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# *Media News*

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• **Journalism and Democracy • Media in Transition**

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## **A Step Towards Federal Television**

The prime minister and deputy prime minister of the Federation of Bosnia-Herzegovina, Edhem Bicakcic and Dragan Covic respectively, were finally able to fully agree at the Federation Forum on May 11 on a series of important issues concerning the functioning of this BiH entity, amongst which is the reorganization of the present Radio Television BiH into a federal television.

According to a document agreed upon and signed by Deputy High Representative Jacques Klein, U.S. Ambassador to Bosnia-Herzegovina Richard Kauzlarich and Prime Minister Edhem Bicakcic, it is stipulated that a public, federal television should be organized for the territory of the BiH Federation, and that it should be established within six months. The television is supposed to take over most of the resources of the present TV BiH. The document also anticipates the establishment of a public RTV corporation at state level, whose significance would be reflected in coordinating relations with international factors, that is, purchase and sale of programs. It is planned that the federal TV will have two channels. One of them will be predominantly in the Bosnian language, and the other predominantly in the Croatian language. They will have a joint correspondent network.

However, both sides are not entirely satisfied with this option. Bosniaks consider that abolishing of RTVBiH as an outlet for entire country denies BiH an attribute of its statehood, while Croats have doubt that they could articulate their interest within the Sarajevo-based federal television. But international community is firmly committed to establish federal television.

The RTV transformation will officially commence when both houses of the federal parliament pass the Law on Radio-Television.

## DANI – A New Weekly

### New Publishing Rhythm at a Bad Time?

Media institutions appear as a rule after decades of regular publishing. However, condensed events on the social and political scene may speed up such processes. It is obvious that this has happened with *Dani*, today already a Bosnian-Herzegovinian media institution. Most people refer to *Dani*. This magazine most often inspires healthy polemics. And finally, *Dani* is the biggest-circulation magazine in Bosnia-Herzegovina.

The link with the once *Nasi dani* is unclear, except for the fact that it used to be a youth magazine, and today's editor-in-chief of *Dani* is an offspring of the Sarajevo youth journalism school and the generation of young non-conformist journalists, who initiated a plural media scene in Bosnia-Herzegovina 10 or so years ago. Be it as it may, first a monthly, then a 15-day paper, and in that period it got the reputation that it enjoys today, and finally a weekly.

A particularly recognizable detail of this magazine is its vignette with an application of a famous character from the old Bosnian tombstone, the *stecak*, which at the same time is a substitute for the letter "I". It seems paradoxical, but even the black stains on the letters' white background have a clear graphic-esthetical function. This art and graphic design of the vignette effectively symbolizes the magazine's authentic all-Bosnian orientation. Therefore, we can conclude right away that the abandoning of the old logotype, and in particular the moving of the character from the *stecak* to the first letter "D" – is a mistake rather than an original editorial move.

Bosnia-Herzegovina's media space has recently become richer with another weekly magazine: *Dani*. Among periodicals in Sarajevo, *Dani* is the fifth weekly paper, after *Svijet*, *Slobodna Bosna*, *Ljiljan* and *Hrvatska rijec*.

As an illustration, our western neighbor Croatia has a total of eight weekly newspapers. FR Yugoslavia has a little more, with the remark that the profile of its periodicals is considerably more diverse. In our country we mostly have news and political magazines. In Bosnia-Herzegovina there is a visible disproportion between the size of the population and the number of media. Therefore, the decision to change the publishing rhythm of *Dani* is quite daring, bearing in mind the overall cheerless media situation in Bosnia-Herzegovina. The media market, in addition to being divided, is also weak, primarily as a consequence of the overall economic devastation of the country. The population's purchasing power is very low, and research shows that hardly five percent of the population read the press.



**Media News-** all the media news of BH collected in one place.

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**Thanks to the Soros Open Society  
Fund for BiH, local media will  
receive this service free of charge**

## **The New Weekly – Only 5.5 Percent of Advertisements**

Circulation drops are a pronounced trend, especially in Europe and especially in countries in so-called transition. Declines in circulation are mainly a result of decreased advertising in print media in favor of radio, and television in particular. For Europe the bottom limit is 30 percent of advertising space in relation to the remaining content of the paper. In the United States that limit is 40 percent, and it is optimum for advertising to take up as much as 60 percent of the paper's total space. Any decline is a threat that the paper will have to close down, regardless of its circulation. It may sound unbelievable, but even papers with a circulation of millions of copies have disappeared due to decreased advertising. The problem is not the quality of the commercial message, but the manner and the medium in which it is presented. It is obvious that one-dimensional, flat advertising is inevitably retreating before multi-dimensional electronic animation.

