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Asocijacija nezavisnih elektronskih medija
Association of Independent Electronic Media

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Novosti iz ANEMa –Br. 10

Poštovane kolege i partneri,

Za deseti broj ANEM Novosti, pripremili smo informacije o nekoliko najvažnijih poslednjih aktivnosti naše Asocijacije. Pregled svih ANEMovih aktivnosti možete videti na našem web sajtu www.anem.org.rs, na naslovnoj strani, u rubrici Aktivnosti ANEMa, a ovde predstavljamo odabrane:

ANEMov predlog za utvrđivanje mera podrške razvoju medijskog sektora

Polazeći od činjenice da se urušavanje medijskog sistema nastavlja i u 2010. i da je stoga neophodno da se odgovarajućim merama Vlade utiče na poboljšanje situacije u medijskom sektoru, ANEM je, u saradnji sa svojom advokatskom kancelarijom „Živković&Samardžić“, pripremio predlog osnovnih postavki za utvrđivanje ovih mera. ANEMov predlog sadrži osnovne principe za regulisanje najvažnijih medijskih pitanja, podeljenih u 11 oblasti, u kojima postoji najveća potreba za hitnim promenama medijske regulative ili prakse i za odgovarajućim merama Vlade. Svoj pisani predlog, ANEM je 16.04.10. dostavio resornom Ministarstvu kulture, nakon čega je održan i zajednički sastanak predstavnika ANEMa i ovog Ministarstva, dana 04.05.2010. Šta konkretno sadrži ANEMov predlog, kao i ostale bitne informacije o ovoj ANEMovoj aktivnosti, možete pogledati [ovde](#)

ANEMove aktivnosti javnog zalaganja su podržali USAID i IREX

Saopštenja ANEMa

Reagujući na različite vidove ugrožavanja slobode izražavanja i funkcionisanja medijskog sistema, ANEM je tokom marta i aprila izdao 3 javna saopštenja: *prvo*, povodom raspisivanja javnog konkursa RRA za izdavanje novih dozvola za emitovanje programa; *drugo*, u saradnji sa NUNSom i NDNVom, povodom pritisaka na TV Jedinstvo iz Novog Pazara, članicu ANEMa; *treće*, povodom daljeg ugrožavanja lične bezbednosti novinara i neadekvatne reakcije nadležnih organa. Sva tri se nalaze na ANEM web sajtu, u rubrici Saopštenja, a možete im i odavde pristupiti: [prvom](#), [drugom](#) i [trećem](#). Pročitajte ih, da biste bolje razumeli principe i stavove ANEMa.

Učešće ANEMa na sastancima u RRA i u Vladi Srbije

U sklopu svojih aktivnosti javnog zalaganja za poboljšanje položaja emitera, ANEM je učestvovao na dva značajna sastanka održana 07. aprila 2010, u Republičkoj RRA i u Vladi Srbije. Na sastanku u RRA, raspravljalo se o izmenjenom tekstu Nacrta, sa usvojenim predlozima i primedbama medijskih organizacija i kablovskih distributera, ranije datim u sprovedenoj javnoj raspravi. Na drugom, održanom u Vladi Srbije, u organizaciji Ministarstva za telekomunikacije i informaciono društvo, razgovaralo se o toku priprema za proces digitalizacije, neophodnim aktivnostima nadležnih organa, kao i o potrebnoj sinhronizaciji njihovih postupanja. Više informacija pogledajte [ovde](#)

ANEMove aktivnosti javnog zalaganja su podržali USAID i IREX

Aktivnosti ANEMa na podizanju kapaciteta članica – održane 2 radionice

Želeći da doprinese razvoju svojih stanica, ANEM je organizovao 2 radionice, tokom marta i aprila 2010. **Prva** je održana 30.03.10. u beogradskom Medija centru, na temu „*Primena pravila Zakona o oglašavanju*“. Cilj radionice je bio da se ANEMovim stanicama omogući da od kompetentnih sagovornika čuju razjašnjenja određenih spornih odredbi Zakona o oglašavanju, kako bi ih sa manje

