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Asocijacija nezavisnih elektronskih medija
Association of Independent Electronic Media

+381 11 32 25 852
anem@anem.org.rs
www.anem.rs

Novosti iz ANEMa – br. 17

Za sedamnaesti broj ANEM Novosti, izdvajamo najvažnije aktivnosti naše Asocijacije u poslednja tri meseca. O svim aktivnostima ANEMa možete se redovno informisati preko našeg internet sajta www.anem.org.rs, u rubrici Aktivnosti ANEMa.

1. Pravni monitoring medijske scene u Srbiji i u 2011. godini!

ANEM, u saradnji sa ekspertskim timom advokatske kancelarije „Živković&Samardžić“ i u 2011. godini nastavlja da sprovodi kontinuirani pravni monitoring medijske scene u Srbiji. Sve monitoring aktivnosti ćete moći redovno da pratite na ANEMovom web sajtu u okviru sekcije [Monitoring medijske scene](#), gde će biti dostupni Monitoring Izveštaji, Monitoring Publikacije i izveštaji sa okruglih stolova, a o njima ćemo vas blagovremeno obavestavati Monitoring Novostima, koje ćete moći da nađete i na našem sajtu.

U 2011. godini, objavljena su dva Monitoring Izveštaja, [Devetnaesti](#) koji obuhvata period januar-februar i [Dvadeseti](#), koji se odnosi na mart. *Pročitajte ih*, da biste bolje razumeli medijsku situaciju u Srbiji! *Ostavite i vaše komentare, pitanja i sugestije na monitoring stranama!*

Unapređenje ANEMovog web sajta omogućili su USAID i IREX Srbija

2. Aktivnosti javnog zalaganja za strateške reforme medijskog sektora

Medijska strategija predstavlja neophodan preduslov za reforme medijskog sektora. ANEM i još 4 medijska/novinarska udruženja (NUNS, UNS, NDNV i Local press), čine koaliciju koja se najaktivnije zalagala za njeno donošenje i učestvovala u dosadašnjem toku ovog procesa, javno zastupajući zajedničke stavove o osnovnim principima Medijske strategije i o načinu rešavanja važnih medijskih pitanja koja njom treba da budu obuhvaćena.

Zbog odugovlačenja u njenoj izradi, ova udruženja su javno izražavala svoj protest i zahtevala nastavak rada na Medijskoj strategiji, smatrajući je ključnim dokumentom za razvoj sektora. Poslednje u nizu zajedničkih aktivnosti ove medijske koalicije, jesu [otvoreno pismo predsedniku Republike](#) i zajednička [press konferencija od 06.04.11](#), nakon kojih je usledio nastavak rada na Medijskoj strategiji.

3. Potpisivanje Protokola o saradnji na izradi Nacrta medijske strategije

Nakon višemesečnog zastoja u izradi Medijske strategije, 18. aprila 2011. je potpisan Protokol o saradnji na izradi Nacrta strategije, između Ministarstva kulture, informisanja i informacionog društva i šest medijskih i novinarskih udruženja, a među njima i ANEMa, čime su stvoreni uslovi za nastavak rada na donošenju ovog strateškog dokumenta. Više o tome, [ovde](#).

4. Aktivnosti ANEMa na rešavanju problema emitera sa OFPSom

Reagujući na situaciju nastalu krajem 2010. i početkom 2011. godine zbog pokretanja postupaka za privredni prestup protiv velikog broja emitera, zbog (ne)dostavljanja OFPSu popisa emitovanih predmeta zaštite (košuljica), ANEM je preduzeo niz aktivnosti u cilju zaštite interesa svojih stanica i ostalih elektronskih medija. Više o tome, [ovde](#).

5. Saopštenja ANEMa

Reagujući na različite slučajeve ugrožavanja slobode izražavanja, pretnje i pritiske kojima su bili izloženi mediji i novinari, uključujući i pojedine odluke sudova u medijskim slučajevima, ANEM je u proteklom periodu izdao nekoliko javnih saopštenja: [prvo](#), povodom plakata i umrlica za B92, kojima je Lazarevac bio oblepljen nakon emitovanja serijala RTV B92 „Insajder“ o zloupotrebama u Rudarskom basenu Kolubara; [drugo](#), povodom problema Radio Sombora i nesposobnosti države da se uhvati u koštac sa problemima u medijskom sektoru; [treće](#), povodom krivične presude glavnom i odgovornom uredniku „Čačanskih novina“ zbog objavljivanja humoreske i komentara u kojima se prepoznao jedan političar; [četvrto](#), povodom pretnji milionskom tužbom novosadskom Radiju „021“ zbog komentara posetilaca na njihovom web portalu. Sva četiri su, kao i ostala, dostupna u rubrici [Saopštenja](#) na web sajtu ANEMa. Pozivamo vas da ih pročitate, da biste bolje razumeli principe i stavove ANEMa!

