

For English version please scroll down



**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. 11

Poštovane kolege i partneri,

Za jedanaesti broj ANEM Novosti, izdvajamo nekoliko poslednjih aktivnosti naše Asocijacije, koje smatramo najvažnijim:

1. Podizanje kapaciteta ANEMovih stanica – radionica o digitalizaciji

ANEM je 20.05.2010, u prostorijama Medija centra u Beogradu, organizovao za svoje stanice radionicu pod nazivom: Predstojeća digitalizacija i njene implikacija na ANEMove lokalne i regionalne stanice – kako opstati? Cilj radionice je bio da omogući ANEMovim stanicama da se bolje upoznaju sa predstojećom digitalizacijom i njenim implikacijama, izazovima i novim mogućnostima koje im otvara, ali i da se u prisustvu predstavnika svih nadležnih organa prodiskutuje o tome dokle se stiglo sa pripremanja ovog procesa i šta još treba da se uradi, koji su problemi i kako se mogu rešiti da bi digitalizacija bila sprovedena na vreme i kvalitetno. Gosti-panelisti radionice su bili najkompetentniji predstavnici Ministarstva za telekomunikacije i informaciono društvo i JP Emisiona tehnika i veze; Jelena Surčulija, MA, expert za medijsko pravo i Nikola Linta, direktor razvoja B92. Kompletan izveštaj sa pratećim materijalima – prezentacijama svih 7 panelista i foto galerijom sa ovog događaja, možete pogledati [ovde](#) ili na našem web sajtu u Rubrici „[Ostale aktivnosti](#)“, gde su takođe dostupni i izveštaji sa svih prethodnih radionica.

Održavanje ove radionice za ANEMove stanice su omogućili USAID i IREX

2. Zahtev ANEMa da Vlada bez odlaganja imenuje direktora JP “Emisiona tehnika i veze”

Nakon održane radionice o digitalizaciji, na kojoj je konstatovano da je ceo tranzicioni proces doveden u pitanje zbog neimenovanja direktora JP Emisiona tehnika i veze, bez koga ovo preduzeće ne može da bude funkcionalan operator mreže i multipleksa, niti može u punoj meri doprineti pripremanju za digitalizaciju, ANEM je 24.05.10. izdao saopštenje, skrećući pažnju nadležnih organa i medijske javnosti na ovaj problem. U svom saopštenju, ANEM zahteva od Vlade da bez daljih odlaganja imenuje direktora navedenog preduzeća, čime bi se otkočile u ovom trenutku blokirane pripreme za predstojeću digitalizaciju televizijskog emitovanja. Celo saopštenje pogledajte [ovde](#)

3. Učešće ANEMa na press konferencijama partnera

ANEM konstantno radi na poboljšanju saradnje sa ostalim medijskim organizacijama, organizujući ili učestvujući u akcijama od zajedničkog interesa. U toku maja 2010, ANEM je učestvovao na dve press konferencije partnera: prvo, 26.05.10, [na press konferenciji Lokal presa](#), povodom sve većih i učestalijih pritisaka na lokalne medije, a zatim [31.05.10. na press konferenciji NDNVa](#), povodom predstavljanja Publikacije “Vojvođanski mediji – politički kompromis ili profesionalno izveštavanje“. Obe press konferencije su predstavljale jedan vid javnog zalaganja za poboljšanje medijske situacije, kroz isticanje onoga što je problem i zahtevima za konkretne aktivnosti i promene u medijskom sektoru, koje će doprineti rešavanju tih problema. Izveštaji sa obe konferencije su dostupni na našem web sajtu, u rubrici “Aktivnosti javnog zalaganja”.

