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

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Novosti iz ANEMa – br. 21

U ovom broju Novosti ANEMa, informišemo vas o najvažnijim aktivnostima ANEMa u poslednjih mesec i po dana prošle, 2011. godine, o kojima detaljnije informacije možete pročitati na sajtu ANEMa www.anem.org.rs, u rubrici Aktivnosti ANEMa.

1. ANEM o Predlogu zakona o kinematografiji

Nakon što je Vlada, 8. decembra 2011, usvojila i uputila Skupštini na usvajanje Predlog zakona o kinematografiji, ANEM je izdao saopštenje, a potom uputio i svoje pisane *Primedbe sa predlogom amandmana* relevantnim nadležnim organima, tražeći od njih da učine sve da se odgovarajućim amandmanom na član 18. Predloga zakona o kinematografiji, brišu tačke 3. i 4. iz stava 1 ovog člana. ANEM je uputio ovaj dopis smatrajući da je rešenje u tom članu Predloga zakona, kojim je predviđeno da se podsticajna sredstva za razvoj kinematografije obezbeđuju iz sredstava RRA i Ratela, u direktnoj suprotnosti sa važećim propisima iz oblasti radiodifuzije i sa nedavno usvojenom Medijskom strategijom, kao i da će teret podsticaja razvoja kinematografije nezakonito pasti na elektronske medije. O tome više [ovde](#). I pored protivljenja i ANEM-a i oba regulatorna tela ovakvom rešenju, Predlog zakona je usvojen krajem decembra 2011. godine. Stoga će ANEM preduzeti dalje pravne mere radi zaštite interesa svog članstva, ali i ostalih emitera.

2. ANEMove sugestije za dodatne mere koje bi trebalo da prate dekriminalizaciju klevete i uvrede

Smatrajući da najavljena dekriminalizacija klevete i uvrede sama po sebi nije dovoljna da bitno popravi situaciju na medijskoj sceni, ANEM je uputio dopis Vladi Srbije, Ministarstvu pravde i Ministarstvu kulture, informisanja i informacionog društva, u kom traži izmene Zakona o javnom informisanju i navodi svoje predloge tih izmena koje treba da obezbede veću sigurnost i zaštitu novinara u ostvarivanju slobode izražavanja. Ovom dopisu i sugestijama su se saglasno pridružila i druga udruženja iz medijske koalicije – NUNS, UNS, NDNV i Lokal pres. Više o tome pogledajte [ovde](#).

Ovu aktivnost je podržao Civil Rights Defenders.

3. ANEMov zahtev za donošenje akta kojim će se bliže regulisati pravila o oglašavanju i sponzorstvu na radiju i televiziji

Smatrajući da odredbe Zakona o oglašavanju, koje se tiču oblasti oglašavanja i sponzorstva na televiziji i radiju, nisu dovoljno precizne i da su izvor pravne nesigurnosti za medije, a imajući u vidu da RRA u skladu sa zakonima donosi bliža pravila u ovoj oblasti, ANEM je, 30.12.201, uputio dopis Republičkoj radiodifuznoj agenciji, u kom je poziva da donese odgovarajući akt kojim će ta bliža pravila propisati. Više o ovoj aktivnosti, pogledajte [ovde](#).

Ovu aktivnost je podržao Civil Rights Defenders.

4. Pravni monitoring medijske scene u Srbiji

ANEMove aktivnosti pravnog monitoringa nastavljene su u novembru i decembru 2011, u saradnji sa dugogodišnjim partnerom i Pravnim odeljenjem ANEMa, advokatskom kancelarijom „Živković& Samardžić“. Na sajtu ANEMa, u rubrici [Monitoring medijske scene](#), pored svih prethodnih, možete pročitati i [Dvadeset sedmi](#) Monitoring Izveštaj, za oktobar 2011, i [Dvadeset osmi](#), novembarski Monitoring Izveštaj. Povodom predstavljanja štampanog izdanja ANEMove Pete Publikacije „Monitoring medijske scene u Srbiji“, ANEM je organizovao okrugli sto, 28.11.2011, u beogradskom Medija centru, na kome se, pored predstavljanja tekstova ove Publikacije, diskutovalo i o raznim temama koje su obeležile medijsku scenu u Srbiji 2011, o čemu možete pogledati Izveštaj [ovde](#).