problema primenjivali u praksi, ali i da se kroz diskusiju dođe do smernica za izradu novog Zakona, koji je u pripremi. Gosti – panelisti su bili predstavnici nadležnih organa, RRA i Ministarstva trgovine i usluga, kao i advokat Slobodan Kremenjak. **Druga** radionica je održana 28.04.10. u beogradskom Medija centru, pod nazivom „*Napredak u poslovanju kroz korišćenje Interneta i online medija*“. Cilj ove radionice je bio da se ANEMovim stanicama omogući da dobiju potrebne informacije o novim medijima, značaju i korišćenju Interneta i online medija za povećanje gledanosti i slušanosti tradicionalnih medija, ali i za povećanje prihoda i bolje pozicioniranje na medijskom tržištu Srbije. Šest panelista – stručnjaka iz ove oblasti su, svojim praktičnim savetima i zanimljivim prezentacijama, značajno doprineli da prisutni predstavnici stanica prošire znanja i dođu do novih poslovnih ideja. Obe radionice su ostvarile željeni cilj. Izveštaji, prezentacije i galerije slika sa radionica su dostupni na ANEM web sajtu, u rubrici “Ostale aktivnosti”, a možete im pristupiti i odavde – [za prvu ovde](#), a za [drugu ovde](#).

Održavanje ovih radionica za ANEMove stanice su omogućili USAID i IREX

Posetite ANEMov web portal „Bolja Srbija“ i pošaljite svoju priču!

ANEMov web portal “Bolja Srbija” namenjen je promociji pozitivnih vrednosti u Srbiji, kao i dobre prakse pojedinaca i institucija koji su svojim angažovanjem doprineli kreiranju boljeg okruženja za sebe i svoje sugrađane. Na web portalu se nalaze odabrane epizode iz istiotimenog radijskog serijala, u produkciji ANEMa, kao i lepe vesti iz zemlje i regiona. Posetiocima ovog web portala je omogućeno da učestvuju u anketi za najbolju priču meseca, a imaju i poseban kutak, ukoliko žele da ispričaju svoju priču o boljoj Srbiji. Web portal je pokrenut krajem decembra 2009. godine, a deo je [projekta Bolja Srbija](#), koji ANEM sprovodi sa A medijom.

POKRENITE PRIČU na ANEM web portalu „Bolja Srbija“ i doprinesite podsticanju pozitivnih vrednosti u Srbiji! Portalu možete pristupiti sa ANEMovog sajta www.anem.org.rs – baner link ka „Boljoj Srbiji“ se nalazi u desnom gornjem uglu.

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

ANEMove stanice pružile podršku kampanji UNICEFa “Zaustavimo nasilje zajedno”

ANEM je podržao novu kampanju UNICEFa i Ministarstva prosvete Republike Srbije, pod nazivom "Zaustavimo nasilje zajedno!", koja se realizuje u okviru programa "Škola bez nasilja". Tokom marta i do polovine aprila, 18 ANEMovih TV stanica je besplatno emitovalo 3 TV spota ove kampanje, koji su njen najvažniji deo. Kampanja je sprovedena s ciljem da se podstakne motivacija zaposlenih u školama, učenika, roditelja i svih građana, da se aktivno uključe u borbu protiv nasilja nad i među učenicima. [Ovde](#) možete pročitati više informacija i pogledati TV spotove ove kampanje.

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ANEM Newsletter No. 10

Dear colleagues and partners,

For the tenth issue of ANEM Newsletter, we have prepared information on several important recent activities of our Association. The review of all ANEM activities can be found on our website www.anem.org.rs, on the home page, *in the section ANEM Activities*.

We have selected the following activities and present them to you :

ANEM proposal for the creation of supporting measures for the media sector development

Considering the fact that the collapse of the media system continues in the 2010 as well and that it is therefore necessary to affect the improvement of the situation in the media sector with the appropriate Government measures, ANEM has, in cooperation with its law office “Zivkovic&Samardzic”, prepared a proposal for establishing the basics of these measures. ANEM proposal contains the fundamental principles for the regulation of the crucial media issues, divided in 11 areas, where the greatest need for urgent changes to media regulations or practice, as well as for appropriate Government measures, has been recognized. Its written proposal ANEM submitted to the relevant Ministry of Culture on April 16, 2010, following which a joint meeting of representatives of ANEM and the Ministry was held, on May 4, 2010. The content of ANEM proposal, as well as other important information about this ANEM activity, you can see [here](#)

