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Asocijacija nezavisnih elektronskih medija
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Novosti iz ANEMa – br. 15

ANEM je u decembru 2010. realizovao veliki broj aktivnosti, o kojima se možete informisati na našem internet sajtu www.anem.org.rs, u rubrici *Aktivnosti ANEM-a*. Za petnaesti broj ANEM Novosti, izdvajamo najvažnije:

1. Aktivnosti ANEMa u borbi protiv radiodifuzne „piraterije“

a) Nelegalno emitovanje RTV programa je jedan od važnih uzroka koji sprečavaju uspostavljanje ravnopravnih uslova na medijskom tržištu i normalno funkcionisanje medija u Srbiji. Nastavljajući da traži načine za efikasno rešenje ovog problema, ANEM je, 2. decembra 2010. u Beogradu, inicirao i organizovao sastanak posvećen ovoj temi. Ovaj **sastanak sa predstavnicima regulatornih tela, nadležnih institucija i organa**: RATELa, RRA, MUPa, Republičkog javnog tužilaštva, Ministarstva za telekomunikacije i informaciono društvo, Ministarstva trgovine i usluga i Pokrajinskog sekretarijata za privredu, je poslužio postizanju dogovora o sprovođenju organizovanih aktivnosti za ostvarivanje trajnijih rezultata u borbi protiv radiodifuzne „piraterije“. Detaljnije o ovom sastanku pročitajte [ovde](#).

b) Nakon toga, 20. decembra 2010, na **press konferenciji pod nazivom „Mere protiv nelegalnih emitera“**, u organizaciji ANEMa, mediji i javnost su informisani o onome što je bio predmet sastanka 02. decembra, a naročito o merama koje su u toku ili će biti preduzete protiv nelegalnih emitera, o trenutnoj situaciji u ovoj oblasti i o novim mogućnostima za efikasno rešenje ovog problema. Šta su predstavnici ANEMa i nadležnih organa na ovoj press konferenciji govorili, pogledajte u ANEMovom detaljnom izveštaju koji je dostupan [ovde](#).

2. ANEMove aktivnosti javnog zalaganja u oblasti digitalizacije

a) ANEM je, 2. decembra 2010, dostavio Ministarstvu za telekomunikacije i informaciono društvo svoje **sugestije i komentare na Predlog pravilnika o prelasku sa analognog na digitalno emitovanje TV programa i pristupu multipleksu** i na taj način zastupao interese svojih članica u javnoj raspravi o ovom Predlogu pravilnika. Koje su sugestije ANEMa, pročitajte [ovde](#).

b) ANEM je 30. decembra 2010. dostavio Ministarstvu za telekomunikacije i informaciono društvo, RRA i RATELu, svoje **sugestije za prilagođavanje važećih dozvola za emitovanje programa uslovima digitalnog zemaljskog emitovanja signala**, smatrajući da je za elektronske medije veoma važno kako će se sprovesti ova aktivnost, predviđena Akcionim planom Strategije digitalne tranzicije. Detaljnije o ovome, možete pročitati [ovde](#).

3. Sastanci o Medijskoj strategiji sa šefom misije OEBSa i šefom Delegacije EU u Srbiji

Predstavnici pet medijskih i novinarskih udruženja (ANEM, NUNS, UNS, NDNV i Lokal pres) su u decembru imali dva važna sastanka o Medijskoj strategiji - 7. decembra 2010, sa šefom Misije OEBSa, Nj.E. ambasadorom, Dimitriosom Kipreosom, a dan kasnije, 8. decembra 2010, sa šefom Delegacije EU, Nj.E. ambasadorom, Vensanom Dežerom. Više o ovim sastancima pogledajte na našem sajtu u rubrici „Aktivnosti javnog zalaganja“ ili [ovde](#).

