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Asocijacija nezavisnih elektronskih medija  
Association of Independent Electronic Media

+381 11 26 22 467  
anem@anem.org.rs  
www.anem.rs

## **Novosti iz ANEMa - Br. 1**

**Poštovane Kolege i Saradnici,**

Veliko nam je zadovoljstvo da najavimo otvaranje nove rubrike ANEM sajta pod nazivom 'Aktivnosti ANEM-a' koja za cilj ima da redovno i detaljno informiše naše kolege, saradnike, donatore i javnost o aktivnostima ANEMa. Rubriku Aktivnosti ANEM-a možete posetiti u svakom momentu na naslovnoj strani ANEM sajta ([www.anem.rs](http://www.anem.rs)). Od aktuelnih aktivnosti ANEM-a izdvajamo:

**Uvodjenje ANEM Intraneta** – U toku proleća/leta 2008. godine radili smo na uvodjenju ANEM Intraneta, posebnog dela ANEM veb sajta, kome ekskluzivan pristup imaju članice i pridružene članice ANEM-a. ANEM Intranet je uveden sa ciljem da pospeši i unapredi medjusobnu komunikaciju i razmenu informacija i znanja unutar mreže i da omogući stanicama ANEM-a da u svakom momentu lako pristupe važnim internim informacijama za rad naše mreže.

*Izradu ANEM Intraneta finansijski je podržao USAID kroz program IREX ProMedia II Serbia.*

**ANEM ekspertske analize stanja u medijskoj sferi** - U toku leta 2008. godine, a u cilju intenziviranja uloge i aktivnosti ANEM-a u oblasti reformi medijskih politika i regulative, ANEM je realizovao projekat izrade ekspertskih mišljenja čiji je rezultat publikacija više analiza stanja u medijima u oblastima kao što su zaštita slobode medija i novinara, finansijska samoodrživost komercijalnih medija, priprema medija za digitalizaciju i društveno odgovorno poslovanje medija. [Ovde](#) možete posetiti rubriku ANEM Aktivnosti i preuzeti analize.

*Izrada analiza finansijski je podržao USAID kroz program IREX ProMedia II Serbia*

**Saradnja ANEM-a sa organizacijama civilnog sektora - rad Grupe za reformu medijskog sektora** - Grupa za reformu medijskog sektora, koju čine predstavnici Nezavisnog udruženja novinara Srbije (NUNS), Asocijacije nezavisnih lokalnih štampanih medija Lokal Press i ANEM-a, zalaže se za usvajanje izmena Zakona o oglašavanju u cilju omogućavanja povoljnijeg tretmana oglasnih poruka neprofitnih organizacija koje za cilj imaju informisanje građana o dobrotvornim i humanitarnim akcijama. Do sada, inicijativu Grupe za reformu medijskog sektora podržalo je više od 35 organizacija civilnog sektora, koje su prepoznale značaj inicijative za rad medija i civilnog sektora i njihovu medjusobnu saradnju u zaštiti interesa građana. Više informacija o ovoj inicijativi dostupno je [ovde](#)

*Rad Grupe za reformu medijskog sektora finansijski je podržao USAID kroz program koji je implementirao Institut za održive zajednice.*

**Privatizacija i mediji** - U toku 2008. godine, ANEM je inicirao i održao više sastanaka sa organima vlasti, institucijama za zaštitu ljudskih prava te predstavnicima domaćih i međunarodnih organizacija koje se bave zaštitom ljudskih prava i slobode medija, sa ciljem sistematičnog i temeljnog pristupa rešavanju starih ali i novonastalih problema u postupku privatizacije medija. Više informacija o ovoj aktivnosti dostupno je [ovde](#)

*Rad ANEMa i Pravnog tima ANEMa u ovoj oblasti podržava organizacija Svedski helsinski komitet za ljudska prava.*



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## ***ANEM's News - No. 1***

**Dear Colleagues and Partners,**

It is our great pleasure to announce the launch of a new section of the ANEM's web site, "ANEM Activities", which aims to regularly and comprehensively inform our colleagues, partners, donors and the public about ANEM's activities. You may visit "ANEM Activities" section on the homepage of the ANEM's web site (<http://www.anem.org.rs/en.html>) Among ANEM's current activities, we draw your attention to the following:

**Introduction of ANEM Intranet** – During the spring/summer 2008 ANEM launched ANEM Intranet, a separate portion of ANEM's Website which is exclusively available to members and associated members of ANEM. This is a new service ANEM designed with the aim to facilitate and improve the communication and exchange of information and knowledge within the association.