ANEM advocacy activities are supported by USAID and IREX

ANEM Statements

Reacting to various forms of violation of freedom of expression and functioning of the media system, ANEM issued three statements in March and April: the *first*, on the occasion of an open call of the RBA for issuing new broadcast licenses; the *second*, in cooperation with IJAS (NUNS) and IJAV (NDNV), concerning the pressures on ANEM member TV Jedinstvo from Novi Pazar and the *third*, on the occasion of further endangering the personal safety of journalists and the inadequate response of the competent authority. All three statements are published on ANEM web site, in the section Statements. You can also access them from here: [the first](#), [second](#) and [third](#). Read them, to better understand ANEM principles and stands.

ANEM participation in the meetings at the RBA and the Government of Serbia

As a part of its advocacy activities to improve the position of broadcasters, ANEM participated in two important meetings held on April 7, 2010, at the RBA and the Government of Serbia. At the meeting at RBA, the participants discussed the modified Draft text, which contained adopted suggestions and objections of media organizations and cable distributors, previously given in conducted public consultations. At the second meeting, held at the Government of Serbia, organized by the Ministry of Telecommunications and Information Society, the participants discussed the preparations for the process of digitalization, the necessary activities of the competent authorities, as well as the necessary synchronization of their actions. For more information, click [here](#)

ANEM advocacy activities are supported by USAID and IREX

ANEM activities on building members' capacities – two workshops held

Aiming to contribute to the development of their stations, ANEM organized two workshops in March and April 2010. The **first** was held on March 30, in the Belgrade Media Center, on topic “*Application of the Law on Advertising Rules*”. The aim of the workshop was to enable ANEM stations clarifications from competent speakers of certain controversial provisions of the Law on Advertising, to be able to apply them with fewer problems in practice, but also to provide, through the discussion, guidelines for drafting a new law, which is under preparation. Guests – the panelists were representatives of the competent authorities, the RBA and the Ministry of Trade and Services, as well as Slobodan Kremenjak, the attorney. The **second** workshop was held on April 28, also in the Belgrade Media Center, titled “*Improvement of performance by using Internet and online media*”. The goal of this workshop was to enable ANEM stations to obtain the necessary information on new media, the importance and use of the Internet and online media to increase audience of the traditional media, but also to increase revenues and better positioning in the media market in Serbia. With their

practical advice and interesting presentations, six speakers – experts in this field have significantly contributed to expanding knowledge of the present representatives of the stations and provided them with new business ideas. Both workshops have achieved desired goal. Reports, presentations and photo galleries from the workshops are available on ANEM web site, in the section “Other Activities”, and you can also access them from here – the [first workshop here](#), and the [second here](#).

Organization of these ANEM workshops was supported by USAID and IREX

Visit ANEM web portal “Better Serbia” and send your story!

ANEM web portal “Better Serbia” is intended for the promotion of positive values in Serbia, as well as good practices of individuals and institutions that have, with their greater engagement, contributed to the creation of better environment for themselves and their fellow citizens. The web portal contains selected episodes from the identically named radio series, produced by ANEM, as well as good stories/news from the country and the region. The visitors of this web portal are able to participate in the poll for the best story of the month; there is also a special corner, where they can share their story about better Serbia. Web portal was launched in late December 2009 and is the part of the [project](#) “Better Serbia”, which ANEM is carrying out with A-media.

LAUNCH A STORY on ANEM web portal “Better Serbia” and contribute to encouragement of positive values in Serbia! You can access the portal from ANEM web site www.anem.org.rs - banner 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 stations support UNICEF campaign “Stop the violence together”

ANEM has supported a new campaign launched by UNICEF and the Serbian Ministry of Education, entitled “Stop the violence together!” implemented within the program “School without Violence”. During March and by mid-April, 18 ANEM TV stations broadcast for free 3 TV spots as the most important part of this campaign. The campaign was conducted in order to encourage the motivation of employees in schools, students, parents and all citizens, to participate actively in the fight against violence among and against students. You can find more information [here](#) and see TV spots of the campaign.