4. ANEMove aktivnosti javnog zalaganja u vezi sa donošenjem novog Zakona o oglašavanju

a) U beogradskom Medija centru, 15. decembra 2010, održan je okrugli **sto na temu Nacrta novog Zakona o oglašavanju**, čijim je organizovanjem ANEM želeo da doprinese boljoj informisanosti i što većem učešću kolega i partnera iz medijskog sektora, kao i ostalih zainteresovanih strana, u raspravi o Nacrtu ovog Zakona. Skupu je prisustvovalo oko 50 učesnika, a na njemu su se mogla čuti

različita mišljenja i sugestije u vezi sa predloženim tekstom Nacrta. Izveštaj sa ovog okruglog stola, možete pročitati na sajtu ANEMa, u rubrici „Aktivnosti javnog zalaganja“ ili [ovde](#).

b) Učestvujući u javnoj raspravi o Nacrtu novog Zakona o oglašavanju, 24. decembra 2010, ANEM je Ministarstvu trgovine i usluga dostavio svoje **primedbe i sugestije na tekst Nacrta**. Pogledajte šta je suština ovih primedbi i sugestija [ovde](#).

5. ANEMov okrugli sto IV „Monitoring medijske scene u Srbiji“

Četvrti ANEMov okrugli sto na temu monitoringa medijske scene u Srbiji, održan je u beogradskom Medija centru, 23.12.2010. godine. Na ovom javnom skupu, predstavljeno je štampano izdanje **Četvrte Monitoring Publikacije** ANEMa, nakon čega je vođena diskusija na temu šta je obeležilo medijski sektor u 2010. godini. Skupu su prisustvovali mnogobrojni predstavnici državnih organa, regulatornih tela, eksperata, medijskih i novinarskih udruženja i nevladinog sektora. Više o ovom događaju na sajtu ANEMa i u Monitoring Novostima 18 uskoro.

6. Produkcija ANEMa

a) U decembru je, na 27 ANEMovih TV stanica, prikazano novih 8 petominutnih epizoda **TV serijala „Prepoznaj Evropu“**, koji se emituje od novembra 2010. Ovaj serijal je posvećen dobroj praksi pojedinaca i institucija koji, radeći u skladu sa evropskim standardima i vrednostima, život građana menjaju nabolje. Kratak prikaz serijala, teme emitovanih epizoda, kao i onih koje će biti prikazane u januaru 2011, možete pročitati [ovde](#). Od decembra je moguće pogledati odabrane novembarske epizode ovog serijala i na ANEMovom web portalu [Bolja Srbija](#).

Realizaciju ovog TV serijala je podržala Norveška narodna pomoć (Norwegian People's Aid)

b) Od decembra 2010, 26 ANEMovih TV stanica emituje **serijal „Ogledalo vlasti“**, čiji je cilj da informiše i edukuje građane o problemu korupcije i da doprinese njenom suzbijanju i prevenciji. Od ukupno 20 desetominutnih epizoda ovog serijala, do sada je emitovano pet (4 u decembru i 1 u januaru), o čijem sadržaju se možete ukratko informisati [ovde](#). Od kraja januara, na web sajtu ANEMa ćete moći da pogledate neke od emitovanih epizoda ovog serijala, u okviru podrubrike „Ogledalo vlasti“, u sekciji Produkcija.

Ovaj TV serijal se realizuje uz finansijsku pomoć organizacije National Endowment for Democracy (NED) i Fonda za otvoreno društvo, Srbija (FOD)

Produkciju oba ova serijala, ANEM radi u saradnji sa produkcijskom kućom A-media.

7. Emitovanje TV magazina „Korak po korak“

U decembru 2010. je na 25 ANEMovih stanica širom Srbije počelo emitovanje TV magazina „Korak po korak“, koje priprema A-media. Do sada je prikazano 5 magazina, od ukupno 24, od kojih svaki donosi po 3 priče iz različitih mesta u Srbiji o pozitivnim promenama u našoj sredini, koje pokazuju šta za građane Srbije konkretno znači približavanje Evropi. Sadržaj decembarških epizoda, kao i onih koje će biti emitovane tokom januara, možete pogledati [ovde](#).