5. Zajednička konferencija za štampu pet medijskih i novinarskih udruženja „Godina za nama – iskorišćena ili propuštena prilika za medijski sektor?“

Zajednička konferencija za štampu ANEMa, NUNSa, UNSa, Lokal presa i Asocijacije medija, pod nazivom „Godina za nama – iskorišćena ili propuštena prilika za medijski sektor?“, održana je u organizaciji ANEMa, 21. decembra 2011, u Press Centru UNSa u Beogradu. Predstavници pet udruženja govorili su o tome šta je obeležilo medijsku scenu u 2011, šta je bilo dobro, a šta loše u godini za nama, i koji zadaci i iskušenja se u narednom periodu postavljaju pred medijsku zajednicu. Kratak izveštaj sa ove konferencije za štampu pročitajte [ovde](#).

6. Saopštenja ANEMa

Smatrajući da je Predlog Zakona o kinematografiji u direktnoj suprotnosti sa važećim propisima iz oblasti radiodifuzije i sa nedavno usvojenom Medijskom strategijom, kao i da će teret podsticaja razvoja kinematografije nezakonito pasti na elektronske medije, ANEM je, 14.12.2011, izdao saopštenje u kojem je zahtevao od Narodne skupštine Republike Srbije da ne usvoji Predlog zakona o kinematografiji u tekstu koji joj je Vlada uputila na usvajanje. Saopštenje pročitajte [ovde](#).

Protestujući zbog načina na koji republička Vlada namerava da primeni odluku o izdvajanju 368 miliona dinara medijima – direktnim dodeljivanjem sredstava državnim medijima, a ne finansiranjem medijskih projekata koji su u skladu sa javnim interesom, medijska koalicija je, 20.12.2011, izdala zajedničko saopštenje, kojim postavlja i pitanje vlasti da li ova odluka znači da se odustalo od Medijske strategije. Celo saopštenje pogledajte [ovde](#).

7. Tribina u Nišu „Medijska strategija – šta dalje?“

U organizaciji ANEMa, 25. novembra 2011. godine, u Nišu je održana tribina medijske koalicije „Medijska strategija – šta dalje? Ova tribina je jedna u nizu događaja koje su, nakon donošenja Medijske strategije, organizovali članovi medijske koalicije (ANEM, NUNS, UNS, NDNV i Lokal pres) u gradovima širom Srbije, kako bi javnosti predstavili šta rešenja Strategije donose za medijski sektor u celini. Podsećamo da je 6.10.2011, u Beogradu, odmah nakon donošenja Strategije, ANEM organizovao [press konferenciju](#) medijske koalicije, pod istim nazivom. Izveštaj sa tribine u Nišu pogledajte [ovde](#).

Ove aktivnosti je podržao Fond za otvoreno društvo (FOD)

8. Radionica za članove ANEMa

Smatrajući da je važno da upozna svoje članove sa aktuelnim promenama medijske regulative koje mogu značajno uticati na njihov rad, ali i da razgovara sa njima o problemima i izazovima sa kojima se suočavaju, ANEM je, 22. decembra 2011. godine, u Beogradu, održao radionicu na kojoj se govorilo o sledećim temama: Primena Zakona o oglašavanju – sa posebnim osvrtom na pravila o političkom oglašavanju; Medijska strategija i izmene u procesu digitalizacije; primena Zakona o autorskom i srodnim pravima – tarife kolektivnih organizacija i košuljice emitovanih muzičkih dela i fonograma. Izveštaj sa radionice pogledajte [ovde](#).

Održavanje ove radionice je omogućio Civil Rights Defenders.

