

VII CONCLUSION

The signature of the Protocol governing the cooperation between the Ministry of Culture, Media and Information Society and the leading media associations in the process of formulating the Media Strategy, as well as the election of the State Secretary for Information in the Ministry, may be interpreted as a promise of a different attitude of the Government towards media and media associations in the future. On one hand, the Protocol defines the steps for formulating the Draft Strategy, while the Ministry has accepted the experts appointed by the associations to represent the absolute majority in the working group. The final text of the Draft Strategy, which shall be released for public discussion, will most definitely be determined by the Ministry. However, the Ministry might have a problem to successfully explain in the public discussion the potential major derogations from the proposals by the majority in the working group. On the other hand, the appointment of the State Secretary in the Ministry of Culture, Media and Information Society who will be directly in charge of media and information, shows that the Ministry understands the importance of dealing with the media sector. Namely, the Government has hitherto typically appointed civil servants of lower rank than state secretaries – assistant ministers. Today, it seems that for the first time, the two-year efforts invested by media associations in their advocacy for the adoption of the Media Strategy – as a mechanism that is supposed to commit the government to a more consistent and responsible media policy – is beginning to bear fruit. Media associations and media professionals in general would be well-advised to immediately start preparing new efforts that will certainly be required to avoid the relativization of the fundamental reforms of the media in the final text of the Media Strategy, as well as in order to ensure a consistent implementation of that Strategy, once it is finally adopted.