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Media News

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• Journalism and Democracy • Media in Transition

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R a d i o - T e l e v i s i o n

Interim RTV BH Administration Nominated

The mandate of the General Director of RTV BH Mirsad Purivatra came to term on 11 April, and John Shearer, representative for transfer of property took office, informed the Founding Board of PBS. According to the decision of the Founding Board of the Public Broadcasting Service of RTV BH (PBS) of 14 February this year, on the date of the expiration of the mandate of the General Director of RTV BH, function of management of RTV BH is to be overtaken by the interim administration.

Since the members of the administration of PBS BH, who are ex officio members of the interim administration of RTV BH, have not been nominated as yet, the Founding Board has decided that Vladimir Bilic and Fahrudin Balvanovic, Director and Deputy Director of RTV F BH respectively, shall constitute the interim administration of RTV BH until the nomination of the members of the PBS administration.

The members of the PBS administration will become the members of the interim administration of RTV BH at the moment of their nomination.

Until the nomination of the executive director of PBS, the interim administration of RTV BH shall be run and chaired by the director of the RTV BH. The Founding Board will pass a decision on the nomination of the members of PBS administration within 30 days from the date of the adoption of this decision. (BHP)

55 Years – a Beginning or an End?

Its 55th anniversary from the first radio broadcast, the radio TV of BH celebrated within the circle of its present employees and pensioners. Neither the local politicians, nor the representatives of the international community, nor the members of the Founding Board for the Reconstruction of RTV BH were seen at the celebration organised on April 10 on the occasion of the jubilee of this RTV House... Neither the journalists nor editors who used to work some time ago in this house were present there. It seemed as if the management that just came to the end of its mandate had wanted symbolically (or ostentatiously) to show who, according to their opinion, remained loyal to the present RTV BH.

For those well familiar with several dozens of year history of this house, it was really a pleasure these days to watch and listen again to famous TV and Radio pieces which in their time had received BH, Yugoslav, European or international awards. These works are in themselves a digest of the enormous creative experience of the previous generations of the Radio and TV workers from this environment and of their openness toward the world media communications, which certainly might serve as inspiration to the creative authors in media of these times. However, all things happening these days in and related to this RTV house sound depressing, confusing and in no way stimulative of a “quick start” transformation of the present RTV BH into two public RTV houses, that has for long been delayed.

The new Federation RTV and the Public Broadcasting Service for the entire BH are to no one's taste and they are not receiving either a consensual or individual support on the part of the ruling representatives of the political will. One (Serb) party cares less for these changes, the other (Croat) announces that it will abstain, while the third (Bosniak) party is dissatisfied because the process of transformation is not to its mold. The Law on the RTV of the Federation of BH was imposed by the High Representative, since the Federation Parliament did not adopt it, with the Government in Banja Luka also giving the impression of not doing anything in regard to its law. The representatives of the so called public interest in both entities are not even attempting (or maybe can not find the way) to say anything about the RTV which is supposed to be theirs, i.e. – p u b l i c . The RTV was important to the political parties at the time when they led their electoral campaigns, while the spectators and listeners can express their praises (or disapproval) only to the window clerks who collect the subscription fees for the Power Distribution Company. It seems that the only one who cares is the international community, which itself is not sometimes consistent in its behaviour, or is running out of breath (and money sometimes) in implementing quickly its promises. The key task – to create a good RTV – is yet awaiting a handful of people who have accepted to become the managers or the members of the founding, management or supervisory boards.

Frustrated by the “cold-hot” tactics which befell them in the previous years, and obviously politically manipulated and cut off from the genuine sources of the concept of the transformation, the



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workers of RTV BH found themselves isolated. Their previous management and editorial team followed by a great number of the employees, lived in belief that the RTV BH such as it was, was the only, the true and the most appropriate form of the development of the Radio Broadcasting System in BH and of conservation of, now already 55 years old, tradition of the RTV BH and/or RTV Sarajevo. In their attempts to prove it, they spent much strength turning back to history. It is an open secret that up to now there was no cooperation between the internal factors (management and editorial team) and external factors (international community and newly appointed bodies) responsible for transformation of the house. The question now is whether the needed critical mass of the capacity of the personnel which could be productively integrated into the current changes has evaporated.

The new management of the BH Federation RTV (and of future PBS of BH) will be confronted with difficult task of selecting its editorial and production team. The first test to be passed will be precisely the question: whether in this moment of confusion they will know how to, be able to and have the conditions to create a team and set up an organisation which will harness the new ideas and new faces with the existing expertise and experience in such a way as to function in harmony.

The spectators and listeners are demanding an RTV house to their liking – providing information, entertaining and interesting, to which they would be willing to pay the subscription fee. If the new RTV houses achieve this task, then it will not matter what their legal status is, when they were founded, who they were created by... But the day when radio Sarajevo for the first time was on the air – April 10, 1945 – will remain a big feast of the whole corps of the creative broadcasters of this country. The tradition does not end with the celebration which was held on the 10th of April 2000 in Sarajevo, nor does that date mark the beginning of history. (Z.U.)