9. Učešće ANEMa na seminaru o državnoj pomoći medijima

U Beogradu je, 9. decembra 2011. godine, održan Seminar o državnoj pomoći medijima, u organizaciji Misije OEBS-a u Srbiji i NUNSa. Na ovom izuzetno posećenom seminaru je učestvovao i predsednik ANEMa, kao moderator. Istaknuti panelisti su govorili o propisima i praksi državne pomoći medijima u zemljama Evropske unije, kao i o iskustvima medija sa državnom pomoći u Srbiji i regionu, a aktivna diskusija je pokazala da je ova tema od izuzetnog značaja za funkcionisanje medijskog sistema u budućnosti. Izveštaj sa ovog događaja možete pogledati na sajtu beogradskog Medija centra [ovde](#).

10. Istraživanje o medijskoj situaciji u Srbiji

Medijska i novinarska udruženja, ANEM, NUNS, NDNV i Lokal pres, su poslednjih nekoliko meseci zajednički radili sveobuhvatno [istraživanje o medijskoj situaciji u Srbiji](#), u okviru kog su sproveli niz različitih aktivnosti. Polazna osnova za metodologiju istraživanja, ali i za analizu prikupljenog materijala, jeste lista od 27 Indikatora Saveta Evrope za medije u demokratiji. U toku je stručna obrada i analiza svih prikupljenih podataka, a rezultati analize će poslužiti kao osnov za izradu Izveštaja o medijskoj situaciji, koji će u formi Publikacije, biti uskoro prezentovan javnosti. Ovo istraživanje sprovodi se u okviru [projekta](#) „Srbija 2011 – Izveštaj o medijskoj situaciji zasnovan na Indikatorima Saveta Evrope za medije u demokratiji“.

Ovo istraživanje je omogućio svojom podrškom Civil Rights Defenders

11. Otpočele aktivnosti produkcije radijskih i TV programa za potrebe ANEMovog projekta „Premošćavanje razlika“

U okviru projekta „Premošćavanje razlika“, otpočela je aktivnost produkcije 20 emisija o kulturnim različitostima etničkih manjina. Predviđena su dva serijala, radijski i TV, od po 10 desetominutnih emisija, koji će se emitovati na ANEMovim stanicama širom Srbije. Pre početka rada na produkciji emisija, ANEM je, u saradnji sa svojim partnerom, Fakultetom političkih nauka, krajem novembra 2011, organizovao prezentaciju rezultata [istraživanja](#) koje je partner sproveo za potrebe ovog projekta, kao i odgovarajućih preporuka, odabranom produkcijskom timu, a 17.12.2011. je u Beogradu održana i radionica za njihove potrebe. Na radionici je, pored prezentacije rezultata istraživanja i preporuka novinarima koji će učestvovati u produkciji, dogovoren koncept emisija, pristup u obradi tema, preliminarno su utvrđene teme, lokacije, manjine kojima će se baviti emisije, kao i način rada na izradi TV i radio emisija. Više o tome [ovde](#).



Ovaj projekat se realizuje uz finansijsku podršku Evropske unije kroz projekat „Podrška civilnom društvu“ kojim rukovodi Delegacija Evropske unije u Republici Srbiji, a realizuje GOPA Consultants

12. ANEM za 17. broj časopisa „Izazovi evropskih integracija“

Na inicijativu Službenog glasnika, izdavača časopisa „Izazovi evropskih integracija“, ANEM je učestvovao, u pretežnom delu, u kreiranju najnovijeg broja ovog časopisa, koji se bavi temom – „Mediji i evropske integracije“. Kako je povod za ovu temu bila nedavno usvojena Medijska strategija, ANEM je koordinirao izradu 6 naučnih tekstova, od ukupno 8, za koje je i predložio teme i autore. Više o tome pročitajte [ovde](#).

Izdavač časopisa „Izazovi evropskih integracija“ je JP „Službeni glasnik“, uz podršku Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, GIZ Kancelarija za pravnu reformu

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ANEM Newsletter No. 21

In this issue of ANEM Newsletter, we inform you about the most important activities of ANEM during the last month and a half of 2011. More detailed information can be found on ANEM website www.anem.org.rs in the section ANEM Activities.

