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Asocijacija nezavisnih elektronskih medija
Association of Independent Electronic Media

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Novosti iz ANEMa - Br. 5

Poštovane kolege,

Pred vama je peti broj ANEM Novosti i najnoviji pregled aktivnosti naše Asocijacije. O ANEMovim aktivnostima možete se svakodnevno informisati i putem našeg web sajta (www.anem.org.rs), rubrika „Aktivnosti ANEMa“, a za ovaj broj Novosti izdajamo:

Radionice za članice ANEMa – ANEM je za svoje članice planirao serijal radionica, namenjenih jačanju njihovih internih kapaciteta. U toku aprila i maja, održane su dve od tri predviđene radionice u ovom ciklusu. [Prva radionica](#) je za temu imala krizni menadžment, dok je [druga](#) bila posvećena pripremanju stanica za monitoring programskog sadržaja i poštovanja pravila o oglašavanju, koji sprovodi RRA. Sažeti izveštaji sa radionica nalaze se na sajtu.

Održavanje radionica omogućili USAID i IREX Srbija

Predlozi ANEMa za poboljšanje ekonomskog položaja emitera – Želeći da usmeri pažnju medijske javnosti i nadležnih organa na probleme medija i neophodnost hitne akcije, ANEM je od početka godine, javno zastupao svoje stavove i zahteve usmerene na pomoć medijima za prevazilaženje efekata ekonomske krize. Oni su proistekli iz komunikacije Sekretarijata Asocijacije sa članstvom i praćenja situacije u medijskom sektoru, i predstavljaju osnov za ANEMove aktivnosti javnog zalaganja za poboljšanje položaja emitera, posebno za smanjenje naknada regulatornih agencija i kolektivnih organizacija. ANEMove predloge pronađite [ovde](#)

ANEMove aktivnosti javnog zalaganja za poboljšanje položaja emitera podržavaju USAID i IREX Srbija

ANEM okrugli stolovi: smanjenje naknada – Jedna od antikriznih mera za koje se ANEM zalaže je i smanjenje naknada koje emiteri plaćaju regulatornim agencijama, RRA i Ratelu, i kolektivnim organizacijama, SOKOJu i OFPSu. Tim povodom, organizovana su i dva okrugla stola na kojima se raspravljalo o mogućnostima smanjenja naknade i budućim pravcima saradnje sa navedenim agencijama i organizacijama. [Izveštaj sa prvog okruglog stola](#), održanog 26.05. dostupan je ovde, a [izveštaj sa drugog](#), od 28.05, možete naći ovde.

Projekat “Zalaganje za održivost lokalnih medija: smanjenje naknada za emitovanje i za autorska i srodna prava” podržali USAID i IREX Srbija

Izmene i dopune Zakona o radiodifuziji - Reagujući na izmene Zakona o radiodifuziji koje se odnose samo na izbor članova RRA, a koje predstavljaju grubo kršenje slobode medija, ANEM je 20.05. izdao [javno saopštenje](#), a 25.05. zajedno sa NUNSom i NDNVom, dostavio dopis [poslancima Narodne Skupštine](#), protestujući protiv najavljenih izmena i tražeći da se započeti postupak izbora članova Saveta RRA završi.

ANEMove aktivnosti javnog zalaganja za poboljšanje položaja emitera podržava USAID i IREX Srbija

Serijal „Drvo života/Čudna šuma“ dostupan ANEMovim stanicama za emitovanje – ANEM je, u saradnji sa produkcijom ShockArt i autorkom Oliverom Miloš Todorović, obezbedio svojim stanicama besplatno emitovanje 8 polusatnih emisija TV serijala "Drvo života/Čudna šuma". 13 TV stanica ANEMove mreže koje su bile zainteresovane za emitovanje dobile su mogućnost da tokom maja i juna premijerno emituju ovaj program u svojim lokalnim sredinama. Serijal se bavi temom dece bez roditeljskog staranja, a o ostalim obrađenim temama pročitajte [ovde](#)