D a i l y P a p e r s o n K r a j i s n i k A r r e s t

Two Different Political Approaches

The arrest of a former member of the Presidency of Bosnia-Herzegovina and founder of the Serb Democratic Party (SDS), Momcilo Krajisnik, attracted tremendous attention in Bosnian-Herzegovinian media. The fact that Krajisnik held some of the highest political positions in the pre-war, wartime and post-war Bosnia, and was accepted as a relevant negotiator by both the Bosniak and Croat authorities in the country, as well as all factors of the international community, gives additional sensationalism to his detention in The Hague, and with it an inexhaustible source of reporting, commentary, and even speculation, in all media. Media Plan monitored daily newspapers on April 4-7 to see how comprehensively, professionally and with which political approaches the dailies reported on this event. We monitored *Dnevni avaz*, *Oslobodjenje*, and *Vecernje novine* in the Federation of Bosnia-Herzegovina, and *Glas srpski* and *Dnevne nezavisne novine* in the Republika Srpska.

Krajisnik in The Hague: Expected, Natural and Logical

In the four monitored days, the “Krajisnik case” received biggest coverage in *Oslobodjenje*. On the front page of April 4 the paper featured a big headline “Momcilo Krajisnik in prison in The Hague.” The article below the news item was written by the SENSE agency and it said that Krajisnik is charged with genocide and other crimes committed against non-Serb population. The article was accompanied by two photographs: a small photograph of Krajisnik, and a bigger photograph showing a policeman from his back and probably an inspector inspecting the place in the house where the arrest had taken place. The photograph itself does not mean much and could have been taken anywhere, but the reputation of the agency that made it – Reuters – enabled it to make the front page. On the second page was a commentary in which Deputy Editor-in-Chief Gojko Beric concluded that Krajisnik played “one of they key roles in the Serbian aggression against Bosnia-Herzegovina.” Beric in his article did not spare other Serb leaders: “He (Krajisnik) was not as cynical as Karadzic, he avoided Koljevic’s hypocritical intellectualism, but also the chauvinist statements paraded by

Biljana Plavsic.” Finally, the journalist concluded: “Momcilo Krajisnik belongs with the biggest criminals of the recent war, and therefore his handing over to The Hague tribunal is something completely natural, expected, and logical.”

Inside the paper, on pages 10 and 11, along with many reactions of political parties from both entities and the international community, an article was published with details of Momcilo Krajisnik’s wartime activities, such as command over special units of the Republika Srpska Ministry of the Interior and bombing of Sarajevo. A look at the headlines on these pages shows the paper’s desire to underline Krajisnik’s responsibility and the fact that a “big fish” has been arrested. For example, “Ideologist and mastermind of the aggression against Bosnia-Herzegovina,” “Milosevic’s man,” “He signed the order to bomb Sarajevo,” and “The most hardened extremist and most xenophobic person I ever worked with.”

On Wednesday, April 5, Momcilo Krajisnik again made the front page of *Oslobodjenje*, in an announcement of his first appearance before the tribunal in The Hague. Inside, the paper mostly featured reactions of international officials, and reports by its Banja Luka and Belgrade correspondents. It is interesting that the Banja Luka article was titled: “No one is truly saddened by the arrest,” which is actually the position of the Party of Independent Social-Democrats. However, most space was given to a story written by *Oslobodjenje*’s journalists who visited Krajisnik’s birthplace of Zabrdje near Sarajevo, where they talked to his former neighbors and the refugees now living in his house.

The SDS Should be Banned

Dnevni avaz also presented Krajisnik’s arrest as the main event on the front page. However, the sub-headline said “SFOR arrests war criminal in Pale,” which gives a qualification that the court is yet to pronounce. Other papers did not fall in this trap. Along with a picture of Krajisnik, the front page also featured a picture of Krajisnik’s father and a picture of the already mentioned policeman. On the second page was a story written on the basis of news agency items on the arrest itself, and also what he is indicted for. We also noted an interesting attempt of *Avaz* reporters who went to Pale to try to describe the atmosphere there. They were not able to find a single relevant person to talk to. The article underlined that the residents of Pale were hostile to strangers, and that no one wanted to say anything about the arrest. *Avaz* also had a column on Krajisnik’s detention in The Hague. Under the headline “Message to Karadzic,” the journalist Fadil Mandal maintained that a “hunt season has opened for politicians who are most responsible for war and aggression in Bosnia-Herzegovina.” However, the author does not agree with the assessment of NATO’s political leadership that the arrest should let voters in the RS know that they should turn away from the policy of ethnic hatred, and maintained that this could cause a counter-effect. In the next several days, the paper limited itself mostly to international reactions to the arrest.

Vecernje novine on April 4, through the headline “Krajisnik in The Hague” and his picture which dominated the page, announced extensive items inside the paper. The leading article was titled “Sealed indictment accuses him of slaughters at Rajlovac and systematic killing in Sarajevo,” and it talked specifically about the details of the arrest and the charges from the indictment that led to his detention in The Hague. Boxes in the article featured many reactions to the event, as well as a list of all people arrested by the tribunal in The Hague so far, under the headline “Scheveningen awaits 28 more heroes.”

