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

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Novosti iz ANEMA – br. 14

Poštovane kolege i partneri,

U ovom broju Novosti, možete se informisati o nekoliko najvažnijih aktivnosti ANEMA koje su realizovane tokom oktobra i novembra 2010. Pregled svih aktivnosti naše Asocijacije možete videti na web sajtu www.anem.org.rs, u rubrici Aktivnosti ANEMA. Ovde izdvajamo:

1. ANEMova press konferencija „Zašto još uvek nije formirana Komisija za autorsko i srodna prava?”

Kao deo aktivnosti javnog zalaganja za poboljšanje položaja emitera, ANEM je 25.11.2010. godine organizovao press konferenciju, sa ciljem da se medijima i javnosti predoče negativne posledice toga što Vlada Srbije još nije ispunila svoju zakonsku obavezu da formira Komisiju za autorsko i srodna prava. Učesnici ove press konferencije, ANEM, OFPS, SOKOJ i PI, uputili su javni zahtev Vladi da bez odlaganja imenuje Komisiju i spreči dalju štetu koju trpe i emiteri i kolektivne organizacije za zaštitu autorskog i srodnih prava. Više o ovom događaju možete pročitati [ovde](#).

2. ANEMova radionica za članice: Zakon o javnom informisanju u praksi

U nameri da svojim članicama pomogne da bolje razumeju svoja prava i obaveze propisane Zakonom o javnom informisanju, kako bi ga u praksi primenjivale sa što manje problema i u korist što kvalitetnijeg informisanja građana, ANEM je, 9. novembra 2010. godine u Beogradu, za njih organizovao radionicu o ovoj temi. Radionici je prisustvovalo 15 predstavnika 12 ANEMovih radio i TV stanica, koji su od kompetentnih predavača imali priliku da dobiju objašnjenja značenja konkretnih zakonskih odredbi, savete kako da ih primenjuju i odgovore na pitanja. Ceo izveštaj sa zaključcima i uputstvima za emitere možete pogledati [ovde](#).

Ovu aktivnost je podržao Civil Rights Defenders

3. ANEMov okrugli sto o Medijskoj strategiji

ANEMov okrugli sto na temu „Izrada medijske strategije – Kakva nam medijska strategija zapravo treba“, održan je u beogradskom Medija centru, 14. oktobra 2010. Na ovom okrugлом stolu predstavnici medijskih i novinarskih udruženja, ANEMA, NUNSa, UNSa, NDNVa i Lokal presa, upoznali su prisutne sa svojim zajedničkim stavovima o osnovnim principima Medijske strategije, kao i predlozima koje nude za rešavanje najvažnijih medijskih pitanja koja treba da budu obuhvaćena Strategijom. Skupu je prisustvovalo preko 60 učesnika, a na njemu su se mogla čuti različita mišljenja i sugestije u vezi sa izloženim stavovima i preporukama asocijacijama, ali i o tome kakva treba da bude Medijska strategija. Celokupan izveštaj sa ovog okruglog stola, možete pročitati [ovde](#).

4. Sastanak sa predstvincima nadležnih organa o predlogu preporuka za uređenje sistema finansiranja lokalnih medija

Povodom predloga preporuka za uređenje sistema finansiranja lokalnih medija, koje su ANEM, NUNS i Lokal pres uradili i dostavili krajem avgusta nadležnim ministarstvima, 20. oktobra 2010. je održan sastanak predstavnika ovih medijskih asocijacija sa predstvincima Ministarstva kulture, Ministarstva finansija, Ministarstva za državnu upravu i lokalnu samoupravu i SKGO-a. O tome kako je protekao sastanak i šta je nakon njega urađeno, pročitajte više detalja [ovde](#).

5. Producija ANEMA:

a) TV serijal „Prepoznaj Evropu“

Na 27 ANEMovih TV stanica, od novembra se emituje serijal „Prepoznaj Evropu“, nastao u saradnji ANEMA i produkcijске kuće A-media. U 50 petominutnih emisija, koje će se emitovati 6 meseci, biće prikazani konkretni primeri pozitivnih promena u našoj sredini koje su rezultat prihvatanja i primene evropskih standarda i vrednosti u praksi pojedinaca i institucija u Srbiji. Tako će građanima biti lakše da *prepoznači Evropu* i prednosti približavanja Srbije Evropskoj uniji. Nakon premijernog emitovanja, odabrane epizode će biti dostupne na ANEMovom web portalu „[Bolja Srbija](#)“ koji je namenjen promociji dobre prakse pojedinaca i institucija u Srbiji. Više o tome [ovde](#).