Zajedničko saopštenje medijskih organizacija povodom povećanja poreza za autorski i honorarni rad – ANEM je 13.05, zajedno sa drugim medijskim organizacijama, NUNSom, NDNVom i Lokal Press-om, oštro protestovao zbog izmena Zakona o porezu na dohodak građana, kojim se faktički, povećao porez za isplatu autorskih i honorarnih ugovora. Kako se u medijskoj industriji, po prirodi posla, zaključuju brojni autorski i honorarni ugovori, ovakve izmene imaju posebno nepovoljan uticaj na medijske kuće. Celokupno saopštenje možete videti [ovde](#)

Učešće ANEMa u javnoj raspravi o Nacrtu novog Zakona o autorskim i srodnim pravima – U periodu od 29.04.2009. godine do 15.05.2009. godine sprovedena je javna rasprava o radnoj verziji Nacrta zakona o autorskom i srodnim pravima, koga su pripremili stručnjaci Zavoda za intelektualnu svojinu i nadležno resorno Ministarstvo za nauku i tehnološki razvoj. Ovim zakonom, između ostalog, reguliše se i odnos emitera i kolektivnih organizacija. U javnoj raspravi bilo je omogućeno učešće svim subjektima zainteresovanim za pitanja ostvarivanja autorskog i srodnih prava U okviru javne rasprave, 11. maja 2009. godine u Privrednoj komori Srbije, održan je okrugli sto o radnom tekstu Nacrta zakona o autorskom i srodnim pravima. ANEM je [aktivno učestvovao u javnoj raspravi](#) i u radu samog okruglog stola, doprinoseći svojim sugestijama poboljšanju rešenja predviđenih Nacrtom zakona.

ANEMove aktivnosti javnog zalaganja za poboljšanje položaja emitera podržava USAID i IREX Srbija

ANEMove aktivnosti na gašenju nelegalnih stanica - odgovor RATELa na ANEMovu prijavu štetnih smetnji – Zalažući se za uspostavljanje funkcionalnog i zdravog medijskog tržišta, ANEM je od početka dodele frkvencija, pažljivo pratio rad regulatornih agencija na raščišćavanju etra i reagovao više puta, tražeći zatvaranje nelegalnih emitera. Kako se pokazalo, veliki broj emitera i dalje odbija da ugasi predajnike i nastavlja da ilegalno emituje program. Želeći da zaštiti svoje članice od nelegalnih emitera i izbori se za njihovo pravo da nesmetano i kvalitetno emituju svoje programe, kao i da spreči njihovo dalje ekonomsko ugrožavanje, ANEM je u toku marta podneo, u ime svojih stanica, zajedničku prijavu za štetne smetnje nadležnom RATELu. Prijava je sastavljena na osnovu podataka, dobijenih od ANEMovih članica, koje su, na poziv Sekretarijata, prijavile probleme sa piratskim stanicama u svojoj sredini. RATEL je krajem aprila dostavio i zvaničan odgovor na ANEMovu prijavu, iz koga se može videti koje su mere preduzete prema navedenim piratskim stanicama, kao i koje su dalje aktivnosti planirali, radi rešavanja ovog problema. Detalje tog odgovora možete videti [ovde](#)

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ANEM News – Issue No. 5

Dear colleagues,

This is a fifth issue of ANEM News with the latest preview of Association's activities. You can be daily informed about ANEM activities by visiting our web site (<http://www.anem.org.rs/en.html>), section "ANEM Activities", and in this issue of the News we present you the following:

Workshops for ANEM member stations- ANEM facilitated the serial of workshops aimed at building internal capacities of its member stations. During April and May, ANEM conducted two of three planned workshops. Topic of the [first workshop](#) was crisis management, while [the second](#) one was dedicated to preparations of broadcasters for monitoring of program content and respect of advertizing rules, conducted by RBA. Summary of the workshop reports can be found on the ANEM web site.