It is interesting that *Vecernje novine* on April 5 did not have any content on this issue. However, a day later it featured a commentary by journalist Sasa Rukavina. The journalist proceeded from the viewpoint that out of the former SDS, only Biljana Plavsic would appear in these elections. “Karadzic did it for the last time in 1996, Nikola Koljevic killed himself around that time and hence voted away his future,” wrote the author cynically, and then added: “Some characters have remained in the SDS – the eternal loungeur Kalinic, the young, ambitious and dangerous Covic, the loud, but empty Banjac...” The paper then concluded that Sarajevo courts were completely right when they decided to ban the work of the SDS in 1992 as a criminal and terrorist organization, which “the indictments of the tribunal in The Hague against the leaders of this party confirm.”

What About Bosniak Leaders?

The two Republika Srpska dailies extensively covered Krajisnik's arrest. *Glas srpski* on the front page carried the same photographs as the Sarajevo *Oslobodjenje*, and an article which, through a combination of news agency items and details discovered by the paper's own journalist, gave a comprehensive picture of the latest events in Pale. The inside pages were dominated by statements given by RS political parties, which condemned Krajisnik's arrest, and senior RS officials – Dodik, Sarovic and Djokic. The next day, on the front page we noted a commentary in which the author, Djordje Vukovic, accused SFOR of acting beyond its mandate and the international community of incorrectly assessing the situation. "In a time when the incumbent RS authorities are trying to convince their citizens that cooperation with The Hague will lead to national liberation, international justice-enforcers are entering an adventure which inevitably conditions and radicalizes the situation in the entity." The text in the end expresses the hope that Izetbegovic, Ganic and (General) Delic will also find themselves in The Hague, "as accomplices and creators of the bloody Balkan end of the 20th century." On April 7 we noted a little less "passionate" commentary, again on the front page, in which journalist Radenko Kupresak literally said: "If Srpska shortly after Dayton buried its head in the sand at the very mention of the tribunal in The Hague, then the delivery of Serb politicians, soldiers and officers to the dungeons of Scheveningen and the brutality displayed during their arrests are a warning that the tribunal is a painful reality. For Srpska, the strategy of relations with it is certainly one of the political priorities." The journalist underlined his position that cooperation with the tribunal needs to be regulated by saying that it is necessary in order that Serb detainees can be defended in a dignified and civilized manner.

After the front page with a big headline, "Krajisnik arrested" and his photograph, the inside pages of *Dnevne nezavisne novine* were occupied by a lot of information related to this event and reactions of relevant political factors. Among statements given by George Robertson, Jacques Klein and chief prosecutor Carla del Ponte, there is a conspicuous article of Belgrade's BETA agency with accounts of Krajisnik's family who witnessed the arrest. However, the journalist gave his impression at the end of the article regarding the behavior of local police, which no one else mentioned: "They are silent, they quietly say good-bye to Krajisnik's family and they shrug their soldiers helplessly." In one sentence, the political reality in the Republika Srpska is described. Stronger than any comment.

Why Only Now?

Dnevne nezavisne novine also published the accounts of the indictment against Momcilo Krajisnik which, indicatively, *Glas srpski* did not carry. However, the most striking content related to Krajisnik was published in *Nezavisne novine's* weekly review edition, which includes the daily edition of April 5. This content is an analysis-commentary with a strong imprint of the author, Radovan Jovic, who advocates two theses – that Krajisnik's arrest was politically motivated, and that it suits the SDS in the local elections. The journalist asks the following question as the backbone of the article – "How could the tribunal in The Hague arrest a man who held the position of member of the Presidency of Bosnia-Herzegovina for two full years, and in that time met with the highest western officials, including certain military and political leaders of NATO." The journalist also suggested that it may have been the international community's position to provoke the SDS to boycott the elections or to be disqualified due to some reaction, but did not succeed in that, and the party capitalized on Krajisnik's arrest. The next day, the paper underlined the unprincipled behavior of the international community in a news item saying that former French President Francois Mitterand welcomed Krajisnik's arrest. The item was accompanied by a picture of their meeting from the time when Krajisnik was a member of the BiH Presidency.

The arrest of Momcilo Krajisnik, unlike coverage of some other events, was not limited to presentation of information and reactions in any of these papers. Journalists went a step further and analyzed and commented on the situation. Federation-based papers used Krajisnik's arrest for a fierce attack on the SDS and some other Serb politicians from the beginning of the war, not sparing even those who are not in The Hague's indictments, for which in some earlier situations they would have been warned or punished for inflammatory political qualifications. On the other hand, the two

Serb papers pointed their “barb” at the international community, which they accused of going beyond its mandate and being unprincipled and politically pragmatic in indicting people for crimes in the Bosnian war.

In the end, we can conclude that papers in the Federation of Bosnia-Herzegovina and those in the Republika Srpska showed completely different political approaches. *Oslobodjenje*, *Dnevni avaz* and *Vecernje novine* heartily welcomed the arrest of this politician who marked the last decade in Bosnia-Herzegovina, underlining his responsibility for crimes committed during the war and obstruction of “Dayton” after it. *Dnevne nezavisne novine* and *Glas srpski*, on the other hand, did not deny Krajisnik’s responsibility, but they seriously reproached the international community for the time and manner in which he was arrested, and tolerance of responsibility of senior Bosniak officials during the war. They also openly called on the Republika Srpska authorities to finally regulate relations with the tribunal in The Hague so that similar scandals would be prevented in the future.