1. ANEM on the Draft Law on Cinematography

After the Government adopted, on 8 December 2011, the Draft Law on Cinematography and forwarded it to the Parliament for adoption, ANEM issued a statement, and then sent its written *Remarks on the Draft Law with proposed amendments* to the relevant competent authorities, urging them to do all in their power to delete, with corresponding amendment to Article 18, points 3 and 4 from the Paragraph 1 of the said article. ANEM sent this letter in belief that the solution provided in that Article of the Draft Law, which stipulates that the incentives for the development of cinematography be drawn from the RBA and RATEL resources, were in direct contravention of applicable regulations in the field of broadcasting and recently adopted Media Strategy, as well as that these incentives for development of domestic film industry would burden broadcasters even further. Read more about this [here](#). Despite disagreement of ANEM and both regulatory bodies with such solution, the Draft Law was passed in late December 2011. Therefore, ANEM will take further legal actions to protect the interests of its members and the other broadcasters, too.

2. ANEM suggestions for additional measures to accompany the decriminalization of defamation and insult

Considering that announced decriminalization of defamation and insult *per se* is not sufficient to significantly improve the situation on the media scene, ANEM has sent a letter to the Serbian Government, Ministry of Justice and the Ministry of Culture, Media and Information Society, urging them to amend the Public Information Law, and cited its proposals for such amendments aiming at ensuring greater security and protection of journalists in the exercise of freedom of expression. ANEM letter and its proposals were supported by other media and journalists' associations, joined in media coalition – NUNS, UNS, NDNV and Local Press. More on this read [here](#).

This activity was supported by the Civil Rights Defenders.

3. ANEM request for passing a document for close regulation of radio and television advertising and sponsorship rules

Considering that the provisions of the Advertising Law, pertaining to the field of advertising and sponsorship on radio and television, are insufficiently precise, which may be the source of legal uncertainty for the media, and bearing in mind that it is within the RBA competence to pass rules in this area in accordance with the law, on December 30, 2011, ANEM sent a letter to the Republic Broadcasting Agency, urging it to pass an appropriate document to prescribe the detailed rules. More about this activity please see [here](#).

This activity was supported by the Civil Rights Defenders.

4. Legal monitoring of the Serbian media scene

ANEM legal monitoring activities continued in November and December 2011, in cooperation with its longtime partner and ANEM Legal Department, law office “Zivkovic&Samardzic”. On ANEM website, under the section [Monitoring of the media scene](#), in addition to previous ones, you can also read the [Twenty-seventh](#) Monitoring Report – for October 2011, together with the [Twenty-eighth](#) Monitoring Report – for November. On November 28, for the purpose of presenting the printed edition of ANEM Fifth Publication “Monitoring of the media scene in Serbia”, ANEM organized a round table, in the Belgrade Media Center, where, besides presentation of the Publication’s texts, various issues, that marked the Serbian media scene in 2011, were discussed. Read the report [here](#).

5. Joint press conference of five media and journalists’ associations “The Year behind Us – Used or Missed Opportunity for Media Sector?”

Joint press conference of ANEM, NUNS, UNS, Local Press and Association of Media (ASMEDI), entitled “The Year behind Us – Used or Missed Opportunity for Media Sector?” was organized by ANEM on December 21, 2011, at the UNS Press Center in Belgrade. Representatives of five associations elaborated on the issues that had marked the media scene in 2011 and discussed good and bad events in the last year, as well as the future tasks and challenges put in front of the media community. A brief report from this press conference is available [here](#).

6. ANEM Statements

Considering that the Draft Law on Cinematography was in direct conflict with the applicable regulations in the field of broadcasting and recently adopted Media Strategy, and that the burden of incentives for development of cinematography would unjustly fall onto the electronic media, on December 14, 2011, ANEM issued a statement urging the Parliament of the Republic of Serbia not to adopt the Draft Law on Cinematography in the text forwarded by the Government for adoption. You can read the entire Statement [here](#).

Protesting over the manner in which the Government intended to implement a decision to allocate 368 million dinars to media by direct allocation of funds to the state media, and not by funding media projects consistent with the public interest, the media coalition issued a joint statement on December 20, 2011, raising the question of whether the government’s decision meant defying the Media Strategy. The entire Statement is [here](#).

