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Asocijacija nezavisnih elektronskih medija
Association of Independent Electronic Media

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Novosti iz ANEMa - Br. 9

Poštovane kolege i partneri,

U devetom broju ANEM Novosti, informišemo vas o nekoliko najvažnijih poslednjih aktivnosti ANEMa:

Održan sastanak ANEMa i MUPa Srbije radi rešenja problema sa radiodifuznom "piraterijom"

– I dalje nerešen problem velikog broja nelegalnih emitera širom Srbije, koji ugrožavaju i ANEMove članice i ostale emitere, bio je razlog da ANEM ponovo preduzme inicijativu kako bi se našlo odgovarajuće rešenje za ovo pitanje. Smatrajući izuzetno važnim da se ovaj problem reši efikasno i što pre, ANEM je 03.02.2010. godine poslao dopis ministru unutrašnjih poslova, nakon čega je 26.02.2010. održan sastanak predstavnika ANEMa sa ministrom Ivicom Dačićem i direktorom policije, Miloradom Veljovićem. Informacije o sadržaju dopisa, sastanku i dogovorenim aktivnostima, pročitajte [ovde](#)

Završeno emitovanje TV serijala "Radi odgovorno - Ne gazduj!"! Pogledajte odabrane epizode na ANEMovom web sajtu!

– Počev od septembra 2009, ANEM je u saradnji sa produkcjskom kućom "A medija", proizveo 20 desetominutnih TV epizoda serijala "Radi odgovorno – Ne gazduj!". [Serijal](#) se bavio temom ponašanja lokalnih funkcionera i njihove (ne)odgovornosti prema građanima u vršenju javne funkcije. Epizode su premijerno emitovane jednom nedeljno na ANEMovim stanicama širom Srbije, u periodu od oktobra 2009.g. do februara 2010g. Prema rezultatima evaluacije ovog projekta, najveći efekat emitovanja ovog serijala je u tome što funkcioneri pod pritiskom javnosti ipak menjanju svoje ponašanje, posebno kada znaju da će ono što rade biti predmet saznanja i izvan njihovih sredina. Odabrane epizode ovog serijala svi zainteresovani mogu pogledati na našem sajtu u rubrici „Ostale aktivnosti“ podrubrika [„Radi odgovorno - Ne gazduj!“](#).

Implementaciju projekta „Radi odgovorno - Ne gazduj!“ je omogućila organizacija National Endowment for Democracy (NED)

Pokreni priču na ANEMovom web portalu „Bolja Srbija“! – Novi ANEMov web portal "Bolja Srbija", pokrenut krajem decembra 2009. godine, namenjen je promociji onih pojedinaca i institucija koji su svojim angažovanjem doprineli poboljšanju kvaliteta života građana ili rešavanju nekog problema, čineći tako Srbiju boljom. Pored odabranih epizoda iz istimenog radio serijala koji ANEM, u saradnji sa A medijom, proizvodi za svoje radio stanice na kojima se emituje, na portalu se nalaze i lepe vesti i poseban kutak za posetioce koji žele da ispričaju svoju priču o lepšem licu Srbije. Web portal je deo [istoimenog projekta](#) koji ANEM sprovodi sa A medijom.

Posetite naš web portal „Bolja Srbija“ i pošaljite svoju priču kojom ćete doprineti podsticanju pozitivnih vrednosti u Srbiji! Portalu možete pristupiti sa ANEMovog sajta www.anem.org.rs - link ka [„Boljoj Srbiji“](#) se nalazi u desnom gornjem uglu.