(Radenko Udovicic)

RS abolishes the practice of collecting the RTV subscription fees by way of telephone bills

The Government and the TV still clinched

From April this year, the telephone bills of the citizens of Republika Srpska (RS) will be reduced by five Marks, i.e. by the amount of the RTV subscription fee which was paid by the consumers of the services of TELEKOM RS, regardless of whether they possessed or not radio and tv sets.

The General Director of RTV RS, Andjelko Kozomara, stated, and the Board of Directors of this house subsequently confirmed, that the TELEKOM had thereby not only one-sidedly breached the October 1998 Agreement but had also left the RTV RS without the basic funding resources, thereby jeopardising its operation as public broadcasting service.

The release issued by Kozomara reads that this was probably done at the order of Marko Pavić, Minister for Traffic and Communications of the RS Government, who had demanded that the decision of the Constitutional Court of the RS from May last year, by which the decision of the former 1996 RS Government on the uniform way of collection of RTV subscription was proclaimed unconstitutional, be enforced, with an explanation that such an issue does not fall under the jurisdiction of the government, but under the jurisdiction of the Board of Directors of the RTV RS. Kozomara, and after that his Board of Directors as well, stated that the opinion of the Constitutional Court was not breached, because the agreement concerning the RTV subscription was made between the Board of Directors of RTV RS and TELEKOM, which one-sidedly and without prior notice, breached this agreement.

The release issued by TELEKOM, however, reads that TELEKOM has only acted in accordance with the decision of the Constitutional Court, and in compliance with the notice term, since in June last year they had notified the RTV about the termination of the agreement.

The Minister Pavic denied having given any order concerning the RTV subscription. “If you are incapable of running such a big and important information house, you are not allowed to tell untruths in public” reads his the letter addressed to Kozomara, emphasising that before addressing the public Kozomara should have addressed the Pavic’s Ministry “the door of which is always open”. Kozomara and the Board of Directors of RTV RS, however, hold fast to the opinion that TELEKOM has not only has made a gross breach of the agreement but that it has also become “an instrument in political pressures exerted upon the RTV RS, which had continued for several months”.

Calling upon TELEKOM to urgently reverse its decision, the RTV RS emphasises that if they do not do so, they will not only put into question the role of RTV RS as a public service, but will also

jeopardise the overall democratic processes in RS “which are not possible without impartial and free media”.

Expressing its astonishment that this took place only a few days before the local elections, the management of this house emphasises that the “pulling down of RTV RS threatens not only a significant institution, but also undermines the future of RS”.

However it may be, the question arises whether this means a continuation of disagreements between the Government and the management of RTV RS, which were sparked in November last year by the unsuccessful attempt to remove the General Director of RTV RS from the duty. To clarify, at that moment the Government removed Andjelko Kozomara from the duty of the General Director of the RTV RS, and appointed Slaviša Sabljčić, journalist of this house, for the acting director instead. But this decision, as unlawful one, remained only a dead letter, because it turned out that according to the provisional arrangement, signed by the representatives of the ruling Coalition Sloga and the international community in compliance with the Statute of the RTV RS, it was up to the Board of Directors of this media house, and not up to the Government, to decide about the function of the General Director. Kozomara was supported not only by the members of the Board of Directors, but by the international officials as well, since the Independent Media Commission (IMC), OSCE and OHR announced that the “RTV financed by the taxpayers, must operate without being in any way controlled by the executive authorities and political interference.

The whole scandal around the removal of the Director of RTV RS finally ended with Slaviša Sabljčić being made a scapegoat, as he had been meanwhile suspended by the international supervisor for RTV RS, Dragan Gašić, “because of his participation in the attempt to unlawfully remove the General Director from the duty”, who even forbade him to enter the official premises.

Although the government had previously announced in the Official Gazette of the RS the appointment of Sabljčić, not only did it relinquish its choice, but did not even defend him. Even the Prime Minister Milorad Dodik, who usually does not mince words, when answering in a TV show to the question as who the Director of RTV RS was at the moment, only muttered between his teeth “status quo”.

It could be concluded that even the latest skirmish between Kozomara, TELEKOM and Pavić has a political background to it, because both the Director of TELEKOM Branko Miladinović, and the said Minister are the members of the Serb People’s Alliance (SNS) of Biljana Plavšić, which, together with Dodik’s party of Independent Social Democrats (SNSD) represents the backbone of the Coalition Sloga, after the Socialist Party (SP) has left the Coalition.

To tell the truth, Kozomara claims for himself that he is “not anyone’s man”, that is to say that he is not a member of any party, and that he was nominated for this function upon the proposal of his long-standing colleague and friend Rajko Vasić, the Minister of Information. However, the government officials had accused him, during the settling of accounts which took place last year, of “protecting Karadžić’s editors” and of “collaborating with the regime of Milošević”. But, such allegations, uttered in the local political environment, are not something requiring further proofs, because they had become a part of the political folklore.

It is not clear as to how this scandal is going to end up, because the pawn to be sacrificed, like Sabljčić was, has not yet clearly appeared, unless it be the Minister of Information of RS, Rajko Vasić, who has for long time been targeted by the Deputy High Representative for Media Simon Haselock (who left BH some time ago).
(Branislava Memon)

Media Picture of Kosovo

The situation in media in Kosovo does not differ much from the overall situation in the region. Newly-launched media generally reflect the political philosophy of the existing ethnic Albanian political parties, while for the remaining Serbs, Belgrade press is distributed in the Serb enclaves of Gracanica, Orahovac, Kosovska Kamenica, Kosovo Polje, and Kosovska Mitrovica.