The new weekly is printed on 72 pages (the previous jubilee hundredth issue on 84 pages), with only four pages of advertisements, of which three are classical commercial advertisers, while in one case the pages, or to be precise, one and a half pages, are politically sponsored. In percentages, this makes up 5.5 percent of the magazine's total content. The jubilee issue before the latest issue, like earlier issues of *Dani*, also did not contain a larger number of advertisements. This unfavorable proportion is not, however, an exclusive "privilege" of the latest Sarajevo weekly. It is a common line for all local weeklies and periodicals as a whole. It is simply our bitter reality.

### **"The Seventh Day"**

Therefore, how can a newspaper be made and at the same time survive, even on a rudimentary market, if there is a lack of an authentic media environment?

At the top of the editorial page, wittingly titled – "The Seventh Day," Senad Pecanin, editor-in-chief, gives an interesting and challenging indication of prior careful listening to the "wishes and needs of probably the most demanding readership in Bosnia-Herzegovina." In addition to changing the publishing rhythm, *Dani* also decided to use color printing and high-quality newsprint, which considerably raises the project cost. The decision to print the magazine with its new graphic and design form at home was also undoubtedly daring.

In a special statement for our service, colleague Pecanin says:

"Moving to a weekly rhythm of publishing *Dani* is a result of two factors: the conviction that the staff have achieved professional maturity in all segments necessary for weekly publishing, and thorough analyses of a number of different options aimed at accomplishing a strategic business goal – self-financing of the magazine from circulation sale and advertising. All of the mentioned analyses showed that the most likely way to accomplish the goal is to start publishing once a week."

### **New/Old Content**

The new *Dani* has retained some old and recognizable sections: "Bosnian Barometer", "*Dani* Interview", "Focus", and the regular column "The Word in Focus" (Mile Stojic), also the regular commentary "After the End" (Ivan Lovrenovic), "Reactions", "Hemonwood" (Aleksandar Hemon), "Historic Reading Book" (Miljenko Jergovic), etc.

A noticeable novelty is the supplement *TV Dani* (meaning TV Days), announced on the front page as "The most complete TV guide in BiH," made in the general manner of TV supplements in British press. Some things have been directly borrowed – "Tip of the Day" or "Tip of *Dani*" ( ? ), in view that the original is "Tip of the Day" (*The Independent*). The first "TV Critique – "Tufahije (sweets made from apples with a nut filling) i Buranije (meaning

string beans)” (inside it is the other way around – “Buranije i tufahije”!) has a clever title. However, this is more a sort of a TV barometer, so the phrase “TV Critique” is a little pretentious, at least in this issue of the magazine. We would also remark on the graphic pictograms, which are so small in the lower right-hand corner than they lose their shape, especially the string beans, which associate of a rocket on a firing pad!

The TV supplement takes up 16 central pages in the magazine, which are not numbered, but are included in the total 72 pages of the new weekly. Simple calculation shows that the readers are deprived of 28 pages of original text from the old *Dani*, or more than 33 percent.

### **Quality vs. Quantity**

There will probably be divided opinions about the effectiveness of introducing a TV supplement at the expense of regular articles. Be it as it may, although reduced in scope, the new *Dani* contains some good articles and items. This is primarily true of the centrally-featured reportage “Prayer for Kosovo,” written by the duet Pecanin-Gafic. This item is actually a skillful mixture between reportage and a photo-reportage, because photographs (Zijah Gafic) and captions are bigger than even the text of the article itself, including interesting texts in boxes. The reportage takes up a full six pages of the magazine.

If entries written by Filip David (“From a diary”) become regular, *Dani* will have installed a real magnet for its readers.

The article “What was the author trying to say?” (superscript title “Izetbegovic against atheists”) includes elements of a political essay. Its author is interesting – Sead Jelec, not well known to the general public. Until recently he mostly wrote for the Sarajevo *Oslobodjenje*’s “Tribina” (“Panel”). No matter, we will continue to read Jelec, with pleasure...