7. Panel discussion in Nis: “Media Strategy – What’s Next?”

On November 25, 2011, a panel discussion of the media coalition, “Media Strategy – What’s Next?” was held in Nis in ANEM organization. This panel discussion was one in a series of events organized, after the adoption of the Strategy, by members of the media coalition (ANEM, NUNS, UNS, NDNV and Local Press) in cities across Serbia, for the purpose to present to the public the solutions provided in the Media Strategy and their consequences on the media sector as a whole. We remind that on June 6, 2011, immediately after the adoption of the Strategy, ANEM organized in Belgrade a [press conference](#) of media coalition, under the same title. The report from the panel discussion in Nis is [here](#).

These activities were supported by the Fund for an Open Society Fund (FOS)

8. Workshop for ANEM members

Deeming it important to inform its members about current changes to media regulation that may significantly affect their operations, but also to talk about problems and challenges they faced, ANEM held a workshop on December 22, 2011, in Belgrade, where the following topics were discussed: application of the Advertising Law – with special reference to the rules on political advertising; Media Strategy and changes in the process of digitalization; the application of the Law on Copyright and Related Rights – tariffs of collective organizations and lists of broadcast musical works and phonograms. To read the report from the workshop, please click [here](#).

The organization of this workshop was supported by the Civil Rights Defenders.

9. ANEM Participation in the seminar on state aid for the media

Seminar on state aid for the media was held on December 9, 2011, in Belgrade, in the organization of OSCE Mission to Serbia and NUNS. ANEM President also participated in this highly-attended seminar as moderator. Renowned panelists talked about rules and practices of state aid to media in the countries of the European Union, as well as experiences of media with the state aid in Serbia and in the region, while active discussion had shown that this topic would be of great importance for the functioning of the media system in the future. The report from this event can be found on the website of the Belgrade Media Center and [here](#).

10. Research on the media situation in Serbia

Media and journalists' associations, ANEM, NUNS, NDNV and Local Press, have worked together, for the last few months, on a comprehensive [research on the media situation in Serbia](#), within which a number of different activities were implemented. The starting point for research methodology and analysis of the collected material was a list of 27 Council of Europe's Indicators for media in a democracy. Processing and expert analysis of all collected data is currently underway, while the results of the analysis will serve as a basis for producing the Report on the situation of media that will soon be presented to the public in the form of a Publication. This Research is conducted within the [project](#) "Serbia 2011 – Report on the Media Situation based on CoE's Indicators for Media in a Democracy".

This research was supported by the Civil Rights Defenders.

11. Production of radio and TV programs for ANEM project "Crossing the Bridge of Diversity" started

The production of 20 programs on the cultural diversity of ethnic minorities has begun within the project "Crossing the Bridge of Diversity". The project envisages two series of programs, namely 10 radio and 10 TV programs of 10 ten minutes in duration, which will be broadcast on ANEM stations across Serbia. Before the start of the production of programs, ANEM organized in late November, in cooperation with its partner, the Faculty of Political Sciences, a presentation of the results of the [research](#) conducted by the partner for the needs of this project, together with relevant recommendations to selected production team. On December 17, 2011, ANEM also organized a workshop for their needs that was held in Belgrade. In addition to the presentation of research results and recommendations to journalists participating in the production, the workshop also served to agree on the concept of programs and approach in treating the topics. Topics were preliminarily determined at the workshop, as well as locations, minorities to be addressed by programs, as well as the working model for the production of TV and radio programs. More on this please see [here](#).



This project is financially supported by the European Union through the project "Support to Civil Society", managed by the Delegation of the European Union to the Republic of Serbia and implemented by GOPA Consultants

12. ANEM for the 17th issue of "Challenges of European Integration" magazine

At the initiative of the Official Gazette, publisher of "Challenges of European Integration" magazine, ANEM predominantly participated in the creation of the latest issue of this magazine that deals with the topic "The Media and European Integration". As the reason for this topic was recently adopted Media Strategy, ANEM had coordinated the preparation of 6, out of 8, academic and expert articles, for which it had proposed topics and authors. Read more about it [here](#).

Publisher of the magazine "Challenges of European Integration" is Public Company "Official Gazette", supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, GIZ Office for Legal Reform