Among daily newspapers, we should mention *Kohaditore* (daily paper Time), published by Veton Suroi, the daily *Kosova sot* (Kosovo Today), *Rilindija* (Renaissance), *Zeri* (Voice), *Vota sot* (World Today), *Dita* (Day), *Epoha e re* (New Epoch), etc. The most popular paper is *Kohaditore*, which balances between ethnic Albanian national aspirations, objective information and positions of the international community in building a new democratic and multinational Kosovo society, *Kosova sot*, and *Bota sot*, which is printed in Switzerland, but has offices in Pristina, Albania and diaspora. This paper is rather one-sided and targets former Kosovo Liberation Army (OVK) leaders, Hasim Taci in particular. The daily *Kosova sot*, according to international officials, is closest to reality and is often criticized.

Broadcasters are a different story. With the arrival of the international mission in Kosovo, the most power radio-television institution in Kosovo was arbitrarily closed. That was Radio-Television Pristina, which recently marked its 55th anniversary. In the place of the once powerful institution which employed more than 1,000 workers, Radio-Television Kosovo was created with a much smaller number of employees and a poor, dreary and unprofessional program. This newly-created institution is headed by Switzerland's Erich Lechman, while the director of Radio Kosovo is Agim Fetahu of the American section of the Voice of America. More than 500 former Radio-Television Pristina employees are currently out in the street and they have organized themselves into a coordination committee which is trying to reinstate them in their former positions and buildings, or to provide for them in some other way, with the help of the Media Department under OSCE auspices.

According to information from international sources in Kosovo, dozens of frequency allocation applications have been submitted to responsible international bodies. In addition to RTV Kosovo, this region is also covered by one Albanian Radio Television channel, and also by the powerful Albanian TV station "Klan" and signal of the private TV station "AA", founded by former TV Pristina worker Agim Avdinu. The most popular radio station is "Radio 21," which broadcasts an all-day program in the Albanian language with a well selected editorial program and aspiration to become a powerful RTV center. Other radio stations can also be heard in Pristina: Radio Rilindija, which is part of the news house Rilindija, and *Kosova e ljiir* (Free Kosovo), which was OVK's first mouthpiece from the frontlines during the war. Local radio stations operate in Kosovska Mitrovica, Dornica, Pec, Djakovica, Prizren, Gnjilane, Urosevac and other towns, which were launched on the initiative of local authorities, not Radio-Television Kosovo. Their number will probably increase on the eve of the announced local elections in Kosovo, and donors will probably be those who have influence on political and other developments in the region. In addition to the above mentioned media, we should point out Radio Galaxy, which broadcasts in Albanian and Serbian, and whose initiator and sponsor is a man by the name of Zvonko Tarle, who founded this station before the war. International administrators have their own media in Albanian, Serbian and English, as well as other languages, such as Radio UNMIK, Blue Sky. In municipalities they also have media in the different languages spoken by troops serving in the international forces.

Journalists and media organizations in Kosovo must be cautious. Following the adoption of Bernard Kushner's rules on provoking national hatred, which reminds of the former verbal offense, media can lose their license and journalists their jobs if international administrators assess their actions to be in violation of the rules.

A school of journalism has been in operation in Kosovo for several years. It is called “Faik Konica” and is managed and headed by a journalism veteran and columnist, Ramiz Keljmendi. The school has more than 50 students and has already educated several generations of future journalists. Before the war classes were held in private homes, and after the war, thanks to understanding of the *Rilindija* management, it occupies one floor of the Press Home. (Saban Hiseni)

N e w s

Joint Media Centre in Brčko

The Deputy Mayor of Brčko District, Ivan Krndelj and representatives of media from this area, discussed on 6 of April the possibility of establishing a joint media centre in the Brčko District.

All three public media houses active in this region had their representatives taking part in the discussion: the Enterprise for Information Ravne – Brčko, active in the area populated by the Croats, RTV Slobodno Brčko (Free Brčko) based in Maoča, the area populated by Bosniaks and Radio Brčko, located in the part of the district which had belonged to Republika Srpska until the passing of arbitration decision.

All the employees of these media were promised that no one would remain jobless because of the establishment of the new media house.

The future media centre is supposed to be composed of three parts: TV, Radio and News Agency Editorial Board and it should be sponsored to a large part by the international community.

IMC mainly satisfied with media during the election period

The Independent Media Commission has expressed its satisfaction with the work of Radio and TV broadcasters during the pre-election period, their compliance with the IMC Code on Editing of Radio and TV programmes and their impartial covering of party activities.

With exception of only a few of them, the radio and TV houses have ensured the fair implementation of the principle of fair reporting, and avoidance of offensive language, reads the release of IMC.

IMC has officially warned Radio Srpsko Sarajevo of breaching the rule of “good manners and decency” from the IMC Code by the content of a song broadcast in the name of SDS. This house has also been found in breach of guidelines concerning the fair approach to media, because it had broadcast the statement of SDS Visegrad after the news.