Serijal je napravljen uz finansijsku podršku Evropske unije kroz program Medijski fond u okviru evropskih integracija, kojim rukovodi Delegacija EU u Republici Srbiji, a realizuje BBC World Service Trust

8. Produkcije ANEMovih partnera na ANEMovim TV i radio stanicama

a) Za svoje lokalne i regionalne stanice, ANEM je obezbedio mogućnost da besplatno emituju kvalitetan **radijski serijal „Igra istine“**, u produkciji „ShockArt“, autorke Olivera Miloš Todorović. Emitovanje 8 petominutnih epizoda ovog serijala počelo je u decembru na 25 ANEMovih radio stanica, čiji će slušaoci moći da čuju razmišljanja i stavove srednjoškolaca iz gradova širom Srbije o različitim pitanjima koja su za njih značajna. Više o tome, pročitajte [ovde](#).

b) Tokom novembra i decembra 2010, 21 ANEMova stanica emitovala je 25-minutni **dokumentarni film „Take action – Uključi se!“** iz produkcije beogradskog Medija Centra, koji prikazuje pozitivne primere građanskog aktivizma u različitim krajevima Srbije. Pored toga što je svojim stanicama obezbedio kvalitetnu besplatnu produkciju, ANEM je tako pružio podršku aktivnostima svog partnera – beogradskog Medija Centra. Više o tome, pročitajte [ovde](#).

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ANEM Newsletter No. 15

Dear colleagues and partners,

In December 2010, ANEM implemented a number of activities, which you can read about on our website www.anem.org.rs, under *ANEM Activities*. For the fifteenth issue of ANEM Newsletter, we draw attention to the most important ones:

1. ANEM activities in the fight against broadcasting “piracy”

a) Illegal broadcasting of radio and television programs is one of the major causes that prevent the establishment of equal conditions on the media market and the normal functioning of the media in Serbia. Seeking ways to effectively address this, on December 2, 2010, ANEM initiated and organized a meeting on this issue in Belgrade. **This meeting with representatives of regulators, competent institutions and bodies** – RATEL, RBA, Ministry of Internal Affairs, Public Prosecutor’s Office, Ministry of Telecommunications and Information Society, Ministry of Trade and Services and the Provincial Secretariat for Economy– has served to reaching an agreement on the implementation of organized activities for achieving lasting results in the fight against broadcasting piracy. You can find more about this meeting [here](#).

b) Following that event, on December 20, 2010, at a **press conference entitled “Measures against illegal broadcasters”**, organized by ANEM, the media and the public were informed about the topic of the meeting held on December 2, particularly on measures that were underway or that were yet to be taken against illegal broadcasters, about the current situation in this field and new opportunities for efficient solving of this problem. To find out what ANEM representatives and competent authorities discussed at this press conference, please read ANEM detailed report, available [here](#).

2. ANEM advocacy activities in the field of digitalization

a) On December 2, 2010, ANEM submitted to the Ministry of Telecommunications and Information Society its **suggestions and comments on the Draft Rule Book on switchover from analog to digital broadcasting of TV programs and multiplex access** and thus represented the interests of its members in a public hearing on the Draft Rule Book. To find out what ANEM has suggested, click [here](#).

b) On December 30, 2010, ANEM submitted to the Ministry of Telecommunications and Information Society, the RBA and RATEL **its suggestions for adjusting the valid broadcasting licenses to the conditions for digital terrestrial broadcasting**, arguing that for electronic media, it was very important how this activity, foreseen by the Action Plan of the Strategy for Switchover from Analogue to Digital Broadcasting, would be carried out. Details about this can be found [here](#).

3. Meetings dedicated to Media Strategy with the Head of the OSCE Mission to Serbia and the Head of the EU Delegation to Serbia

Representatives of five media and journalists’ associations (ANEM, NUNS, UNS, NDNV and Local Press), held two important meetings on a media policy in December – namely, on December 7, 2010 with Head of the OSCE Mission to Serbia, H.E. the Ambassador Dimitrios Kypreos, and a day later, on

December 8, 2010, with Head of the EU Delegation to Serbia, H.E. the Ambassador, Vincent Degert. Read more about these meetings on our website, in the section “Advocacy Activities”, or [here](#).

