



## Content

Events

Media on media

Press releases

Vacancies

Forthcoming events

Free Media Help Line

**We aim for independent media...  
and we shall continue**

By: Vera Soldo

**Media and big advertisers in BiH:**

**Silence purchasing being color-  
fully wrapped**

By: Milkica Milojević

**Serbia case: Privatization failed to  
introduce larger media ownership  
transparency**

Part of the report of the European Com-  
mission on Serbia's progress, November  
2016

**10 recommendations for ensuring  
the transparency of media ownership**

Access Info Europe

## Editorial

*Media Clientelism Index shall, on 15 December 2016 in BiH and regional countries, be displayed and for the first time, it will enable comparison between the countries involved in this project, regarding the issue of clientelism and political biasing of media, based on research and investigation, including available information.*

*Clientelism Index is part of a four year project "Citizens response to clientelism in media (MEDIA CIRCLE)", which should establish an independent and sustainable multi – state mechanism for active following of media policies, agitating and quick response to media problems in South East Europe.*

*As part of this project, www.faripress.eu, a web site has also been introduced, which should, through research and investigative stories, uncut interviews and analysis of media problems in the region, become more significant and crucial media source, with no space for censorship and auto censorship. Posts, articles and texts posted on this particular web site actually explain and display how the information gained through Clientelism Index can be manifested in practice that direct and guide to non – transparency of ownership over media houses, non – transparent media financing, influence of lobbies over media houses, including pressures and assaults on journalists.*

*Media ownership and political and economical pressures on media houses represent key problems in BiH and regional countries. As introductory part of the presentation of the second Media Clientelism Index (MCI), that is, information and data on media policies, this E – journalist edition shall transcript the texts by **Vera Soldo**, chief – in – editor of Republika.info, a local web site, **Milkica Milojevic**, female journalist of Blic and member of the Board of Directors of the Association of BiH Journalists. Also this E – journalist edition shall post 10 recommendations for ensuring the transparency of media ownership prepared by the **Access Info Europe**, an international organization for human rights, established in 2006 and that strongly advocates for strengthened and functional right to access to information in Europe and world. Access Info Europe and Foundation "Otvoreno drustvo" – Program for Independent journalism advocate the implementation of these recommendations in all European countries. In this E – journalist edition you can find out why **media privatization process in Serbia** failed to increase the transparency, including the information on activities by BHJA and Free Media Help Line, vacancies, changes on media scene and many more interesting things.*

*Adis Šušnjar, BH Journalists Association*

## Events

18 Nov 2016

**The project "Media and public reputation" presented at The Kick Off Conference in BiH Parliament**

The kick-off conference included a presentation of the project "Media and Public Reputation" and was held at the BiH Parliament on November 18. The project aims to promote the establishment of media transparency in regards to ownership, funding and advertising. The conference was opened by Lars-Gunnar Wigemark, Head of the EU Delegation and EU Special Representative in BiH, who stressed the importance of the project's target of these media issues especially given the context of BiH integration into the EU.

*Details*

## We aim for independent media... and we shall continue

By: Vera Soldo

Aiming for independent media is just as old as the first media itself. Just as the aspiration of politics, that is, politicians, to influence media, due to their significance in forming public opinion – their potential voters, including their ambitions to claim the government.

Different pressures imposed by the politics on media and journalists in BiH, and not only in BiH, absolutely represent nothing new. One of the key problems is money as crucial mean and source used to impose pressure on media, "blackmailing with reason"; money buys media affection, money represents the guarantee for "silence". In 1787 Thomas Jefferson wrote: "The basis of our governments being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers & be capable of reading them. However, how can the present situation in

## Events

13 Nov 2016

### Constitute Assembly of the Association of Journalists Board of Directors and Journalists Council of Honor

Constitute Assembly of the Association of Journalists Board of Directors and Journalists Council of Honor was held on 11 Nov and 12 Nov in Brčko and Ermina Jalimam was elected as the president of NVC BHN. Several important decisions and procedures were passed during this meeting, concerning the future work and activities of the Association of BiH Journalists. During the meeting of UO BHN, the participants outlined the difficult position of journalists in BiH in general, including the political and economic pressures imposed against journalists, also including the problems of public broadcasters. As a result, participants emphasized the necessity of professional solidarity and strengthening of BHN in order to improve their work in most effective way including the protection of freedom of speech and journalists' rights.