6. TV serijali u produkciji ANEMa

a) April je poslednji mesec emitovanja **serijala „Prepoznaj Evropu“**, koji se od novembra 2010. godine premijerno prikazuje na 27 ANEMovih TV stanica dva puta nedeljno. Ovaj serijal se bavi dobrom praksom pojedinaca i institucija koji, radeći u skladu sa evropskim standardima i vrednostima, život građana u Srbiji menjaju nabolje. Kratak sadržaj svih 50 epizoda možete pročitati [u istoimenoj rubrici](#) na ANEMovom web sajtu, a na web portalu ANEMa [„Bolja Srbija“](#) možete pogledati odabrane epizode serijala i glasati za najbolju epizodu prethodnog meseca.

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

b) U aprilu 2011. se [završilo emitovanje TV serijala „Ogledalo vlasti“](#). Ovaj serijal, koga čini 20 epizoda o problemu korupcije, sa preventivnom i edukativnom funkcijom, premijerno se prikazivao od decembra 2010, jednom nedeljno, na 26 ANEMovih TV stanica širom Srbije. Na ANEMovom sajtu, u [rubrici pod istim nazivom](#), možete naći više informacija o ovom serijalu, gde takođe možete pogledati i odabrane epizode. Šest novih, koje su emitovane tokom februara i marta 2011. su vam dostupne i [ovde](#), a poslednje tri, [ovde](#).

Od nedavno je na naslovnoj strani ANEMovog web sajta nova rubrika „Ankete“. Prva anketa se odnosila na ovaj serijal, a planirano je da se i nekoliko narednih bavi njime, u okviru kojih će posetioci sajta moći da glasaju za najbolju epizodu „Ogledala vlasti“. **Pozivamo vas da učestvujete u njima!**

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 produkcijom kućom A-media.

7. Emitovanje TV magazina „Korak po korak“

U februaru, martu i aprilu 2011, 25 ANEMovih TV stanica prikazalo je 12 novih **TV magazina „Korak po korak“**, u produkciji A-medije. Cilj ovog serijala je da građanima omogući lakše razumevanje šta „evropski put Srbije“ predstavlja za njihov svakodnevni život. Koje priče su obrađivane u magazinima ovog serijala, možete pročitati na sajtu ANEMa, [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 stanicama

Tokom marta 2011, ANEM je omogućio svojim stanicama da besplatno emituju nekoliko kvalitetnih produkcija partnera iz nevladinog sektora: dokumentarne filmove „Žene zvane hrabrost“ i „Tutti u Ovchi“, kao i TV program „Građanke i građani odlučuju“. Obezbeđivanjem ova tri programa za emitovanje, ANEM je nastojao da doprinese poboljšanju kvaliteta programskog sadržaja svojih stanica.

9. Podrška kampanjama Ministarstva zdravlja

Počev od kraja marta 2011, radio džingl i TV spotovi 4 aktuelne kampanje Ministarstva zdravlja koje se bave informisanjem stanovništva o značaju zdravstvene zaštite, bez naknade se emituju na 32 ANEMove radio i TV stanice. Njihovim besplatnim emitovanjem, ANEMove stanice su podržale kampanje Ministarstva i doprinele da one budu vidljivije na lokalnom nivou i da građani iz lokalnih sredina budu bolje informisani o njima. Više o tome, pročitajte ovde.

10. Novo na ANEMovom web sajtu!

ANEM je na srpskoj i engleskoj strani svog sajta otvorio novu rubriku Ankete, u okviru koje će posetioци imati mogućnost da izraze svoje mišljenje o ANEMovim aktivnostima i različitim aktuelnim temama iz medijskog sektora. **U okviru ove rubrike, trenutno možete glasati za najbolju od odabranih februarско/martovskih epizoda serijala “Ogledalo vlasti”, pa vas pozivamo da to i učinite!**

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ANEM Newsletter – No. 17

For the seventeenth ANEM Newsletter, we have chosen the most important activities of our Association in the last three months. You could regularly inform on all ANEM activities via our website www.anem.org.rs, in the section ANEM Activities.

1. Legal monitoring of the Serbian media scene continued in 2011!

In cooperation with the expert team of the law office "Zivkovic&Samardzic", in 2011, ANEM has continued to conduct the continuous legal monitoring of the Serbian media scene. You can regularly follow all monitoring activities on ANEM website, within the section Monitoring of the media scene, where Monitoring Reports, Monitoring Publications and reports from round tables will be available. We will timely inform you on them in the Monitoring Newsletters that you could find on our web site.

In 2011, two Monitoring Reports were published, the [Nineteenth](#) that encompassed the period January-February and the [Twentieth](#) that related to March. *Read them*, in order to better understand the media situation in Serbia! *Leave your comments, questions and suggestions on the monitoring pages!*

The development of ANEM web site is enabled by USAID and IREX Serbia.

2. Advocacy activities for strategic reforms of the media sector

The Media Strategy represents necessary precondition for reforming the media sector. ANEM and four other media/journalists' associations (NUNS, UNS, NDNV and Local Press) have formed the coalition that have advocated for its adoption most actively and participated in the hitherto process, publicly presenting their joint stands on the basic principles of the Media Strategy and the ways of solving the most important media issues that are to be encompassed by it.