The Croatian radio station Mostar was officially warned because it broadcast a series of political promotional videos prior to broadcasting the news, whereby the rules of IMC forbidding the broadcasting of political promotional videos along with the news were breached.

The independent RTV Studio 99 was ordered to pay a fine of 500 KM because it had broadcast a video on BH democratic alternative after broadcasting the show “Profit”. This political party, registered for elections, was represented as a sponsor to the programme whereby the rule of IMC, forbidding any paid political promotion, was breached.

From the very start of the electoral period, IMC monitored more than 600 radio and TV broadcasters throughout BH and received more than 110 inquiries and complaints from the radio and TV houses and political entities.

The IMC expressed its concern in regard to a number of radio and TV broadcasters focusing on political subjects and questions dealing with their ethnic belonging. There is also evidence that it is mainly the political parties coming from the ruling or nationalistic structures that persist in trying to exert influence on editorial policies.

CNN let the Army in the Studio

Two leading American channels, Cable Network News (CNN) and National Public Radio (NPR) have recently admitted that they have allowed the psychological operations officers from the military services to work in these media. NPR rejected the allegations that the special force officers had influenced the editorial policy, adding that the military left as soon as the management had discovered their presence. The military on their side claim that the only task of these special forces was to get acquainted with the way of functioning of media. The special forces allegedly had a task to perform simple daily jobs like answering the phones and similar, but the very fact that they reported from the studio as the reporters from Kosovo caused protests and an avalanche of questions concerning the independence of media.

“It may be that the CNN was a target of the psychological operations units. However, it is hard to believe in such a naiveté”, said Alexander Coburn, a liberal press commentator. He added that during the Kosovo war, like in many other recent wars, the CNN broadcasts were full of endlessly long speeches of fervent advocates of bombarding, of whom many were retired generals.

Last year, CNN hosted five and NPR hosted three operating army officers from the 4th psychological operations unit. Such actions of US military concerning the manipulation of media and public opinion are absolutely forbidden. After the presence of internal special units in CNN was discovered and publicised in Dutch magazine “Trow”, the media removed them immediately.

Source: www.newsunlimited.co.uk/international/story/0,3604,158410,00.html-*The Guardian*

HINA having problems

The Croatian Society of Journalists (HND) called for urgent measures of assistance to the Croatian News Agency to be undertaken.

The Croatian Journalists demanded on 7th of April from the Government and the parliament to undertake urgent measures for the purpose of assisting the state news agency HINA in overcoming the financial problems and serious conflicts with the management.

The financial resources of the agency are almost totally frozen, was stated by a branch of HINA acting in the framework of the Croatian Journalists' Association in a letter addressed to the Prime Minister Ivica racan and the Speaker of the Parliament Zlatko Tomcic.

HND turned down the proposal of the management of HINA to suspend the part-time employees and to close its foreign office (AFP)

One state, two entry visa regimes

The Belgrade reporter of New York Times, Carlotta Gall, was expelled from Yugoslavia a year after her arrival in this country, because she did not have the necessary visa, was announced on 4 of April by editor of this renowned American magazine. Along with Gall, the photographer Andrew Testa was also forbidden from staying.

Carlotta Gall, a British national temporarily residing in Belgrade, was working in Kosovo at the time when her visa expired something over one month before that. The Yugoslav Government refused to prolong her visa. While travelling from Montenegro, which is a part of the Yugoslav Federation, but which does not insist on the visa regime toward Kosovo, Gall and Testa got lost and mistakenly entered Serbia, where they were arrested. The local authorities issued a court order forbidding them to stay in Yugoslavia because of not possessing the visas, and imposing a fine to the amount of 160 US\$ on each of them. (AP)

Pulitzer Committee Announced Awards in Journalism

On 10th of April, Washington Post won three awards, including the prestigious award given in meritorious public service for reporting on the rejection and abuse in collective homes for mentally retarded in the capital of USA. The awards, given for the eighty fourth time, were announced by the Pulitzer Award Committee of the University of Columbia. Henry Allen from Washington Post the Pulitzer Award in criticism, for his text on photography, while Caro Guzy, Michael Williamson and Lucian Parkins also from Washington Post, won the awards for feature photography, for their pictures of refugees from Kosovo. The Wall Street Journal received the national award in reporting for the articles which dealt with USA defence expenditures and sending of troops to other regions. It also received the award for commentaries for its columns on politics and government, written by Paul Gigot. The award in headline news was given to the staff of Denver Post for their coverage of the shooting in a high school in Columbia, while the award for spot news photography went to the rival Rocky Mountain News from denver for pictures made at the beginning of the shooting. Pulitzer award in investigatory journalism was given to Sang-Hun Choe, Charles Hanley and Martha Mendoza from AP for their stories about the massacre over the Korean civilians, committed by the US soldiers in the area of No Gun Ri at the beginning of the Korea War. The Pulitzer Award in International Reporting was given to Mark Schoofs, reporter of Village Voice from New York, for a series of texts on AIDS crisis in Africa. (Reuters)

Yugoslav Courts taking actions against newspapers

The editors-in-chief of the Yugoslav magazine *Vreme* (Time) were forced to pay 30,000 USD to the State, after the Serbian Minister of Information Željko Simić filed a suit. Simić accused this weekly of publishing incorrect information concerning the discharge of directors of Belgrade theatres.