4. Inicijativa za donošenje preporuke za finansiranje lokalnih medija iz lokalnih budžetskih sredstava

Povodom inicijative NUNSa, ANEMa i Lokal presa za donošenje preporuke o načinu i kriterijumima raspodele sredstava iz budžeta lokalnih samouprava za finansiranje lokalnih medija, u beogradskom Medija centru je 15. juna 2010. održan skup "Finansiranje lokalnih medija u Srbiji", na kojem su osim predstavnika ovih udruženja, učestvovali i ministar kulture i ministar za državnu upravu i lokalnu samoupravu, kao i predstavnici SKGOa. Na skupu je dogovoreno da NUNS, ANEM i Lokal pres u što skorijem roku zajednički pripreme preporuku za finansiranje lokalnih medija, u saradnji sa Ministarstvom kulture i Ministarstvom za državnu upravu i lokalnu samoupravu, koju će ova dva ministarstva i SKGO dostaviti lokalnim samoupravama. Više o događaju [ovde](#)

5. Završen projekat „Bolja Srbija“. Web portal nastavlja da funkcioniše!

ANEM je nedavno završio implementaciju projekta „Bolja Srbija“, kojim je kao osnovna aktivnost bila predviđena produkcija radio serijala – trominutnih radijskih priloga kojima se promovišu pozitivni primeri angažovanja pojedinaca, grupa ili institucija koji su konkretno doprineli rešavanju nekog problema ili poboljšanju kvaliteta života građana u Srbiji. Ovim serijalom, ANEM je nastojao da pokaže da bolju Srbiju možemo i sami da stvaramo, ne čekajući da to za nas drugi urade i da tako motiviše građane da se angažuju i preuzmu veću odgovornost u procesu tranzicije ka modernom demokratskom društvu, a institucije da budu odgovornije u svom radu. U okviru serijala je proizvedeno 147 priloga iz različitih mesta širom Srbije, uključujući i Beograd, u čijoj produkciji je učestvovalo 9 novinara, 1 iz Beograda i 8 lokalnih dopisnika. Prilozi su snimani u 24 mesta u svim delovima Srbije (+9 gradskih opština u Beogradu). U emisijama je bilo ukupno 404 sagovornika, ne računajući ankete sa građanima. Serijal se emitovao 7 meseci, od oktobra 2009, zaključno sa aprilom 2010, svakog radnog dana, u okviru centralnih informativnih blokova (nakon vesti) ili u drugim slušanim informativnim emisijama, na 42 ANEMove lokalne i regionalne stanice širom Srbije. Produkcija je realizovana u saradnji sa A medijom, produkcijskom kućom i ANEMovim dugogodišnjim partnerom.

ANEMov web portal "Bolja Srbija", nastao u okviru ovog projekta, nastavlja da funkcioniše i nakon njegovog završetka. Portal je namenjen promociji pozitivnih vrednosti u Srbiji, kao i dobre prakse pojedinaca i institucija, koji su uspeli da promene i sebe i stvari oko sebe na bolje. Posetioci mogu da učestvuju u kreiranju njegovog sadržaja, svojim komentarima ili prilogom u okviru rubrike „Pokreni priču“. **Stoga pozivamo sve zainteresovane da ispričaju svoju priču o boljoj Srbiji i tako doprinesu 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“ je podržala Norveška narodna pomoć (NPA)

6. Doprinos kvalitetu programske ponude ANEMovih stanica –besplatna produkcija za emitovanje

Želeći da pomogne svojim stanicama da poboljšaju programski sadržaj, ANEM za svoje stanice nastoji da obezbedi kvalitetnu programsku produkciju za besplatno emitovanje. Kao rezultat još jedne saradnje sa produkcijom „ShockArt“ i autorkom, Oliverom Miloš Todorović, ANEMove stanice, počev od maja 2010, imaju pravo besplatnog premijernog emitovanja u svojim sredinama 6 polusatnih emisija novog ciklusa [TV serijala „Sofa“](#). Takođe, počev od juna 2010, ANEMove stanice imaju ekskluzivno pravo emitovanja 10 epizoda [TV serijala „Moja Amerika“](#), kao rezultat saradnje ANEMa sa Američkim Savetom za međunarodno obrazovanje.