[Details](#)

5 Nov 2016

### Association of European Journalists support the founding of BH Section as part of the AEJ

Kilkenny, Republic of Ireland – General Assembly Collegium of the Association of European Journalists (AEJ) unanimously supported the founding of BiH branch, as part of this international journalist's organization. AEJ General Assembly meeting was held as part of an AEJ Annual International Congress held in Kilkenny in Republic of Ireland from 4 Nov to 6 Nov 2016. This international meeting gathered over 70 delegates, journalists, representatives of academic communities and civil society from 14 European countries.

[Details](#)

2 Nov 2016

### IFJ marks the International Day to End Impunity for Crimes against Journalists

2 November is widely recognized as UN International day to End Impunity for Crimes against Journalists. Accordingly, the International Federation of Journalists (IFJ) has launched a traditional campaign #endimpunity (end impunity) consisting of several activities, including the international conference, aimed public campaigns in critical countries, invitations to inter – government organizations to express their attitude and opinion regarding the end of impunity for crimes against journalists, through social internet networks. IFJ campaign is aimed to invite world's governments and authorities to take responsibility for failing to punish crimes committed against journalists.

[Details](#)

27 Oct 2016

### Minister Jusko speaks with Borka Rudic and members of the Consortium leading the project regarding the transparency of media ownership and transparency of media financing in BiH

On behalf of the Ministry, minister Jusko promised full support and cooperation in this project and emphasized that the Ministry of Communication and Traffic in BiH shall remain at the disposal for all other activities and projects launched by media community and shall support their organizing in BiH.

[Details](#)

25 Oct 2016

### Opening celebration of Birac Region Journalists Club and UPS Media Press Center

Representatives of Association of BiH Journalists (BHN) and Friends of Srebrenica Association (UPS) took part in an opening ceremony of Birac Region Journalists Club and UPS Media Press Center. Marko Divkovic, President of the Association of BiH Journalists (BHN) said that journalists had been facing many problems and their only protection was to join their forces and participate

BiH be considered and defined in relation with this issue? As one could see – it's far from being good. Namely, the ranking list of non – governmental organization Freedom House, BiH is ranked 104 out of 156 European countries regarding media liberties. This Year's Report represented a comprehensive analysis based on legal, political and economic factors that impact the access of news and information provided. Many questions thus follow: why are politicians closely bound and tied with media owners and are they the actual media owners, co – owners or even secret media owners? Let us refer to former Italian president, Mr. Silvio Berlusconi who, at the time, was the owner of TV, radio station and news papers; also Aleksandar Vucic, Serbian Prime Minister who is also believed to have close ties and connections with certain printed and electronic media houses, Ivo Sanader, former Croatian Prime Minister, who had been widely financing certain media houses, Fahrudin Radoncic, SBB leader and former Minister of Security, who is officially the owner of printed and electronic media house. Unofficially, the things seem much different than they appear; namely the tie and connection between Ivo Pukanic, deceased and former owner of "Nacional", a weekly magazine, with highly ranked politicians in Croatia etc. We keep looking for the answer to these questions although actually we do know the answers or we remain silent, because the problem is (and it shall be in the future) to state openly that the emperor is naked! Namely, the great role in the independent work of media houses is actually best seen through the money. Money is necessary in order to pay wages to journalists, frequencies, publishing houses, domains, web hosting, administrative staff, montage staff, cameramen, studio facilities, phone bills, electricity bills etc and the media survival in cruel life storm and unstable democracy is often considered as mission impossible. It is this occurrence that is misused by politicians that require power, and, as we all know, money goes with the power and this is where, (and this does not happen in BiH only, but also happens in all surrounding countries), the circle of media and politics dependence closes down. Otherwise, the journalists' enthusiasm remained, just as the love towards journalism has turned into a favorite hobby instead. Financing of web pages represents a solid example of an interesting review regarding this specific issue. Advertising agencies urge for more "clicks" from their clients and massively use social media networks (which to some extent can be understandable), because more visits to their web page would guarantee that their advertisement shall be better presented, including all associated items that are subject to sale throughout this particular web page. But, frequent visits does not necessarily mean better content quality, at least not in terms of an uninformed and critical approach towards events and their professional (and responsible) presentation to their visitors. Believe it or not, greater visits are often recorded with web pages containing "trash" topics, as oppose to seriously drafted and critical web sites. Often quoted, very influential, quality