Vreme was the last in line of 60 independent media, which were for a long time already in disfavour with the Yugoslav President Slobodan Milošević and his regime. The court decision was passed precisely on the day of the first anniversary of the murder of Slavko Ćuruvija, editor-in-chief of the *Dnevni Telegraph* (Daily Telegraph). The police have not yet given the names of the perpetrators of the crime, while Ćuruvija's family, as well as the opposition parties, accuse the state and the governmental authorities.

Vojislav Šešelj, a Serb nationalist, the Vice President of the Republic Government, refused recently, during the session of the Serbian Parliament, the accusations concerning the involvement of the state in the murder, declaring Ćuruvija "a criminal" who had been publishing "trash". He recently informed the independent journalists that they would be killed were they to continue giving support to the pro-Western ideas.

Source: <http://www.nytimes.com/apoline/i/AP-Yugoslavia-media.html> – *The New York Times*/AP

TV Programme Viewer Ratings increased throughout the World

The spectators around the world watch the TV programmes more than ever, while the managers of media houses are prone to broadcast the issues related to money, sex or voyeurism, indicate the data published by MIP TV.

In general, an average TV spectator spends 201 minute daily in front of TV sets. The average in Asia is 151 minute, while in USA it amounts to 236 minutes. For the last five years the TV viewer rating in Europe has increased by 9 minutes per day, while in the States the rating has increased only by 2 minutes.

In cultures where money is the key criterion for value, the rating of the shows of the type "who would like to become a billionaire?" is constantly on the increase. Very popular are also

the shows speaking about sex. In spite of the negative reactions of the viewers, the shows like the “Big Brother”, dealing with voyeurism, are constantly on the upward curve.

According to the surveys of the media house *Mip* from France, these data concern 1.2 billion of spectators from 59 countries in the world.

Source://news.lycos.com/headlines/Entertainment/article.asp?docid=RTENTERTAINMENT-Lycos/Reuters

S u p p l e m e n t

Code on Advertising and Sponsoring for Radio and TV Broadcasters

The Independent Media Commission (IMC) has come out with a Radio and TV Code concerning advertising and sponsoring, which came into force on April 15, 2000. This Code applies to all advertising activities and sponsoring of programmes, and concerns both public and private Radio and TV broadcasters in Bosnia and Herzegovina.

The regulating of commercials in electronic media is characteristic of the majority of the Western countries, and has for its purpose the establishment of a fair system between the advertisers and the media, as well as protection of the public from frequently excessive broadcasting of commercials in prime time. Precisely to this end, the Code imposes restrictions in relation to public media, according to which the TV broadcasters may broadcast only 4 minutes, and the radio broadcasters only 6 minutes of commercials per hour.

The Code will be subject to modifications if the present provisions prove impracticable.

News on Media are giving the full text of the Code..

Council of Media Plan Institute: Prof. Dr. Muhamed Nuhic, Hamza Baksic (Sarajevo); Perica Vucinic (Banja Luka); M.S. Lenart Setinc (Ljubljana); Prof. Dr. Mario Plenkovic (Zagreb); M.S. Loius de la Ronciere (Paris); M.S. Aleksandar Todorovic (Montreaux); Prof. Dr. Slavo Kukic (Mostar), Prof.Dr. Miroљub Radojkovic (Beograd)

Independent Media Commission
Advertising and Sponsorship Code of Practice
for Radio and Television

Adopted 9 March 2000

Preamble

The Independent Media Commission (IMC), in accordance with the Decision of the High Representative of 11 June 1998, has the mandate to draw up and enforce a code governing standards and practice in radio and television advertising and the sponsoring of programmes.

The IMC Advertising and Sponsorship Code of Practice applies to all advertisements and sponsorship of programmes on both public and private Radio and Television in Bosnia and Herzegovina. All holders of an IMC Broadcasting Licence are required to ensure that any advertising they transmit complies with this Code and they have adequate procedures to fulfil this requirement. Licensees should make themselves familiar with the contents of this Code.

The IMC will advise broadcasters on interpretation and monitor compliance and investigate complaints. The IMC has the power to require advertising, including individual advertisements, which does not comply to be withdrawn.

The IMC Broadcasting Code of Practice states in its preamble, that: "Broadcasters shall comply with generally accepted standards for intellectual property and refrain from any misappropriation of programmes." This obligation equally applies to advertisements.

For the purposes of additional guidance on interpretation of this Code, the IMC will from time to time issue supplementary guidelines.

Broadcasters should adopt appropriate procedures for handling of complaints about advertisements and sponsored programming. As stated in the Terms and Conditions of an IMC Long Term Licence, these procedures shall include a requirement that members of the public who complain are properly informed that they may refer matters, if unresolved, to the IMC.

This Code is provisional. It will be subject to review in light of experience and comments from the media community and others.

Definitions

1. Advertisements

- a) 'Advertisements' in this Code refers to any item (other than sponsor credit) which is broadcast in return for payment, compensation or other valuable consideration to a licensee or seeks to sell to any viewer or listener any product or service.
- b) 'Advertiser' is defined as any organisation or person other than the broadcaster or television producer.