The overall impression of the 101<sup>st</sup> issue of *Dani*, condensed, would be – there is no excessive politicization, nor artificial balance. Still, from the viewpoint of defending the profession, there is a disputed brief item “Murder of the murderer,” because the point of criticism of the bombing of the RTS building, sublimed in an International Federal of Journalists (IFJ) statement, was not to defend the “TV Bastille,” but to deny legitimacy to forcible silencing of media. One of our Slovenian colleagues has remarked well that the destroying of the building in Aberdarova street was actually the destruction of one of Milosevic’s outside symbols.

Let us add at the end that *Dani* is the most frequently visited Bosnian web site on the Internet, with an average of 20,000 visitors according to the magazine’s estimate. Or, in other words, *Dani* is the highest circulation print medium in Bosnia-Herzegovina. Or, to be precise, in the spirit of the new phenomenon – the Internet – *Dani* is at the same time a print and an electronic medium.

(D. Babic, Media Plan – Monitoring Center)

**A t t a c k s o n t h e P r e s s i n 1 9 9 8 ” :**  
**A Worldwide Survey by the Committee to Protect Journalists (CPJ)**

## **Superficially on Bosnia-Herzegovina and Croatia – Thoroughly on Yugoslavia**

In one of our recent issues we featured a condensed article on the Annual Committee to Project Journalists (CPJ) Report and we said that in the coming issues of *Media News* we

would bring a more extensive review from a book with the traditional title “Attacks on the Press” and the year that the report is published for. In this issue we focus on one part of the book which is related to Bosnia-Herzegovina and its two neighbors – Croatia and FR Yugoslavia.

It is noticeable that this time Bosnia-Herzegovina and Croatia are presented quite scantily, in comparison to Yugoslavia, which may be a reliable indicator about the state of media freedoms in these states. It is best if you are left out altogether, such as is the case with Slovenia and Macedonia.

The part on Bosnia-Herzegovina first gives a general media portrait of the country in the post-Dayton period, with the conclusion that physical threats to journalists have mostly been removed, but that political centers of power, that is, parties with national prefixes, continue to control, or have influence on most media. It is underlined that intimidation of independent journalists is particularly noticeable at local level. Namely, as an instrument of intimidation, local strongmen use criminal defamation law, which even foresee a prison sentence of up to three years! This practice has been condemned by the Organization for Security and Cooperation in Europe (OSCE) and Independent Media Commission (IMC), which have called for decriminalization of libel law which should be regulated in line with present international standards.

The part on IMC’s activities gives a detail that the media public is insufficiently informed about, according to which the Code for Broadcasting Media is partly based on the Fairness Doctrine originated by the U.S. Federal Communications Commission.

According to the CPJ report, the media portrait of Croatia is characterized by numerous civil suits. As many as 600 suits have been filed against *Globus*, *Feral Tribune*, *Nacional* and *Novi list*. The compensation requests have ranged from \$15,000 to \$750,000. Around 300 suits have been filed against journalists. In both cases the plaintiffs are usually ministers and other government officials, who were identified in articles as being corrupt, and they are seeking compensation through court for “inflicted mental suffering.”

An acquitting verdict in a marathon suit against Viktor Ivancic and Marinko Culic from *Feral Tribune* (for the article: “Jasenovac – The Largest Croatian Underground City” from ’96) is encouraging, although higher-instance courts have continued to decide on draconian fines against independent media and journalists.

Print media are particularly handicapped due to the fact that the press distribution company “Tisak” has monopoly with 70 percent of the total press sales in Croatia, and it has close relations with the ruling political party HDZ. “Tisak” is simply very late in settling its debts to papers, which it distributes in its network. At the end of last year “Tisak” owed *Nacional* approximately \$500,000. There is a wide range of ways for punishing politically undesirable and disobedient media and journalists in Croatia, but it seems the most efficient way is to attack their pockets.

The escalation of the conflict in Kosovo last spring deteriorated the already unfavorable media atmosphere in Serbia. Foreign journalists, whose reporting from Kosovo and about Kosovo was qualified as being “anti-Serb,” were denied entry visas. Undesirable local journalists faced various problems – from harassment to beatings. The Kosovo Liberation Army (KLA) also used repression, particularly kidnapping of pro-regime Serbian journalists.