*Namely, the ranking list of non – governmental organization Freedom House, BiH is ranked 104 out of 156 European countries regarding media liberties. This Year's Report represented a comprehensive analysis based on legal, political and economic factors that impact the access of news and information provided.*

## Press releases

23 Nov 2016

### Calling media to boycott venues in front of the BiH Presidency building

Press Council of BiH encouraged all chief editors and journalists of all media houses in Sarajevo to boycott all invitations and calls from the Presidency of Bosnia and Herzegovina officials to make any reports regarding quasi event called “the pavement tour”.

[Details](#)

22 Nov 2016

### Press release regarding Slobodan Vaskovic's abandoning and threats

BiH Journalists Board of Directors and Free Media Help Line requested the official authorities, including security and police agencies in Bosnia and Herzegovina to launch urgent investigation regarding frequent pressures, threats and safety endangering of Slobodan Vaskovic, famous BiH blogger and journalist from Banjaluka, who had, two days ago, informed the public in BiH that he was forced to leave Bosnia and Herzegovina because he feared for his life.

[Details](#)

1 Nov 2016

### Urge for effective investigation regarding murder attempt on Sasa Lekovic

Journalist associations from the West Balkan Region demanded urgent investigation as a result of murder attempt on Sasa Lekovic, president of Croatian Journalists Association (HND). They emphasized that they expect that this investigation would urgently discover the circumstances regarding the damage on Lekovic's private vehicle. Journalist associations from the West Balkan Region warned that this case emerged as a culmination of almost threats, insults, offences and pressures (on daily basis) imposed against Sasa Lekovic following his appointing as the president of Croatian Journalists Association (HND) in 2015.

[Details](#)

based - content web sites sometimes lose money in this competition.

Their destiny is indeed inevitable. However, no matter how inevitable their future work is, the fact is that there are many journalists whose monthly wages hardly exceed BAM 500.00. Taking this particular fact into consideration, exclusive investigative story shall remain deluxe; exposing and revealing corruption and fraud at the highest level of politics, spheres of political lives, journalist creativity and courage as oppose to courage of often, raw agency – provided news that often “saturate and flood” BiH media scene. Unfortunately, BiH will need more time to find itself in the first part of Freedom House scale. This however, on the other hand, is exactly what many politicians, willing to govern, actually wish and desire.

## Media and big advertisers in BiH

### Silence purchasing being colorfully wrapped

By: *Milkica Milojević*

“Sponsor of this morning program – Banjaluka Markets”. Looking at first, this radio jingle has very little in common with big advertisers in Bosnia and Herzegovina media field, because, one should say, it is common sense that this Market (and probably for insignificant amount of money), advertise in the program that starts with market buyers, commonly known as early clients: labor class and pensioners. But, if we scratch just a little bit further down beneath, things become a little more exciting. Firstly, it is not about being advertised on local radio station program, instead, this advertisement goes on air in a public broadcaster, namely Radio of Republic of Srpska, and the program itself (originally called “Razbudilnik”), being broadcasted throughout BiH, from Drvar to Mostar, Sarajevo, Nevesinje, etc. The question is why advertiser would make an offer of kitchen pot or tomatoes from Banjaluka Market to a housekeeping woman from Brcko or pensioner from Trebinje. And finally, why would Radio RS with finances deriving out of the RTV tax fees and other associated and relevant sources require sponsors for morning program which is one of the cheapest media products, in terms of production? