(Beta, Politika, 26.06.2011)*

The Journalists' Union of Serbia presented numerous criticisms of the Draft Media Strategy at its assembly's session, mostly related to the fact that the document does not deal with the status of media employees although it is clear that unprotected journalists cannot serve the public interest. The Journalists' Union demands that the Media Strategy establish the obligation to form a representative organization of employers, to initiate social dialog, and to conclude an industry-wide collective contract.

*(Blic, 26.06.2011)*

### The Republic Broadcasting Agency (RRA)

Taking into account the reporting of Radio-Television Serbia about alleged media connection between TV Prva and TV B92, the Council of the Republic Broadcasting Agency has established – on the basis of submitted documentation and information received from the Business Register Agency – that there exists no ownership-related connection. If the RTS has access to different information, the Council of the RRA calls on RTS to submit it to the RRA and other relevant state institutions. B. Cvijic

*(Danas, 30.06.2011)*

### **The Republic Agency for Telecommunication (RATEL)**

SBB has informed its users that it has stopped broadcasting the programme of TV Nova. The management of TV Nova d.d. from Zagreb has made a decision to forbid rebroadcasting of its programme via satellite and cable distribution networks outside the territory of the Republic of Croatia.

*(Politika, UNS, 29.06.2011)*

### **SEEMO**

SEEMO Announces that the 2nd South, Central and East Europe Investigative Journalism Days will take place in Belgrade, Serbia, from 27 to 29 June 2011, and will focus on corruption. The Conference will cover a variety of topics related to investigating corruption, personal security, reporting on extremist politicians - as well as a training session. Speakers include prominent international journalists and media experts who have firsthand experience in investigative reporting, both on the international and local level.

*(SEEMO, 27.06.2011)*

Studio B has prepared a rich and interesting programme that will entertain the Belgrade audience during the summer months. The editorial team of TV Studio B has decided to dedicate its summer programme schedule to Belgrade.

*(Politika, 23.06.2011, Danas, 24.06.2011)*

There are 66,434 registered web sites in Serbia, but only one fifteenth of companies have their own web site. Six million euros is spent each year on web advertising, which is 3% of the total annual advertising budget that amounts to around 180 million euros. Disappointingly, only 17,000 companies (7%) out of 220,000 companies in Serbia have their own web presentation. The strongest companies in the web market are Ringier Axel Springer with several news and commercial web sites, whose main brand, [www.blic.rs](http://www.blic.rs), is the most visited web site in Serbia. Minos Kyriakou is also a major participant: after his purchase of RTV B92 he has become an owner of web sites, among them [www.b92.net](http://www.b92.net). The third company is the Daily Mail group which has entered the Serbian market after their purchase of the Infostud company. Branislav Grković (The article contains a list of owners of web portals in Serbia)

*(Blic, 25.06.2011)*

The first issue of the magazine "Poetika", published by IP Cigoja, was presented in the Library of the City of Belgrade. The new magazine writes about the theory, history and critic of poetry. In the words of the publisher, Zarko Cigoja, "Poetika" has appeared at the moment of mass disappearance of similar magazines.

*(Danas, 02.07.2011)*

In June 2011, the web site of the Radio Boom 93 set a new record with slightly less than 20,000 unique visitors, while the number of viewed pages went over 155,000. The web site has achieved growth each month, with more than 650 unique visits a day. The most visited page is the main page of the web site, followed by pages with local news, news from Serbia and musical news.

*(Radio Boom 93, 05. 07. 2011)*

### Citizen journalism

Under the title "Citizen Journalism Against Torturers", Dnevnik claims that police officers from Vrsac probably would have not been punished, and the Minister of Internal Affairs, Ivica Dacic, would not have publicly apologized, had the video recording not been posted on YouTube and caused public outcry. Citizen journalism has begun influencing the public and the behavior of journalists. It is a completely new media concept that began its sudden development in the last decade of the 20th century. On the one hand, it was a reaction to decreased confidence of citizens in the mass media, while on the other hand it was enabled by technological advancement in the field of communication. The idea of the initiators of citizen journalism was to create "journalism from the people for the people", different from professional journalism that is, in their opinion, influenced by establishment. In this way, the social significance of the media has been returned to the public scene. Jan Briza

*(Dnevnik, 03.07.2011)*

### Digitalization

On the occasion of the three-year anniversary of the beginning of strategic programme projects of the RTS and the impending transition to digital broadcasting, the Public Service Broadcaster of Serbia began offering on its web portal a specialized subsection dedicated to digitalization and new technologies. The Digital television subsection offers the latest information on digitalization, events in Serbia and the region, explanations of technical terms, and answers to frequently asked questions about the transition from the analog to digital broadcasting.

*(Danas, 29.06.2011, Danas, Politika, 01.07.2011)*

The citizens of Serbia will not have to buy new TV sets because of digitalization. In order to be able to watch the digital programme, they will have to buy a digital receiver (set-top box) or a TV set with an integrated digital demodulator. Leading cable distributors already offer these devices, while the cost of the installation ranges from 1,000 to 6,000 dinars, depending on the package. The service will cost 200-600 dinars a month.

*(Danas, 01.07.2011)*

In accordance with the strategy adopted by the Government of Serbia, it has been decided to make a transition from analog to digital broadcasting on April 4 next year. However, Irina Reljin from the Ministry of Culture, Informing and Information Society has announced the possibility of extending the deadline to the beginning of 2013.

*(Danas, 01.07.2011)*

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- Abbreviations - [www.mc.rs/media-news-bulletin-abbreviations.2317.html#104230](http://www.mc.rs/media-news-bulletin-abbreviations.2317.html#104230)
- Sections - [www.mc.rs/media-news-bulletin-abbreviations-and-sections.2317.html](http://www.mc.rs/media-news-bulletin-abbreviations-and-sections.2317.html)
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Media News Bulletin is a short account of media reports on the situation in the media. It has been created with the aim to register the information about the media published in the previous 14 days in Serbia, shortened to reflect the basic message of media reports and grouped in thematic subsections. The editors convey the news without changing the essential meaning of media reports on the media. For the readers interested in the complete published article, its source and date of publishing are given.

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