The Belgrade regime particularly attacked the Association of Independent Electronic Media (ANEM) – a network of 50 local RTV stations, whose programs reach 80 percent of Serbia’s total population. Radio B92, as the network headquarters, was particularly a thorn in the regime’s eye. Still, in last year’s allocation of licenses, B92 was among rare stations that received even a temporary program broadcasting license.

With threats of possible air strikes last fall, the media situation dramatically worsened. Independent local journalists were accused of espionage, and local stations were forbidden to

re-broadcast foreign services, especially Voice of America. The Government issued a decree on October 8 banning the spreading of “fear, panic and defeatism” through the media. A week later two radio stations from the ANEM network and three independent Belgrade papers – *Danas*, *Dnevni telegraf* and *Nasa Borba* – were closed down.

Finally, like a red-hot scepter upon the heads of journalists, a draconian Law on Public Information went into effect (October 20), which actually codified all previously passed temporary decrees aimed against independent media and journalists. Some independent Serbian journalists later complained to their Western colleagues that their countries, led by the United States, were too occupied with trying to resolve the Kosovo issue using political and diplomatic means, while Milosevic was skillfully using this Western “idle speed” to brutally settle accounts with independent media. That is why it sounds paradoxical that in the Committee’s traditional list – “Enemies of the Press: The 10 Worst Offenders of 1998” – Milosevic is not on it!

(Compiled by: D. B.)

## **C o p y r i g h t   E n f o r c e m e n t   ( 2 )**

### **Reforms Needed in the BiH Legal System**

**In this issue we publish second article in a series of Dr. Slavica Krneta original paper.**

#### **What Should Be Done First in Bosnia-Herzegovina**

In light of the mentioned processes, the legal regulation of copyright enforcement in Bosnia-Herzegovina seriously lags behind the latest international trends and requirements of modern life. We accepted the almost unchanged text of the Law on Copyrights of the former Socialist Federal Republic of Yugoslavia with amendments to the law from 1990 (Official Gazette of R BiH, no. 2/1992 and no. 13/1994). It should be added that our Law on Copyrights is a correct legal text and that it is in line with the basic principles of the Revised Bern Convention from 1971, as well as with the continental European concept of copyrights. The basic provisions of this Law, in particular those related to the content to copyrights (property and personal rights), freedom of transferring property rights as well as the duration of copyright enforcement, are a satisfactory basis for traditional copyright enforcement, even in changed economic and political circumstances. The main problem in copyright enforcement in Bosnia-Herzegovina is not a lack of a correct standard legal foundation. As in a series of other countries, it is necessary to modernize existing regulations and harmonize them with development trends in Europe and the rest of the world. In view of our economic potentials, the process of modernization, which is also conducted in other countries, may be carried out in stages. Finally, the succeeded Law on Copyrights was amended in 1990, by which, in certain segments, the process of modernization of our copyrights has already started. Computer programs as a new form of intellectual creative work were added to the catalogue of protected works. The 1990 amendment to the law also introduced enforcement of another related right, the right of performing artists. In order to comply with requirements that are urgently put before our country, in the first stage of the present revision of the Law on Copyrights, it is necessary to regulate and introduce into our legal system the enforcement of other related rights, at least those stipulated by the 1961 Rome Convention, which we cannot be admitted to until we also legally protect the rights of phonogram and videogram producers, as well as programs made by radio-diffusion institutions. Thanks to exclusive rights, which the Law will recognize to these persons, their position will be considerably reinforced in the

fight against pirate production. Without introducing this kind of protection, it will not be possible to sign up to TRIPS Agreement and be admitted to the WTO.

## **Data Base Copyright Enforcement**

The next move for lawmakers, which is necessary because of the conditions defined by the Agreement on Trade-Related Aspects of Intellectual Property - TRIPS is related to providing data base copyright enforcement. It is necessary to expand the Law and add databases to the already stipulated but widely formulated term of *collection* as an independent copyright work, as other European countries have already done.

Leaving aside other modifications to the Law which can be implemented more easily, an amendment to the Law should introduce a new property right, namely, the exclusive right of authors of some works, performing artists and phonograph producers to rent, in relation to other persons who commercially rent copyright works (cinematography, computer programs), recorded performances and phonograms. The TRIPS Agreement requires related copyright enforcement to last for 50 years and therefore this requirement will be built into the future law. There is a dilemma as to whether the duration of copyright enforcement should be extended to 70 years, as has been done in European law, or whether the present enforcement deadline should remain 50 years in line with the provisions of the Bern Convention.

Considerable modifications need to be built into the present system of civil-legal and punitive-legal enforcement due to violations of copyright and related rights. The TRIPS Agreement puts a lot of emphasis on introducing numerous enforcement measures, including efficient customs control and supervision, which will as a whole help to curb private production and sale of illegal copies of works, recordings of performances, phonograms and videograms.

## **Copyright Works on Digital Technologies**

The forthcoming legal intervention should be used for flexible and wider formulation of property copyrights: the right to copy, the right to circulate and the right to public announcement. This is necessary so that the traditional continental European terms of using a copyright work can include new forms of using works provided by digital technology.

Among issues that can be resolved only with the help of the lawmakers is the extremely urgent issue of collective copyright enforcement. In order to resolve this issue, wide support of interested authors is needed. In Bosnia-Herzegovina there is not a single organization, which deals with collective copyright enforcement in the way that this is done in the rest of the world. Authors cannot exercise numerous rights that our Law gives them without the help of these special organizations. The rights of authors of music works and the rights of reproduction artists can be used as examples. They do exist here only on paper. Numerous users of these rights do not pay anyone the legally stipulated compensation. Today everyone is able to commercially use these works and interpretations, and the author is unable, without the help of these organizations, to find out who, when and in what form is using his/her work or interpretation. The conditions for the establishment and work of these organizations may be regulated even by entity regulations, because this is only a matter of a technical realization of property copyrights.

However, the very revision of the present Law on Copyrights should be carried out uniformly for the whole country, like the regulation of other segments of intellectual property. Bosnia-Herzegovina is an internationally recognized legal entity and conventions signed by the Republic of Bosnia-Herzegovina remain in effect and are valid for the whole state of Bosnia-Herzegovina (Article 1 Paragraph 2 of the Constitution of BiH). Bosnia-Herzegovina

is a member of all basic international organizations and a signatory to conventions in the field of intellectual property. As a signatory to the Bern Convention on Copyright Enforcement, it is committed to provide equal protection, in its territory, to all authors from other member states as it would to its own citizens. In the spirit of this essential principle of the Bern Convention (national treatment), our citizens also enjoy copyright protection in all other member states (more than 120 states) of this Union on the basis of laws with which individual states protect their own authors. Among others, the Agreement on Trade-Related Aspects of Intellectual Property (TRIPS) also contains the obligation to adhere to all provisions contained in Articles 1-21 of the Bern Convention. At this moment it is necessary to amend the existing law in order to implement the TRIPS Agreement provisions, which will also enable admission to the World Trade Organization ( WTO ). In the second stage a comprehensive revision may be carried out, which would take into account the present European solutions, as well as those that are now in a preparatory stage.

(Prof. Dr. Slavica Krneta)

## **S e l f - R e g u l a t i o n   o f   T h e   M e d i a**

### **Press Code**

*Media News* brings this document, accepted by six journalists' associations, integrally.

#### **Preamble**

This Code, drawn from existing European standards of journalistic practice, is intended as the foundation of system of self-regulation that shall be considered morally binding on reporters, editors and the owners and publishers of newspapers and periodicals. Journalists and editors shall respect generally accepted ethical principles and protect the professional integrity of journalism. In addition to this Code, laws and other regulations constitute the framework in which print media operate in Bosnia and Herzegovina.

This Code includes the basic principles of the Memorandum of Understanding signed by Independent Union of Professional Journalists of BiH, the Association of Journalists of BiH, the Independent Union of Journalists of Republika Srpska, the Association of Journalists of Republika Srpska and the Syndicate of Professional Journalists of Federation BiH and adhered to by the Association of Croat Journalists in BiH.

#### **Article 1**

##### **General Provisions**

Journalists and their publications have an obligation to the public to maintain high ethical standards at all times and under all circumstances. It is the duty of journalists and publishers to respect the needs of citizens for useful, timely and relevant information and to defend the principles of freedom of information and the right of fair comment and critical journalism.

The press in Bosnia and Herzegovina shall observe generally accepted community standards of civility and respect for the ethnic, cultural and religious diversity of Bosnia and Herzegovina.

The press is to protect the rights of the individual while at the same time upholding the right to know which is in the public interest. This Code is to be interpreted in light of both these considerations.

## **Article 2**

### **Editorial Responsibility**

It is the highest responsibility of reporters and editors to ensure in all their work a respect for factual truth and the right of the public to know the truth. Journalists shall at all times perform their work in a spirit of fairness, honesty and civility in gathering and reporting information and presenting opinion

Plagiarism, falsification, deliberate suppression of important fact and acceptance of bribes or favours to influence the work of a reporter or editor are the profession's gravest moral offences.

## **Article 3**

### **Incitement**

The press shall at all times be aware of the danger that arises when media, deliberately or by inadvertence, encourages discrimination and intolerance. Mindful of this danger, the press shall do its utmost not to incite or inflame hatred or inequality on grounds of ethnicity, nationality, race, religion, gender or sexual orientation or any physical or mental illness or disability.

The press shall under no circumstances incite criminal acts or violence.

## **Article 4**

### **Discrimination**

Newspapers and periodicals must avoid prejudicial or insulting references to a person's ethnic group, nationality, race, religion, gender or sexual orientation or to any physical or mental illness or disability.

References to a person's ethnic group, nationality, race, religion, gender, sexual orientation or physical or mental illness or disability shall be made only when directly relevant to the event being reported.

## **Article 5**

### **Accuracy and Fair Reporting**

Newspapers and periodicals shall take the utmost care not to publish inaccurate, misleading or distorted material, whether in the form of pictures, texts or other materials. Pictures and documents must not be falsified or used in a misleading fashion, nor should publications suppress or withhold any essential information, the knowledge of which would materially affect the general reader's understanding and interpretation of a published report.

Journalists and their publications have a professional obligation to promptly correct any published information that is found to be inaccurate. The apology and/or correction shall be published with due prominence.

A newspaper or periodical shall always report fairly and accurately the outcome of an action for defamation to which it has been party.

Journalists shall report only on the basis of facts, the origin of which is known to the journalist.

In reporting and commenting on a controversy, newspapers and periodicals shall make an effort to hear and represent all sides of the conflict. If one side in a controversy refuses to make itself available to the journalist, the publication may legitimately note this refusal in its reporting.

## **Article 6**

### **Comment, Conjecture and Fact**

Newspapers and periodicals, while free to express their own views, must distinguish clearly between comment, conjecture and fact.

## **Article 7**

### **Opportunity to Reply**

A right of reply shall be extended to relevant persons if the publication concerned determines that fairness and impartiality merit such a step. There shall, if at all possible, be an opportunity for immediate response in the same edition of the publication as that containing the accusation.

## **Article 8**

### **Misrepresentation**

Journalists shall use only fair means to obtain news, documents or photographs. Misrepresenting one's identity or intentions, or otherwise to use subterfuge to obtain information for publication, is unethical except in the most extreme circumstances, and in lawful form, when publication of information so obtained clearly would serve the public interest.

Journalists and photographers shall not obtain information or pictures through intimidation or harassment.

## **Article 9**

### **Privacy**

The press shall avoid intrusions and enquiries into an individual's private life, unless such intrusions or enquiries are necessary due to the public interest.

Treatment of stories involving personal tragedy shall be handled sensitively, and the affected individuals shall be approached with sympathy and discretion.

## **Article 10**

### **Persons Charged with Criminal Offences**

Newspapers and periodicals shall not treat any individual as a criminal prior to a court sentence to that effect. Newspapers and periodicals have a duty not to prejudge the guilt of an accused person and to publish the dismissal of charges against, or the acquittal of, anyone about whom they had previously reported that charges had been filed or that a trial had commenced.

## **Article 11**

### **Protection of Children and Minors**

Journalists should not interview or photograph children under the age of 15 on matters involving the child's family in the absence of or without the consent of a parent or other adult responsible for the child.

Newspapers and periodicals must exercise caution and responsibility in identifying children under the age of 15 who are victims in criminal cases. Newspapers and periodicals

must not, under any circumstances, identify children under the age of 15 who are involved in criminal cases as witnesses or defendants.

## **Article 12**

### **Advertising and Sponsorship**

Commercial and political advertisements and sponsored material (articles or supplements) must be distinguished from editorial content and clearly identified as what they are.

Sponsored material shall indicate prominently and clearly the source of sponsorship.

## **Article 13**

### **Confidentiality of Sources**

Whenever possible, journalists should rely on open, identified sources of information. These are to be preferred to anonymous sources, whose honesty and accuracy cannot be gauged by the public.

Journalists and their publications, however, have an obligation to protect the identity of those who provide information in confidence, whether or not they explicitly request confidentiality.

## **Article 14**

### **Copyright and Author's Rights**

Publications may make reasonable brief use, with limited quotations, of material from another publication or holder of copyright without express permission to do so, so long as appropriate credit is given to the source.

Substantial use or reproduction of material protected by copyright requires specific permission from the holder of copyright, unless such permission is stated in the material.

## **Article 15**

### **The Public Interest**

Public interest in the meaning of this Code is to be defined as action and information intended to assist the public in making their own judgements and decisions about issues and events, including efforts to detect or expose crime or serious misdemeanor, and to prevent the public from being misled by some statement or action of an individual or organisation.

## **Article 16**

### **Complaints**

Every issue of each publication shall contain in an appropriate place the name, address, telephone, and if available, fax number and internet/e-mail address of the responsible publisher and editor to whom complaints can be addressed.

Editors and publishers shall ensure that all relevant staff is informed about this Code. Editors and publishers shall further ensure that the provisions of this Code are fully observed.

Complainants claiming violations of this Code shall address themselves to the publisher or editor responsible for the publication concerned.

This Code was adopted at a meeting in Sarajevo on 29 April 1999.

Signed by:

- Independent Union of Professional Journalists of BiH
- Association of Journalists of Republika Srpska
- Association of Journalists of BiH
- Syndicate of Professional Journalists of Federation BiH
- Independent Union of Journalists of Republika Srpska
- Association of Croat Journalists in BiH

## The Monitor's Eye

### **Reporter - Refreshing at the Perfect Moment**

The Banjaluka bi-weekly *Reporter* has been publishing regularly for three years now. So far, that is 55 issues. However, the six latest issues, which coincide in time with the start of air strikes on Yugoslavia, are particularly refreshing. The first impression is – a humorous side of the war, or even a comical side of the war, if that is possible at all. That, however, would be a superficial, actually an absolutely incorrect conclusion.

On the contrary, *Reporter's* perception of the war is extremely serious and responsible. In short, professional. The fact that *Reporter* is also witty in an evil time only underlines the journalistic value of the offered articles.

A particularly original idea is “Dot targets.” For those who did not have a chance to see the latest issues of *Reporter*, this is actually an introduction of the institute of pseudonyms. In the editorial titled “Dot targets,” (issue no. 50 of April 7), editor-in-chief Perica Vucinic explains, to paraphrase it freely, that using pseudonyms is the only remaining safe formula for *Reporter's* Belgrade correspondents, which at nighttime are a target from the skies, while in daytime they are hunted on the ground.

### **Slaviša Numić - A Reporter With a Nerve**

Slavisa Numic was a pre-war Belgrade correspondent for the pre-war Radio and TV Sarajevo for many years, and later a correspondent for RTV BiH. At the beginning of air strikes on neighboring Yugoslavia, this naturalized Belgrader, born in Sarajevo, found himself faced with a big trial, and almost in a rift between understandable emotions, because he is a resident of Belgrade which has been attacked mercilessly, and professional obligations to report accurately and timely. With a good radio voice and rhythm, without stuttering or speech defects, Numic files reports several times a day to his media organization honestly and extensively, not only about events in Belgrade, but also in the rest of Yugoslavia. Although more befitting for radio, his reports are the best part of RTV BiH's news on the war.

(Media Plan – Monitoring Center)

## ***Novi List* Journalists Beaten Up**

Rijeka *Novi list* journalists Robert Frank and Ronald Brnalj were beaten up on May 7 in the western part of Mostar.

The two Croatian journalists were visiting Bosnia-Herzegovina with the intention of reporting on the commemoration of the anniversary of death of the late Croatian politician Gojko Susak, who was born in Herzegovina.