Implementaciju projekta „Bolja Srbija“ podržava Norveška narodna pomoć (NPA)

Učešće ANEMa u javnoj raspravi o Nacrtu Pravilnika RRA za regulisanje kablovskog emitovanja programa – Neregulisano kablovsko emitovanje programa, jedan je od razloga za nefunkcionisanje medijskog tržišta. Terestrijalni emiteri su zbog višegodišnjeg kašnjenja sa

regulacijom ovog pitanja, dovedeni u neravnopravan položaj sa kablovskim emiterima i trpe posledice neloyalne konkurencije. RRA je u decembru 2009. napravila Nacrt Pravilnika koji reguliše kablovsko emitovanje programa koji je dala u javnu raspravu. Smatrajući da je veoma važno da se ovo pitanje kvalitetno reguliše, ANEM je u ovoj javnoj raspravi učestvovao svojim amandmanima na Nacrt, o čemu više pročitajte [ovde](#)

Ovu aktivnost javnog zalaganja je podržao Civil Rights Defenders

ANEMove aktivnosti na poboljšanju regulatornog okvira za rad medija – Jedan od osnovnih ciljeva ANEMovih aktivnosti je poboljšanje regulatornog okvira za rad medija. Pored konkretnih amandmana na predloge zakona i drugih akata, jedan od ANEMovih načina zalaganja za dalju reformu propisa od značaja za medije, jeste i iniciranje njihovog donošenja ili njihovih izmena. Ovde pročitajte informacije o nekoliko poslednjih takvih aktivnosti:

1. Ocenjujući da kašnjenje u implementaciji Strategije digitalizacije i Akcionog plana dovodi u pitanje predviđenu dinamiku procesa prelaska sa analognog na digitalno emitovanje TV i radio programa, čime se ozbiljno ugrožavaju i ANEMove stanice i ostali emiteri, ANEM je 23.02.2010. uputio [dopis](#) Ministarstvu za telekomunikacije i informaciono društvo. On sadrži sugestije o temama koje bi morale predstavljati osnov jedne odgovorne javne politike na polju digitalizacije radiodifuzije, a posebno u odnosu na regionalne i lokalne emitere.

2. Jedan od ANEMovih ciljeva u oblasti javnog zalaganja za kvalitetan medijski regulatorni okvir, jeste i usklađivanje nacionalnih propisa sa evropskom regulativom i standardima. Smatrajući da je to neophodno što pre učiniti, ANEM se obratio nadležnom Ministarstvu kulture, imajući u vidu da su toku izmene Zakona o radiodifuziji i izrada novog Zakona o oglašavanju. U svom [dopisu](#) od 24.02.2010. ANEM je naročito tražio usklađivanje ovih propisa sa Direktivom o audio-vizuelnim medijskim uslugama.

3. Kodeks ponašanja emitera je podzakonski akt RRA, koji predstavlja skup pravila kojima se reguliše raznovrsna materija u oblasti sadržaja programa radiodifuznih emitera. Primena Kodeksa u praksi je pokazala da ovaj akt ima dosta nedostataka, da su mnoge odredbe nedovoljno precizne i da stvaraju konfuziju u njihovoj primeni, kao i da su neka rešenja loša i da guše slobodu medija. Želeći da doprinese otklanjanju ovih nedostataka koji ugrožavaju i njegove članice i ostale emitere zbog ozbiljnih posledica koje za sobom nosi nepostupanje po propisanim pravilima, ANEM je 25.02.2010. uputio [dopis](#) RRAu, ukazujući na osnovne pravce potrebnih izmena Kodeksa.

Detaljnije informacije o sva tri dopisa su na našem web sajtu, u rubrici “Aktivnosti javnog zalaganja”. ANEM planira da uskoro održi sastanke sa nadležnim organima povodom dopisa koje im je uputio i da dalje aktivno učestvuje u realizaciji svojih predloga.