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

b) TV serijal „Ogledalo vlasti“

Od decembra 2010, počinje emitovanje TV serijala „Ogledalo vlasti“ na 26 ANEMovih stanica širom Srbije! Cilj ovog serijala, koji je nastao u saradnji ANEMA i A-medije, je da informiše i edukuje građane o problemu korupcije i da doprinese njenom suzbijanju i prevenciji. Emisije će sadržati konkretnе priče iz lokalnih sredina koje će poslužiti kao ogledalo funkcionisanja institucija države i lokalne samouprave, u kojem se mogu prepoznati i oblici koruptivnog ponašanja i mogući izvori korupcije. Više o samom serijalu [ovde](#).

Serijal čini 20 desetominutnih emisija, koje će se emitovati jednom nedeljno, 5 meseci, u periodu od decembra 2010. do aprila 2011, a kratak sadržaj prve 4 epizode, pogledajte [ovde](#).

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

Sve navedene informacije se nalaze na ANEMovom websajtu, u sekciji [Producija](#).

6. TV magazini „Korak po korak“ na stanicama ANEMA od decembra 2010.

U decembru 2010, na 25 lokalnih i regionalnih stanica ANEMA, počinje emitovanje TV magazina „Korak po korak“, koje priprema A-medija, u saradnji sa ANEMom. U toku 6 meseci emitovanja, biće prikazano 24 magazina, od kojih svaki sadrži 3 priče iz 3 različita mesta u Srbiji sa zajedničkom opštom temom. Sve priče govore o promenama u našoj sredini kojima je, primenom evropskih standarda, unapređen kvalitet života građana, a Srbija, *korak po korak*, bliža Evropi. Više o tome, pročitajte [ovde](#).

U decembru će biti emitovano 4 magazina, čiju najavu možete naći [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

Sve navedene informacije se nalaze na ANEMovom websajtu, u sekciji [Producija](#).

7. Učešće ANEMovih stanica na seminaru „Izveštavanje o mirovnim operacijama“

Nastojeći da ojača kapacitete svojih stanica, ANEM je svojim članicama obezbedio besplatnu obuku i učešće na seminaru „Izveštavanje o mirovnim operacijama“, koji je organizovala NVO „Integracije SADA“, uz podršku beogradske Kancelarije za medije Ambasade SAD. Seminar je održan od 28. do 30. oktobra 2010. u Nišu, a među učesnicima je bilo i 9 predstavnika ANEMovih radio i TV stanica. Glavni predavač, Gospodin Slobodan Lekić, ekspert američke novinske agencije *The Associated Press*, govorio je o različitim temama koje se tiču novinarske profesije, a posebno o izveštavanju sa ratnih područja, izveštavanju sa rizikom, radu pod pritiskom, cenzuri, auto-cenzuri, ličnoj hrabrosti i profesiji. Detaljnije [ovde](#)

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ANEM Newsletter No. 14

Dear colleagues and partners,

In this issue of ANEM Newsletter, you can find information about several important ANEM activities implemented during October and November 2010. The review of all activities of our Association can be found on the website www.anem.org.rs/en, under section ANEM Activities. Here are the highlights:

1. ANEM Press Conference, “Why the Commission for Copyright and Related Rights has not yet been established?”

As part of advocacy activities to improve the position of broadcasters, on November 25, 2010, ANEM organized a press conference in order to present to media and the public the ill-effects of the Serbian Government failing to fulfill its legal obligation to establish the Commission for Copyright and Related Rights. Participants in this press conference – ANEM, OFPS, SOKOJ and PI, urged the Government to immediately appoint the Commission and to prevent further damage to broadcasters and collective organizations for the protection of copyright and related rights. More on this event can be found [here](#).

2. ANEM workshop for members: Public Information Law in practice

On November 9, 2010, ANEM organized a workshop on this topic, in order to assist its members to better understand their rights and obligations stipulated by the Public Information Law, in order to apply it in practice with as few problems as possible and in favor of better informing of citizens. The workshop was attended by 15 representatives of 12 ANEM radio and TV stations, who had the opportunity to receive from competent speakers explanations of the meaning of specific legal provisions, advice on how to apply them as well as answers to their other related questions. Full report with conclusions and guidelines for broadcasters can be found [here](#).