A *Novi list* press release stated that the journalists were taken out of Mostar's Hotel "Ero" at night on May 7 and then beaten up. After that they were told, according to the paper, to leave Bosnia-Herzegovina across the Metkovic border crossing. Robert Frank was admitted to the Rijeka trauma clinic with serious injuries.

The attack is most probably politically motivated as the attackers, according to the journalists, cursed *Novi list's* "anti-Croat" reporting and called the journalists communists while they were hitting them.

*Novi list* is a daily newspaper from Croatia's second-largest port town of Rijeka, but its reporting exceeds local significance. Croatian intellectual circles consider it to be a truly independent and objective newspaper.

All journalist associations in Bosnia-Herzegovina and Croatia have condemned the attack, and Croat member of the BiH Presidency Ante Jelavic has promised a thorough investigation and punishment of the perpetrators.

## **Breaking Down Barriers**

Implementation of the project "Let's Break Through Barriers – Let's Break Down Taboos" was officially started on May 13 by the Sarajevo-based SAFAX Agency with financial support from the Washington-based Winston Foundation. The project is being implemented by eight radio stations from both Bosnian-Herzegovinian entities. Through a series of broadcasts the stations will present events from nationally different communities to their listeners.

The aim of the project is to give listeners true information on issues that have been inaccessible so far or that there has been prejudice about, as a result of the war and media manipulation. Broadcasting of programs from different ethnic communities will contribute to restoring inter-ethnic trust in Bosnia-Herzegovina and reunifying the divided media space.

The project encompasses Radio Best, Sipovo; Radio Kontakt, Banja Luka; Radio Srbac, Srbac; Radio Phoenix, Prijedor; Radio TNT, Travnik, Radio Gorazde, Gorazde, Radio Ravne-Brcko, Seonjaci; and Radio Studio N, Livno.

## **"Free B92"!**

B92 is present on the media scene once again. True, only on the Internet for the time being. As we know well, the authorities banned the work of this most popular radio station in

Yugoslavia on April 2. Now, thanks to solidarity from colleagues from Western Europe, B92 has partly been revived, although not from Belgrade, but from an unnamed center, we hope only temporarily. The revival of B92 coincides in time with the 10<sup>th</sup> anniversary of the radio's existence, which will be specially marked in a 24-hour program, called NetAid, scheduled for Saturday, May 15.

The new web page is: <http://www.freeb92.net>.

## **Second School of Journalist Generation**

The second generation of Media Plan's School of Journalism will be enrolled in June. A competition is announced for 20 students – 10 professional journalists from Bosnian-Herzegovinian media and 10 graduated students from faculties of social studies. Education will last one year. The project is supported by the European Union, Government of the Republic of France, while technical support was given also by the Washington-based Winston Foundation, London-based Westminster Foundation, TF 1 and the Lille-based High School of Journalism.

# **On the Threshold of a New Century**



Listen with your ears!



Look with your eyes!



Think with your head!

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### **Council:Media Plan Institute**

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**MEDIA PLAN INSTITUTE SARAJEVO IN COOPERATION WITH THE  
HIGH SCHOOL OF JOURNALISM FROM LILLE (FRANCE) IS  
ANNOUNCING A**

## **C O M P E T I T I O N**

*For enrollment of the second generation of the Media Plan School of  
Journalism 1999/2000*

The school will enroll 20 students:

- 10 students who are professionally employed in Bosnian-Herzegovinian media with at least one year of experience in journalism;
- 10 students who graduated from a faculty of social studies and who are interested in journalism.

Candidates should fulfil the following conditions:

1. That they are not older than 27;
2. That they have a letter of recommendation from their media organization (for those actively employed in a media organization);
3. That they have proof of graduation from their faculty (for students of faculties of social studies).

Education of the second generation will last for nine months, eight hours a day during the first three hours of every week.

The competition is open for candidates from the whole of Bosnia-Herzegovina.

Applications can be obtained at:

**MEDIA PLAN INSTITUTE – SCHOOL OF JOURNALISM  
Patriotske lige 30/III (Faculty of Architecture building)  
71000 Sarajevo**

Applications must be submitted by June 10, 1999.

For more information call:

Sarajevo (071) 206-542 and 213-078

Banja Luka (058) 43-524

Candidates will be tested on June 12, 1999 at the premises of the School in Sarajevo.