*The realization of ANEM Intranet has been financially supported by USAID through the program IREX ProMedia II Serbia.*

**ANEM expert analyses of situation in the media sphere** – During the summer of 2008, in order to increase the role and activities of ANEM in the area of media policy and regulation reform, ANEM has implemented the project whose aim was to facilitate preparation of expert opinions and analyses of situation in the media. As a result, several publications have been released dealing with the topics such as the protection of the freedom of the media and journalists, financial sustainability of commercial media, preparation of media outlets for digitalization and corporate social responsibility. You may visit the section [ANEM Activities](#) to download the publications.

*The preparation of analyses has been financially support by USAID through the program IREX ProMedia II Serbia.*

**Cooperation between ANEM and civil sector organisations – activities of the Group for Media Sector Reform** – The Group for Media Sector Reform, consisting of representatives of the Independent Journalists' Association of Serbia (NUNS), Local Press and ANEM, is trying to effect the modification of the Law on Advertising to allow for better treatment of advertising messages of non-profit organizations informing citizens on charity, humanitarian and similar type campaigns. The initiative of the Group for Media Sector Reform has so far been supported by more than 35 civil sector organizations which have recognized the importance of the initiative and its effect on the media and the civil sector, as well as their cooperation in protection of public interest. You may read the full item [here](#)

*The work of the Group for Media Sector Reform has been financially support by USAID through a program implemented by the Institute for Sustainable Communities.*

**Privatization and the media** – During 2008, ANEM has initiated and organized several meetings with government officials, mechanisms for protection of human rights and representatives of local and international organizations active in the area of human rights and media freedoms, with the aim to systematically and thoroughly solve old but also new problems in the privatization of the media. Read the full item [here](#)

*Activities of ANEM and the Legal Team of ANEM in this area are supported by the Swedish Helsinki Committee for Human Rights.*

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*ANEM - Asocijacija nezavisnih elektronskih medija ([www.anem.rs](http://www.anem.rs)) je nezavisna, nevladina i neprofitna asocijacija, mreza sastavljena od vise od 100 elektronskih medija sirom Srbije sa misijom da promovise i stiti slobodu medija i ojaca poziciju profesionalnih elektronskih medija. Ovaj e-mail ste primili jer ste na mailing listi ANEM stejkholdera. Ukoliko ne želite da dobijate ove informacije, molimo Vas da nam posaljete mail na [anem@anem.org.rs](mailto:anem@anem.org.rs) i u subject-u navedete: 'Želim da me skinete sa liste'. Molimo Vas prosledite ovaj email prijatelju ili kolegi koji se mogu prijaviti na nasu mailing listu tako sto ce nam poslati email na: [anem@anem.org.rs](mailto:anem@anem.org.rs), sa subject-om: 'Želim da se prijavim na ANEM mailing listu' navodeci kontakt informacije (ime, prezime, organizaciju, poziciju).*

*ANEM - Association of Independent Electronic Media ([www.anem.rs](http://www.anem.rs)) is an independent, non-governmental, non-profit organisation, a network of over 100 independent media outlets throughout Serbia, dedicated to promotion and protection of media freedoms and strengthening of the position of professional broadcast media. You have received this email because you are on our mailing list as ANEM stakeholder. If you no longer wish to receive this information, please send us an e-mail to [anem@anem.org.rs](mailto:anem@anem.org.rs) with the subject: 'Please remove me from your list'. Please consider forwarding this email to a friend or colleague. They can sign on to our mailing list by sending us an email to [anem@anem.org.rs](mailto:anem@anem.org.rs) with subject line: 'Please subscribe me to the ANEM mailing list' and providing us with their contact information (name, surname, organization, position).*