Ove aktivnosti javnog zalaganja je podržao Civil Rights Defenders

Održana radionica za ANEMove stanice o pravu na slobodan pristup informacijama od javnog značaja – ANEM je, u Beogradu, 17. februara 2010.g. održao drugu radionicu za svoje članice u 2010. godini, pod nazivom „Bolje razumevanje Zakona o slobodnom pristupu informacijama od javnog značaja“. Cilj radionice je bio da se novinarima ANEMovih stanica omogući da se bolje upoznaju sa odredbama Zakona o slobodnom pristupu informacijama od javnog značaja i njegovom primenom, kako bi češće i pravilnije koristili njegove prednosti u svom radu. Rezultati ankete nakon održane radionice govore da je planirani cilj u potpunosti ostvaren. Gosti – panelisti radionice bili su: *Rodoljub Šabić*, Poverenik za informacije od javnog značaja i zaštitu podataka o ličnosti; *Miroslav Janković*, pravni savetnik Misije OEBS u Srbiji; *Nemanja Nenadić* iz NVO Transparentnost Srbija; *Mirjana Jevtović*, novinarka RTV B92, deo ekipe emisije „Insajder“ i *Slobodan Kremenjak*, ANEMov advokat iz kancelarije „Živković&Samardžić“. [Izveštaj](#) sa ove radionice možete pogledati na našem web sajtu u rubrici „Ostale aktivnosti“, gde je dostupna i foto galerija sa ovog događaja.

Održavanje radionice za ANEMove stanice je omogućio Civil Rights Defenders

O svemu što ANEM radi, možete se redovno informisati na našem web sajtu (www.anem.org.rs), u rubrici “Aktivnosti ANEMA”.

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ANEM Newsletter No. 9

Dear colleagues and partners,

In the Ninth issue of ANEM Newsletter, we inform you on several most important recent activities of the Association:

ANEM and the Ministry of Internal Affairs met to discuss solutions to broadcasting “piracy” – Still unresolved problem of the large number of illegal broadcasters throughout Serbia, which jeopardize ANEM members and other electronic media, was a reason for ANEM to take the initiative again in order to find the appropriate solution for this problem. Considering it extremely important to solve this problem efficiently and as quickly as possible, on February 3, 2010, ANEM sent a letter to the Minister of Internal Affairs, following which, on February 26, ANEM representatives held a meeting with the Minister Ivica Dacic and Milorad Veljovic, director of the Police. Information about the content of letters, the meeting and agreed activities, you can find [here](#)

Finished broadcasting of the TV series “Power Mad”! See selected programs of the series on ANEM website! – Since September 2009, ANEM has, in cooperation with the production company “A media”, produced 20 ten minutes long TV programs “Power Mad”. [The series](#) deal with the conduct of local officials and their (ir)responsibility to the citizens while exercising their public functions. The programs were premiered weekly on ANEM stations across Serbia, in the period from October 2009 to February 2010. According to the evaluation results of this project, the largest effect of the broadcast of this series is that the officials do change their behavior under public pressure, especially when they know that what they do will be known outside of their environment. All interested can see selected programs of this series on our website in the section “Other Activities”, subsection [“Power Mad”](#).

Implementation of the project “Power Mad” was enabled by the National Endowment for Democracy (NED)

Start a story on ANEM web portal “Better Serbia!” – New ANEM web portal “Better Serbia”, launched in late December 2009, for promotion of individuals and institutions who have contributed to improvement of the quality of life of citizens, or solving of a problem with their personal commitment, thus making Serbia better. Besides selected features from the radio series under the same title, which ANEM has produced, in cooperation with “A media”, for its radio stations that broadcast the features, the portal also brings positive stories and offers a special place for visitors who want to share their story about “prettier face” of Serbia. Web portal is part of the identically named [project](#) implemented by ANEM with “A media”.

Visit our web portal “Better Serbia” and send us your story contributing to support of positive values in Serbia! The portal is accessible through ANEM website, www.anem.org.rs – link to [“Better Serbia”](#) is located in the upper right corner.