Due to delays in its creation, these associations have publicly expressed protest and requested the continuation of the work on the Media Strategy, deeming it the key document for the development of the sector. The last in a series of the joint activities of this media coalitions were [the Open Letter to the Serbian President](#) and [the joint press conference on April 6, 2011](#), after which the continuation of the work on the Media Strategy ensued.

3. Signing of the Protocol on collaboration on drafting the Media Strategy

After months of delay in the development of the Media Strategy, on April 18, 2011, the Protocol on collaboration on drafting the Media Strategy was signed between the Ministry of Culture, Information and Information Society, and six media and journalists' associations, ANEM being among them. In this way, the conditions for continuing the work on adoption of this strategic document were created. You can find out more about it [here](#).

4. ANEM activities regarding solving the broadcasters' problem with OFPS

Reacting to the situation that started in the end of 2010 and the beginning of 2011 regarding initiating legal proceedings against many broadcasters for (not) submitting the lists of broadcast phonograms, ANEM has undertaken a series of activities in order to protect the interests of its stations as well as other electronic media. More about it, [here](#).

5. ANEM Public Statements

Reacting to various cases of violation of the freedom of expression, threats and pressures against media and journalists, including some court decisions in media cases, ANEM has issued several public statements in the previous period: [the first](#), regarding the posters and death notices announcing the death of B92, that Lazarevac was covered with after broadcasting the RTV B92 series „Insider“ dealing with the abuses committed in the Mining Basin "Kolubara"; [the second](#), regarding the problem faced by the Radio Sombor and the state's inability to tackle the problems that exist in the media sector; [the third](#), regarding the criminal indictment against the Editor-in-Chief of “Cacanske novine” that had published the satire and comments in which one politician recognized himself, [the fourth](#), regarding the million lawsuit threats against the Novi Sad-based Radio O21 because of the comments posted by the visitors of their website. All four statements, as well as others, are available in the section [Public Statements](#) on ANEM web site. We invite you to read them in order to better understand ANEM principles and stands!

6. TV series in ANEM Production

a) April is the last month of broadcasting of the **series “Recognize Europe”**, which has been premiere aired from November 2010 on 27 ANEM TV stations twice a week. This

series is dealing with good practices of individuals or institutions in Serbia that improve the quality of everyday life of citizens in Serbia by following the European standards and values in their activities. You can read the brief description of all 50 episodes in the [same-named section](#) on ANEM web site and, on ANEM web portal „[Bolja Srbija](#)“ (“Better Serbia”), you can watch selected episodes of the series and vote for the best episode of the previous month.

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

b) The broadcasting of [the TV series “Mirror of Power” ended](#) in April 2011. This series, consisted of 20 episodes dealing with the problem of corruption in a preventive and educational manner, has been premierely aired once a week from December 2010 on 26 ANEM TV stations across Serbia. You can find more information about the series in [the same-named section](#) on the ANEM web site, where you can also watch the selected episodes. Six new episodes broadcast during February and March 2011 are also available [here](#) and the last three episodes [here](#).

From recently, at the Home page of [ANEM web site](#) you can find the new section “Polls”. The first poll was related to this series, and it was planed that the next few polls would be on this series, too. Visitors of the web site will be able to vote for the best episodes of the series “Mirror of Power”.

We invite you to participate in!

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

Production of both series was done in cooperation of ANEM with the production company A-media.

7. Broadcasting of the TV magazines „Step by Step“

In February, March and April 2011, 25 ANEM TV stations aired 12 new **TV magazines „Step by Step“**, produced by A-media. The main goal of this series is to enable citizens to easily perceive what “the European way of Serbia” means to their everyday life. Which stories were treated in this series’ magazines, you can read on ANEM web site, [here](#).

This series is financially supported by the European Union through the European Integration Media fund, managed by the Delegation of the EU to the Republic of Serbia and implemented by the BBC World Service Trust.

8. Production of ANEM partners aired on ANEM TV stations

During March 2011, ANEM provided its TV stations with free broadcasting of a few quality productions of its partners from the NGO sector: [documentary films “Women called courage” and “TUTTI IN OVCA”](#), as well as the [TV program “Citizens decide”](#). Providing free broadcasting of these three programs, ANEM endeavored to contribute to increasing the quality of the program content of its stations.

9. Support to campaigns of the Ministry of Health of Republic of Serbia

Starting from the end of March 2011, radio jingle and video spots of 4 current campaigns of the Ministry of Health of Republic of Serbia, aimed at informing the public on the importance of health care, have been broadcast free of charge on 32 ANEM radio and TV stations. By broadcasting free of charge, ANEM stations has supported the Ministry's campaigns and contributed to campaign's greater visibility on local level with the purpose of quality information of the public. More about that, read [here](#)

10. New on ANEM web site!

ANEM has created, on both Serbian and English versions of its web site, the newly opened section [“Polls”](#) where the visitors of the site will be able to give their opinion on ANEM activities and various current topics and issues important for the media scene. **At the moment, in this section you can vote for the best of selected episodes of the TV series “Mirror of Power” broadcast in February and March 2011, and we invite you to do that!**