- c) 'Political Advertisement' is any paid broadcast presenting a political unit, paid for by or on behalf of a political unit.
- d) 'Political Unit' is a political party, coalition or independent candidate accepted by Provisional Election Commission as registered for an election in BiH. Political parties that are part of a coalition are considered as one political unit.

2. Sponsorship

- a) A programme is deemed to be sponsored if any part of its costs of production or transmission is met by an advertiser with a view to promoting its own or another's name, trade mark, image, activities, products or other direct or indirect commercial interest.
- b) 'Sponsorship' in this Code refers to an item of publicity other than an advertisement, broadcast in return for payment, compensation or other valuable consideration to the Licensee.
- c) Editorial control of sponsored programmes must remain with the licensee. All sponsor involvement must be declared so that the viewer and/or listener knows who is paying/contributing and why.

3. Children

For the purpose of this Code, unless otherwise stated, children are those aged under 18 years.

Advertising

4. General Principles

- a) Radio and Television advertising must be legal, decent, honest and truthful.
- b) Advertisements must be clearly distinguishable from other forms of programming by audio and visual means.
- c) The person or organisation placing an advertisement may not influence the programme concept, content or editorial policy of the broadcaster.
- d) All advertisements must respect the principles of fair competition generally accepted in business. A licensee must not unreasonably discriminate against or in favour of any particular advertiser.
- e) Advertisements shall not be misleading.

5. Taste and Offence

Advertisements should not offend against community standards of decency and civility or be offensive to public feelings. Particular care must be taken to avoid offence on the grounds of race, nationality, ethnicity, language, religion, sex, social origin or disability.

6. Pornography

Advertisements shall not feature products or services, including magazines, coming within the recognised character of, or specifically concerned with, pornography.

7. Presenter-Read Advertisements

Advertisements shall not normally feature, visually or orally, persons regularly presenting news and current affairs programmes.

8. Racial and Sexual Discrimination

- a) Advertisements must comply with all relevant aspects of European legislation and the European Convention on Human Rights, relating to discrimination.
- b) Advertisements shall not discriminate against women or men in opportunities for employment, education or training.
- c) Advertisements must not discriminate against ethnic groups or include any material that might be reasonably construed by ethnic groups to be hurtful or tasteless.

9. Price Claims and Comparisons

- a) Actual and comparative prices must be accurate at the time of broadcast and must not mislead by undue emphasis or distortion. Claims of “lowest prices”, “unbeatable prices” or “you can’t buy cheaper”, or the like, must be supported by evidence from the retailer that his prices are indeed lower than his competitors.
- b) Advertisements containing comparisons with other advertisers, or other products or services, are permissible in the interest of sound competition and public information, provided that the principles of fair competition are respected and the comparisons applied are not likely to mislead the viewer or listener.

10. Political Advertising

- a) During election periods, no paid advertisement may be broadcast by, or on behalf of, any body whose objects are wholly or mainly of a political nature and no paid advertisement may be directed towards any political aim.
- b) Further rules and guidelines on political advertising, including political announcements and political spots are found in the IMC Code on Media Rules for Elections and Guidelines for Equitable Access to Media in Election Periods.

11. Medicines, Treatments and Health Advertising

Medicines and treatments require great care in their advertising, and health claims for any product require close scrutiny. Before showing advertisements of this nature licensees must seek advice from an appropriate independent medical expertise before acceptance. Any such advertisement must contain a reference to the medical expertise that has provided advice on the product or treatment.

12. Advertising with Religious Content

- a) Any licensee who does not wish to carry religious advertising of any kind is entitled not to do so. However they must not unfairly discriminate against or in favour of any particular advertiser or religious organisation.
- b) All advertisements must clearly identify the advertiser or the religious organisation/community on whose behalf the advertisements are being broadcast.

13. Advertising and Children

- a) Advertisements addressed to or using children shall avoid anything likely to harm their interests.
- b) Advertisements for cigarettes and other tobacco products or alcohol shall not be targeted at children.

14. Superstition and Fears

Advertisements must not exploit superstitions or play upon fears to mislead the viewer/listener.

15. Scheduling of Advertising

- a) Particular sensitivity is required in relation to advertising inserted in and around news programmes where a news item, especially one of a tragic nature, may completely transform the context in which an advertisement having some apparent connection with it may be perceived by the viewer or listener

Private Broadcasters

- b) The IMC expects private broadcasters to exercise responsible judgment on the scheduling and amount of advertising and in particular to operate internal systems capable of identifying in advance, and avoiding inappropriate contiguity, between advertising material and programmes.

Public Broadcasters

- c) The quantity of advertisements and other paid messages or commercially sponsored programming on public broadcasters may not exceed four (4) minutes of programme time per hour for public TV stations and six (6) minutes of programme time per hour for public radio stations.

Sponsorship

16. Sponsorable Programmes

- a) All programmes may be sponsored, with the exception of news bulletins and current affairs programmes.
- b) Ultimate editorial control of sponsored programmes must remain with the licensee.
- c) All sponsored programmes and features must be clearly distinguishable as such.

17. Entry into Force and Amendment of the Code

- a) This Code enters into force on 15 April 2000.
- b) This Code will be amended to reflect experience and changing circumstances. Amendments enter into force on the date of adoption, if not otherwise stated.