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**Asocijacija nezavisnih elektronskih medija
Association of Independent Electronic Media**

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Novosti iz ANEMa – br. 13

Drage kolege i partneri,

Za trinaesti broj ANEM Novosti smo vam pripremili informacije o nekoliko najvažnijih aktivnosti naše Asocijacije u septembru 2010. Izdvajamo:

1. Učešće na okruglim stolovima za izradu Nacrta medijske strategije i zajednički stavovi i zaključci medijskih i novinarskih asocijacija

Tokom septembra 2010, ANEM je aktivno učestvovao u procesu javne rasprave posvećene izradi Nacrta Medijske strategije. Pored [zajedničkih stavova o principima Medijske strategije](#) koje je 5 medijskih/novinarskih udruženja usaglasilo pre početka javne rasprave, kao i [zajedničkih zaključaka sa prvog okruglog stola](#), o kojima smo vas obavestili u prošlim Novostima, nakon svakog održanog okruglog stola tokom septembra, ANEM je, zajedno sa partnerima iz medijskog sektora, definisao i javno prezentovao stavove o specifičnim medijskim temama kojima su bili posvećeni ovi okrugli stolovi.

Nakon drugog okruglog stola održanog 09.09.2010, koji je kao temu imao regulatorna tela i digitalizaciju, pet medijskih i novinarskih udruženja, ANEM, NUNS, UNS, NDNV i Lokal pres, napravili su zajednički predlog zaključaka sa ovog okruglog stola, koji je javno prezentovan na trećem okruglom stolu 16.09.2010. Predlog zaključaka možete naći [ovde](#).

Treći okrugli sto bio je posvećen pomoći države medijima. Tim povodom, ANEM, NUNS, UNS i NDNV su definisali zajedničke stavove o uređenju sistema državnog sufinansiranja i podrške razvoju medija uopšte, kao i posebno za lokalne medije i medije na jezicima nacionalnih manjina. Ovi stavovi su javno prezentovani 23.09.2010, na četvrtom okruglom stolu. Navedene zajedničke stavove možete pročitati [ovde](#).

U vezi sa temama o kojima se govorilo na četvrtom okruglom stolu, ANEM, NUNS, UNS, NDNV i Lokal pres definisali su zajedničke stavove o ustanovama javnog servisa i komercijalnim emiterima. Nakon istog okruglog stola, ANEM, NUNS, NDNV i Lokal pres usaglasili su zajedničke stavove o preporuci za ustanovljavanje ustanova javnog radiodifuznog servisa na regionalnom nivou. Ovi stavovi javno su prezentovani na petom okruglom stolu, 27.09.2010, o čemu više možete pročitati na ANEMovom sajtu: [Zajednički stavovi o ustanovama javnog servisa i komercijalnih emitera](#) i [Zajednički stavovi o preporuci za ustanovljavanje ustanova javnog radiodifuznog servisa na regionalnom nivou](#).

Nakon poslednjeg, petog okruglog stola, posvećenog štampanim medijima, ANEM je zajedno sa udruženjima NUNS, UNS, ANEM, NDNV i Lokal pres, dostavio Ministarstvu kulture zajednički predlog zaključaka o javnosti vlasništva, zabranjenoj koncentraciji i ulozi države u pisanim medijima. O tome se možete više informisati [ovde](#).

2. Prilog ANEMa javnoj raspravi o Naertu Medijske strategije - rešavanje pitanja privatizacije medija

Kako bi doprineo kvalitetu buduće Medijske strategije, čija izrada je u toku, ANEM je pripremio dokument koji sadrži pregled dosadašnjeg procesa privatizacije medija i preporuke za dalje postupanje u ovoj oblasti, želeći da i ovo pitanje na odgovarajući način bude rešeno donošenjem Strategije. Ovaj dokument sadrži: Uvod sa kratkim prikazom razloga za nastanak ovog dokumenta; Pravni okvir za

privatizaciju; Pravni okvir protiv privatizacije; Šta se zamera privatizaciji; Stvarni rezultati privatizacija; Preporuke. Dokument je dostavljen Ministarstvu kulture, kao prilog javnoj raspravi o izradi Nacrta Medijske strategije. Više o ovoj aktivnosti ANEMA, možete pročitati [ovde](#).

Ovu aktivnost javnog zalaganja je podržao Civil Rights Defenders.

3. Predlozi ANEMA za izmene Kodeksa ponašanja emitera

Nastavljajući svoje [prethodne aktivnosti](#) u oblasti javnog zalaganja za izmenu postojećeg Kodeksa ponašanja emitera, koji je RRA donela 2007. godine, kao obavezujuće opšte uputstvo kojim se reguliše raznovrsna materija u oblasti sadržaja programa emitera, ANEM je u septembru 2010. godine dostavio RRAu svoje predloge za konkretne izmene ovog Kodeksa. U interesu svojih članica kao i medijskog sektora uopšte, ANEM je sastavio ove predloge imajući u vidu da su se u praksi pokazali nedostaci u primeni ovog Kodeksa ali i da neka rešenja nisu dobra ili nisu u skladu sa domaćim i međunarodnim propisima/standardima i predstavljaju ograničenje slobode izražavanja. Više o predlogu izmena Kodeksa emitera pogledajte [ovde](#).

Ovu aktivnost javnog zalaganja je podržao Civil Rights Defenders.

4. ANEMova podrška inicijativama međunarodnih i nevladinih organizacija

Nastavljajući uspešnu saradnju sa Građanskim inicijativama i podržavajući adekvatno informisanje o životu mladih u Srbiji, ANEM je obezbedio svojim TV stanicama besplatno emitovanje TV emisije „MLADGRAD 2010“. Cilj ove emisije jeste da se kroz predstavljanje kriterijuma i dobitnika nagrade MLADGRAD koju dodeljuju Građanske inicijative, javnost upozna sa najboljim primerima brige o mladima u Srbiji. TV Emisija „MLADGRAD 2010“ besplatno će se emitovati na 25 ANEMovih lokalnih i regionalnih TV stanica širom Srbije. Više o tome možete pročitati [ovde](#).

ANEM je takođe podržao kampanju UNICEF-a i kompanije Telenor usmerenu na prikupljanje sredstava za decu Pakistana, koja su pogođena posledicama poplava katastrofalnih razmera. Video spot sa apelom za pomoć deci Pakistana emitovao se tokom septembra na 12 ANEMovih TV stanica, a takođe je objavljen i na ANEMovom sajtu. Više o ANEMovoj podršci ovoj kampanji možete pročitati [ovde](#).

O svim aktivnostima ANEMA možete se informisati na našem internet sajtu www.anem.org.rs, u okviru rubrike Aktivnosti ANEMA.

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ANEM Newsletter No. 13

Dear colleagues and partners,

The 13th issue of ANEM Newsletter brings information on several of the most important activities of our Association in September 2010. Among them:

1. Participation in round tables for drafting Media Strategy and joint stands and conclusions of media and journalists' associations

During September 2010, ANEM has actively participated in the public debate dedicated to drafting Media Strategy. Aside from [joint conclusions on principles of the Media Strategy](#) that 5 media /

journalists' associations have agreed upon before the beginning of the public debate, as well as [the joint conclusions from the first round table](#), which we brought to your attention in the last Newsletter, after each round table held in September and together with its partners from the media sector, ANEM has defined and publicly presented opinions on specific media topics that have been discussed at these round tables.

After the second round table held on September 9, 2010, which dealt with regulatory bodies and digitalization, five media and journalists' associations – the Association of Independent Electronic Media (ANEM), Independent Journalists' Association of Serbia (NUNS), Journalists' Association of Serbia (UNS), Independent Journalists' Association of Vojvodina (NDNV) and Local Press – have made a joint proposal of conclusions from this round table. This proposal was publicly presented at the third round table on September 16, 2010. The proposal is available [here](#).

The third round table was dedicated to state assistance to the media. ANEM, NUNS (IJAS), UNS (JAS) and NDNV (IJAV) have defined their joint stands on the system of state co-financing and support to development of the media in general, and particularly the local media and the media in minority languages. These stands have been publicly presented on September 23, 2010 at the 4th round table. Please, see [here](#).

Regarding the issues that have been discussed at the 4th round table, ANEM, NUNS (IJAS), UNS (JAS), NDNV (IJAV) and Local Press have defined their joint stands on the institutions of public service broadcasting and commercial broadcasters. After the same round table, ANEM, NUNS (IJAS), NDNV (IJAV) and Local Press have agreed on joint recommendations for establishment of institutions of regional public service broadcasting. These positions have been publicly presented at the fifth round table held on September 27, 2010. Detailed information is available at ANEM web site: [Joint stands on institutions of public service broadcasting and commercial broadcasters](#) and [Joint stands on institutions of regional public service broadcasting](#).

After the last, fifth round table, dedicated to print media, ANEM – together with NUNS (IJAS), UNS (JAS), ANEM, NDNV (IJAV) and Local Press – have delivered to the Ministry of Culture a joint proposal of conclusions on transparency of ownership, illegal concentration and the role of the state in print media. More information is available [here](#).

2. Contribution of ANEM to the public debate on the Draft Media Strategy and the issue of media privatization

Aiming to contribute to high quality of the future Media Strategy, whose preparation is underway, ANEM has prepared a document that contains an overview of the previous privatization of the media and recommendations about further steps in this area, with the aim that this issue be tackled successfully after the Strategy's adoption. This document contains: Introduction with a short overview of the reasons for its creation; Legal Framework for Privatization; Legal Framework against Privatization; Main Complaints against Privatization; Actual Results of the Privatization; Recommendations. The document has been delivered to the Ministry of Culture as a contribution to the public discussion on preparation of the Draft Media Strategy. Detailed information on ANEM activities in this area is available [here](#).

This public advocacy activity is supported by Civil Rights Defenders.

3. ANEM amendments to the Code of Conduct for Broadcasters

Continuing its [previous activities](#) in the area of public advocacy for changing the current Code of Conduct for Broadcasters, adopted by the Republic Broadcasting Agency (RBA) in 2007 as binding directions regulating various issues related to broadcasters' program content, in September 2010 ANEM has delivered to the RBA its amendments to this Code. In the interest of its members, as well as the media sector in general, ANEM has created these amendments taking into account that the Code has exhibited certain weaknesses in its practical implementation, as well as the fact that some solutions are not appropriate or harmonized with domestic and local regulations/standards, and that they in fact limit the freedom of expression. More details about the changes to the Code for Broadcasters are available [here](#).

This public advocacy activity is supported by Civil Rights Defenders.

4. ANEM support to initiatives of international and non-governmental organizations

Continuing its successful cooperation with Civic Initiatives and giving its support to high-quality information on the life of youth in Serbia, ANEM has provided its TV stations free broadcasting of the TV program “MLADGRAD 2010” (“YOUTHCITY 2010”) whose aim is to present the criteria and winners of the MLADGRAD award presented by the Civic Initiatives, and to inform the public on the best examples of contributions to the position of youth in Serbia. The TV program “MLADGRAD 2010” will be aired for free on 25 ANEM local and regional stations in all parts of Serbia. More details [here](#).

ANEM has also supported the campaign of UNICEF and Telenor aimed at collecting funds for children of Pakistan hit by disastrous floods. A video ad with an appeal for help to children of Pakistan has been aired in September by 12 of ANEM stations and has also been posted on ANEM web site. More details about ANEM support to this campaign are available [here](#).

Additional information on all activities of ANEM is available at our web site www.anem.org.rs/en, in the section ANEM Activities.