

VII CONCLUSION

In the period observed there was no progress whatsoever in the media sector. Nothing was done to alleviate the plight of the media. The economic decline of the broadcasters is continuing and the Government is showing a lack of interest for implementing its own measures and helping the media. Instead of that, bad changes to the regulatory framework, against the will of the media, are still being forced upon them. The situation of the media is made even more difficult due to the manner in which these changes have been introduced as well as their potential consequences.

The crisis in the relations between the media and the authorities and the mistrust that the latter have caused with their lack of care and understanding for the media may significantly slow down the development of the sector, which is one of the preconditions for the further democratization of society. The announced development of the Media Strategy is evidently belated, but is nevertheless an opportunity for making a step forward. An agreement between the authorities and the media sector on overcoming the present problems and setting forth the course of development, the mutual definition of goals and priorities, as well as the principles and values that ought to be protected and everything else comprised by the Strategy, is a serious task transcending the capabilities of only one Ministry. Therefore, the Government should be the mainstay of this task, as a guarantor of the actual realization of what has been agreed. In the meantime, the Government should without delay ensure the realization of all its measures, which would show its ability and determination to create the conditions and a favorable environment for the development of the media.

On the other hand, in order to properly formulate the Strategy, the media sector should clearly define its requests and offer solutions to all significant media issues. In order to achieve that, better cooperation should be gained within the sector itself. It implies that all media associations should be more prepared to overcome their partial interests – as some of them have already done – and aim all their energy at achieving goals that are or should be their mutual ones. As experience has shown in the past, unified in such a way, they stand a better chance for success.