7. Održana Skupština ANEMA

U Beogradu je 10. juna 2010. održana redovna Skupština ANEMA. Osim usvajanja izveštaja o radu Asocijacije u prethodnom periodu, članovi Skupštine su usvojili i izmene osnovnih akata, kojima će biti omogućen operativniji rad UO i same Asocijacije. Izabrano je i novo rukovodstvo, petočlani UO, a za predsednika Asocijacije je ponovo izabran Saša Mirković. Članstvo u Asocijaciji je unapredilo 8 pridruženih članica koje su primljene u punopravno članstvo, dok je osnivačima stanica bez dozvole za

emitovanje, članstvo prestalo. Na Skupštini su dodeljene i nagrade ANEMov Svetionik, jednoj stanici i jednom pojedincu. Nakon Skupštine, ANEM je izdao saopštenje kojim je sve zainteresovane obavestio o najvažnijim rezultatima njenog zasedanja. Saopštenje pogledajte [ovde](#)

*** Pregled svih ANEMovih aktivnosti možete videti na našem web sajtu www.anem.org.rs, u rubrici “Aktivnosti ANEMa”.**

English version



Asocijacija nezavisnih elektronskih medija
Association of Independent Electronic Media

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

ANEM Newsletter No. 11

Dear colleagues and partners,

For the eleventh issue of ANEM Newsletter, we draw attention to recent, the most important, activities of our Association:

1. Building of capacity of ANEM stations – workshop on digitalization

On May 20, 2010, ANEM organized a workshop for its stations, titled: “Implications of the forthcoming digitalization for ANEM local/ regional stations” in the Media Centre in Belgrade. The aim of the workshop was to enable ANEM stations to learn more about the upcoming digitalization and its implications, challenges and new opportunities opened to them, but also to, in the presence of representatives of all relevant authorities, discuss the course of the preparations for this process and things that needed to be done, to identify problems and their possible solutions so that the digitalization was carried out on time and in a quality manner. Guest panelists of the workshop were most competent representatives of the Ministry of Telecommunications and Information Society and the Public Company “Broadcasting Equipment and Communications”; Jelena Surculija, MA, expert in media law and Nikola Linta, Director of development at B92. The complete report with supporting materials – presentations of all 7 speakers/panelists and a photo gallery from this event, you can see [here](#) or on our website in the “[Other Activities](#)”, together with reports from all the previous workshops.

This workshop for ANEM stations was carried out with the support of USAID and IREX.

2. ANEM request for the Government’s immediate appointment of the Director of the Public Company “Broadcasting Equipment and Communications”

After conducting a workshop on digitization, in which it was stated that the entire transition process was challenged because of the failure to appoint Director of Public Company “Broadcasting Equipment and Communications”, without which this company might not be functional network and multiplex operator, nor could it fully contribute to the preparations for the digitalization, ANEM issued a statement on May 24, 2010, drawing the attention of the competent authorities and media public on this issue. In its statement, ANEM urged the Government to appoint the Director of the said company without further delay, which would unblock presently obstructed preparations for the forthcoming digitalization of television broadcasting. You can read the whole statement [here](#)

3. ANEM participation at the press conferences of its partners

ANEM is continuously striving to improve cooperation with other media organizations by organizing or participating in the actions of common interest. During May 2010, ANEM participated in two press conferences of its partners: first, on May 26, 2010, at the [press conference of Local Press](#), on the

occasion of more frequent and increasing pressure on local media, and on [May 31, 2010, at the press conference of NDNV](#), on the occasion of the presentation of the Publication “Vojvodina media – political compromise or professional reporting”. Both press conferences represented a form of advocacy for improving the media situation, by emphasizing the problems and requirements for specific activities and changes in the media sector, which would contribute to solving these problems. Reports from both conferences are available on our web site, in the “Advocacy Activities”.