Workshops organization supported by USAID and IREX Serbia

ANEM proposal for improvement of broadcasters' economic position - Aiming to alert the attention of public and authorities on problems that media are facing with and need for urgent action, ANEM directed its advocacy activities toward assistance to the media to overcome the economic crises impact. These advocacy activities are outcome of communication between ANEM Secretariat and ANEM member stations, as well as constant monitoring of the situation in media sector, which presents foundation for further ANEM activities in improving broadcasters' financial capacity. This especially applies to reduction of fees that broadcasters pay to regulatory agencies and collective organizations. ANEM suggestions are available [here](#)

ANEM advocacy activities for improvement of broadcasters' position supported by USAID and IREX Serbia

ANEM round tables: fee reduction- As previously mentioned, one of the anti-crises measures, which ANEM stands for, is reduction of fees that broadcasters pay to regulatory agencies, RBA and RATEL, and collective societies, SOKOJ and OFPS. For this reason, ANEM organized two round tables where possibility of fee reduction and further ways of cooperation with these agencies/collective organizations was discussed. [Report for the first round table](#), held on May 26, can be found here, and [report from second round table](#), from May 28, is available here.

Project "Advocating for sustainability of local media: reduction of broadcasting and copyright fees" supported by USAID and IREX Serbia

The changes of the Broadcasting Law- Responding to changes of the Broadcasting Law, that refer to election of members of RBA Council, which presented rough violation of freedom of media, ANEM issued on May 20, a [Public Statement](#). Additionally, together with The Independent Journalists' Association of Serbia (NUNS) and the Independent Journalists'

Organization of Vojvodina (NDNV), ANEM submitted on May 25, the [Official Letter](#) to deputies of National Assembly, protesting against announced amendments and demanding the finalization of already started procedure for election of the members of RBA Council.

ANEM advocacy activities for improvement of broadcasters' position supported by USAID and IREX Serbia

TV serial “The tree of life/Extraordinary forest“ available to ANEM member stations - ANEM, in cooperation with ShockArt production and author Olivera Milos Todorovic, enabled its member stations free broadcasting of 8 episodes of TV serial “The tree of life/Extraordinary forest”. 13 TV stations of ANEM network got the possibility to premiere broadcast of this program in their local area, during May and June. The serial main topic deals with children without parental care, and more info about other topics you can read [here](#)

Joint Public Statement of media organizations regarding the rise of the tax for author's and honorary work - On May 13, ANEM, in cooperation with another media organizations, The Independent Journalists' Association of Serbia (NUNS), the Independent Journalists' Organization of Vojvodina (NDNV) and Local Press, strongly protested against Amendments to Personal Income Tax Law, which increased taxes for payment of author's and honorary contracts. These changes have especially negative effect on media outlets, which due to the characteristics of their business, conclude numerous authors' contracts. The entire Statement is available [here](#)

ANEM participation in public debate about Draft Law on Copyright and Related Rights – In the period between April 29 and May 15 2009, the public consultations were held regarding the draft version of the Law on Copyright and Related Rights, prepared by the experts of the Intellectual Property Office and Ministry of Science and Technological Development. This Law, among others, regulates the relations between broadcasters and collective societies. The public debate enabled all parties interested in copyright and related rights to participate. Within this public debate, on May 11, the round table was held in the premises of Serbian Chamber of Commerce regarding the draft Law on Copyright and Related Rights. ANEM actively participated in public consultations and in the round table, contributing by its [proposals](#) to improvement of the provisions of the Draft Law.

ANEM advocacy activities for improvement of broadcasters' position supported by USAID and IREX Serbia

ANEM activities on closure of the illegal stations - response of RATEL to ANEM official letter on harmful interferences – Advocating for the constitution of the functional and “healthy” media market, ever since the frequency allocation process has started, ANEM attentively monitored the work of regulatory bodies on clearing up the spectrum and reacted several times, asking for shutting down the illegal broadcasters. As it is evident, numerous broadcasters still reject to shut down the transmitters and continue to broadcast illegally. Aiming to protect its member stations from illegal broadcasters and obtain their right to broadcast program uninterruptedly and quality, and also to prevent their further economic endangerment, ANEM submitted to RATEL, during March, an official letter on harmful interferences. Official letter was composed on data provided by ANEM member stations, which on Association's invitation, reported problems with illegal broadcasters in their local environments. In the response on ANEM letter, on April 30, RATEL provided the official respond explaining the measures undertaken against the stations who broadcast without license, and their further activities in solving this problem. Details of that response are available [here](#)

*ANEM advocacy activities for improvement of broadcasters' position supported by USAID and IREX
Serbia*