This activity was supported by the Civil Rights Defenders

3. ANEM round table on the Media Strategy

ANEM round table “Drafting the Media Strategy – What kind of Media Strategy we actually need” was held on October 14, 2010 at the Belgrade Media Center. At this round table, representatives of media and journalists’ associations – ANEM, IJAS (NUNS), JAS (UNS), IJAV (NDNV) and Local press – presented the attendees with their joint stands on the basic principles of the Media Strategy, as well as suggestions they offered for solving the most important media issues that needed to be included in the Strategy. At this event, attended by over 60 participants, different opinions and suggestions were heard on the presented stands and recommendations of associations, but also on what the Media Strategy should actually be. You can read the full report from this round table [here](#).

4. The meeting with relevant authorities on the draft recommendations for regulation of system for financing local media

Recommendations for the regulation of system for financing local media, prepared by ANEM, IJAS (NUNS) and Local press and submitted to the competent ministries in late August, were the reason for the meeting of representatives of these media associations with the Ministry of Culture, Ministry of Finance, Ministry of Public Administration and Local Self-Government and the SKGO on October 20, 2010. More details on how the meeting went and what was done afterwards, read [here](#).

5. ANEM Production:

a) TV series “Recognize Europe”

As of November 2010, 27 ANEM TV stations started the broadcast of the series “Recognize Europe”, made in cooperation of ANEM and A-media Production Company. The 50 five-minute long programs, to be aired for six months, will show specific examples of positive changes in our environment as a result of the acceptance and implementation of European standards and values in the practice of individuals and institutions in Serbia. It will thus be easier for citizens to recognize Europe and the benefit of Serbia’s approaching to the European Union. After their premiere broadcast, selected episodes will be available on ANEM web portal [“Better Serbia”](#), intended for promotion of good practice of individuals and institutions in Serbia. Read more about it [here](#).

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

b) TV series “Mirror of Power”

In December 2010, the broadcasting of the TV series “Mirror of Power” will begin on 26 ANEM stations across Serbia! The aim of this series, created in cooperation of ANEM and A-media, is to inform and educate citizens about the problem of corruption and contribute to its suppression and prevention. The programs will include specific stories from local communities that will serve as a mirror of functioning of state and local governments, in which forms of corrupt behavior and possible sources of corruption can be identified. Find out more about the series [here](#).

The series consists of 20 ten-minute long programs, which will be broadcast once a week, for five months, from December 2010 until April 2011. The summary of the first four episodes, see [here](#).

This TV series is financially supported by National Endowment for Democracy (NED) and the Fund for an Open Society Serbia (FOS).

The above information is available on ANEM website, under [Production](#).

6. TV magazines “Step by Step” on ANEM stations as of December 2010.

TV magazines “Step by Step”, prepared by A-Media in cooperation with ANEM, **starts broadcasting in December 2010**, on 25 ANEM local and regional stations. During 6 months of broadcasting, 24 magazines will be aired, each containing three stories from three different places in Serbia with a common general topic. All the stories tell of the changes in our environment which, by application of the European standards, improved quality of life, while Serbia is, taking *step by step*, getting closer to Europe. Read more about this production [here](#).

Four magazines will be aired in December, and the announcement can be found [here](#)

This series is financed by the European Union through the European Integration Media fund, managed by the Delegation of the European Union in Serbia, and realized by the BBC World Service Trust.

The above information is available on ANEM website, under [Production](#).

7. Participation of ANEM stations’ in the seminar “Reporting on peace operations”

Striving to strengthen the capacity of its stations, ANEM provided to its members free training and participation in the seminar “Reporting on peace operations”, organized by the NGO “Integrations NOW” with the support of the United States Embassy’s Office for Media in Belgrade. The seminar was held from October 28-30, 2010 in Nis, with the participation of nine representatives of ANEM radio and TV stations among others. The main speaker and an expert of the American News Agency *The Associated Press*, Slobodan Lekic, spoke on various topics relating to journalism, particularly on reporting from war zones, reporting at risk, work under pressure, censorship, self-censorship, personal courage and profession. See more details [here](#).