4. Initiative to adopt recommendations for funding local media from the local budgets

With regard to the initiative of NUNS, ANEM and Local Press for adoption of recommendations on methods and criteria of allocation of funds from the budgets of local self-governments to support local media, a public meeting titled “Financing the local media in Serbia” was held on June 15, 2010 in the Belgrade Media Center. Besides the representatives of these associations, the meeting was attended by the Culture Minister and Minister of Public Administration and Local Self-Government, as well as representatives of the Standing Conference of Towns and Municipalities (SCTM/SKGO). It was agreed at this meeting that NUNS, ANEM and Local Press jointly prepare as soon as possible a recommendation for funding of local media, in cooperation with the Ministry of Culture and the Ministry of Public Administration and Local Self-Government, which would be then forwarded to local governments by these two ministries and SCTM. More about the event [here](#)

5. Completed project “Better Serbia”. Web portal still active!

ANEM has recently completed the implementation of the project “Better Serbia”, with its central activity: production of radio series – three-minute radio features that promote positive examples of involvement of individuals, groups or institutions who have contributed to solving a specific problem or improve the quality of life of citizens in Serbia. With this series, ANEM aimed to show that Serbia we could create better Serbia ourselves, not waiting for others to do that for us, and thus motivate citizens to engage and take on greater responsibility in the process of transition towards a modern democratic society and the institutions to be more accountable in their conduct. During project implementation, 147 features were produced, from various places across Serbia, including Belgrade. The production involved nine journalists, one in Belgrade and 8 local correspondents. The features were recorded in 24 places in all parts of Serbia (+9 municipalities in Belgrade). There were a total of 404 interlocutors in the programs, excluding the surveys of the public and *vox pop*. The series was aired during 7 months, from October 2009, ending in April 2010, every working day, in the primetime block (after the news) or other the most listened news broadcasts, at 42 ANEM local and regional stations across Serbia. Production was carried out in cooperation with A-media Production Company as ANEM longtime partner.

ANEM web portal “Better Serbia”, created in this project, continues to operate even after the completion of the project. The portal is aimed at promoting positive values in Serbia, as well as good practices of individuals and institutions that have succeeded in changing themselves and things around them for the better. Visitors can participate in the creation of the portal’s content with their comments or a story in the section “Start the story”. ***Therefore we invite all interested parties to tell their story of better Serbia and thus contribute to the promotion 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” was supported by the Norwegian People’s Aid (NPA)

6. Contribution to the quality of program offer of ANEM stations – free production for broadcasting

In order to help its stations to improve their program content, ANEM strives to provide quality program productions, free of charge, for its stations. As a result of another cooperation with the production “ShockArt” and author Olivera Milos Todorovic, starting from May 2010, ANEM stations are entitled to free premiere broadcast in their communities of six half-hour programs of the new cycle of [TV series “Sofa”](#). Also, since June 2010, ANEM stations have the exclusive right to broadcast 10 episodes of the [TV series “My America”](#), as a result of ANEM cooperation with the U.S. Council for International Education.

7. ANEM Assembly took place in June 2010

On June 10, 2010, a regular session of ANEM Assembly was held in Belgrade. In addition to the adoption of the reports on the work of the Association in the past, members of the Assembly also adopted amendments to its acts, which would provide for more operational work of the Managing Board and the Association itself. New members of the Board were elected and a five-member Managing Board constituted, while Sasa Mirkovic was re-elected president of the Association. Membership in the Association has enhanced by eight affiliate members admitted into full membership, while the membership ceased for the founders of the stations without a broadcast license. ANEM Lighthouse Award was also presented at the Assembly to one station and one individual. After the Assembly, ANEM issued a statement to inform all interested parties about the most important results of its session. You can read the Statement [here](#)

*** The review of all ANEM activities is available on our web site www.anem.org.rs/en, in the section "ANEM Activities".**