Implementation of the project “Better Serbia” is supported by Norwegian People’s Aid (NPA)

ANEM participation in public debate on Draft Rules of the RBA for regulating cable broadcasting – Unregulated cable broadcasting is one of the reasons for non-functioning of the media

market. Terrestrial broadcasters are brought to an unequal position with the cable broadcasters due to many years of delayed regulation of this issue, thus suffering the consequences of unfair competition. In December 2009, the Republic Broadcasting Agency (RBA) drafted Rules that regulated cable broadcasting, and forwarded them to public discussion. Considering that it is very important to regulate the issue in a quality manner, ANEM took part in this public debate with its amendments to the Draft, more on which you can find [here](#)

This advocacy activity was supported by Civil Rights Defenders

ANEM activities for improvement of the regulatory framework for the media – One of the main objectives ANEM activities is to improve the regulatory framework for the media. In addition to specific amendments to draft laws and other acts/documents, one of ANEM advocacy tools for further reform of the legislations important for the media is the initiation of their passing or amending. Here, read about the last couple of such activities:

1. Assessing that the delay in implementing the Digitalization Strategy and Action Plan brings into question the predicted dynamics of the process of transition from analogue to digital broadcasting of TV and radio programs, which seriously jeopardizes ANEM stations and other broadcasters, ANEM sent, on February 23, 2010, a [letter](#) to the Ministry of Telecommunications and Information Society. It contains suggestions on topics that should represent the basis of a responsible public policy in the field of digitalization of broadcasting sphere, particularly in relation to regional and local broadcasters.

2. One of ANEM objectives in the field of advocacy for quality media regulatory framework is the harmonization of national set of laws with the EU regulations and standards. Believing it necessary to do that as soon as possible, ANEM addressed the competent Ministry of Culture, bearing in mind the ongoing procedures of amending the Law on Broadcasting and drafting a new Law on Advertising. In its [letter](#) of February 24, 2010, ANEM has particularly sought harmonization of legislation with the Audio-visual media services Directive.

3. Code of Conduct for broadcasters is the bylaw of the RBA, a set of rules governing the various issues in the field of program content of broadcaster. Practical application of the Code has shown that this act has many shortcomings; that many provisions are insufficiently accurate and create confusion in their implementation, as well as that some decisions are rather bad, suppressing the media freedom. Aiming to contribute to the overcoming of these shortcomings that endanger both its members and other broadcasters due to serious consequences caused by failure to comply with the prescribed rules, ANEM sent, on February 25, 2010, a [letter](#) to the RBA, pointing out the basic directions of the necessary amendments to the Code.

More information about all three letters is available on our website, in the section “Advocacy activities”. ANEM plans to organize a meeting with the competent authorities regarding these recently sent letters as well as to participate more actively in the implementation of its proposals.

These advocacy activities were supported by the Civil Rights Defenders.

Organized workshop for ANEM stations on the right to free access to information of public importance – On February 17, ANEM held the second workshop for its members in 2010, titled “Better understanding of the Law on Free Access to Information of Public Importance”. The aim of the workshop was to enable journalists of ANEM stations to be better acquainted with the provisions of the Law on Free Access to Information of Public Importance and its application, in order to use its benefits in their work more frequently and correctly. Results of the survey, carried out after the workshop, indicate that the planned goal has been fully achieved. Guests – panelists of the workshop were: *Rodoljub Sabic*, Commissioner for Information of Public Importance and Protection of Personal Data; *Miroslav Jankovic*, legal adviser to the OSCE Mission to Serbia; *Nemanja Nenadic*, NGO Transparency Serbia; *Mirjana Jevtovic*, journalist of RTV B92, member of the team of TV program “Insider” and *Slobodan Kremenjak*, ANEM lawyer from the law office “Zivkovic & Samardzic”. The workshop [report](#) is available on our website in the section “Other Activities”, together with the photo gallery from this event.

The workshop was organized with the support of the Civil Rights Defenders

Follow all ANEM activities regularly on our website (www.anem.org.rs) in the section “ANEM Activities”.