4. ANEM advocacy activities related to the making of the new Advertising Law

a) On December 15, 2010, at the Belgrade Media Center, ANEM held **a round table on the draft of the new Advertising Law**, aiming to contribute to better informing and greater participation of the colleagues and partners from the media sector, as well as other stakeholders, in the debate on the draft of this law. The meeting was attended by 50 participants, presenting different opinions and suggestions regarding the proposed text of the draft. You can read the report from this round table on ANEM website, in the section “Advocacy Activities”, or [here](#).

b) Taking part in public debate on the draft of new Advertising Law, on December 24, 2010, ANEM submitted to the Ministry of Trade and Services its **comments and suggestions on the text of the Draft**. See the essence of these comments and suggestions [here](#).

5. ANEM round table IV “Legal Monitoring of Serbian media scene”

The fourth ANEM round table on monitoring of the media scene in Serbia was held on December 23, 2010 at the Belgrade Media Center. At this public event, the print edition of the [Fourth ANEM Monitoring Publication](#) was presented, followed by a discussion on what marked the media sector in 2010. The event was attended by many representatives of state authorities, regulatory bodies, experts, media and journalists’ associations and NGOs. More about this event can be found on ANEM website and in soon available Monitoring Newsletter number 18.

6. ANEM Production

a) In December, 27 ANEM TV stations aired new 8 five-minute episodes of the **TV series “Recognize Europe”**, broadcasting since November 2010. This series is dedicated to best practices of individuals and institutions, working in accordance with European standards and values, which change citizens’ lives for the better. Brief overview of the series, the topics of aired episodes, as well as those yet to be broadcast in January 2011, you can find [here](#). As of December, selected episodes of the series from November are also available for viewing on ANEM web portal [Better Serbia](#).

The realization of this TV series is supported by the NPA (Norwegian People’s Aid)

b) Starting from December 2010, 26 ANEM TV stations have been broadcasting **the series “Mirror of Power”**, which aims to inform and educate citizens about the problem of corruption and contribute to its suppression and prevention. Out of a total of 20 ten-minute episodes of the series, five have been aired so far (4 in December and 1 in January), whose contents are briefly presented [here](#). From the end of January, you can watch some of the aired episodes of the series on ANEM website, under Production, in the subsection “*The Mirror of Power*”.

This TV series is being implemented with financial assistance of the National Endowment for Democracy (NED) and the Fund for an Open Society in Serbia (FOS)

The production of both series is done by ANEM in cooperation with the production company A-media.

7. Broadcasting of TV magazines “Step by Step”

In December 2010, 25 ANEM TV stations across Serbia started broadcasting of the TV magazines “Step by Step”, prepared by A-Media. 5 out of 24 magazines have been aired so far, each bringing three stories from different places in Serbia about the positive changes in our environment and showing what the adjustment to European principles and standards actually mean for the citizens of Serbia. The content of the magazines from December, as well as of those that will be aired in January is available [here](#).

The series is financially supported by the European Union through the European Integration Media Fund, managed by the EU Delegation to Serbia and implemented by the BBC World Service Trust

8. Productions of ANEM partners for Association's radio and TV stations

a) ANEM has provided its local and regional stations with the opportunity to broadcast free of charge a quality **radio series “The Game of Truth”**, produced by “ShockArt” and the author Olivera Milos Todorovic. The broadcasting of 8 five-minute episodes of the series has started in December on 25 ANEM radio stations, whose listeners will be able to hear the thoughts and opinions of high school students from cities across Serbia on the various issues that are important to them. More about this read [here](#).

b) During November and December 2010, 21 ANEM stations broadcast a 25-minute **documentary film “Take Action!”** produced by the Belgrade Media Center, about the positive examples of civic activism in different parts of Serbia. In addition to providing its stations with free quality production, ANEM has also supported the activities of its partners – the Belgrade Media Center. More about this read [here](#).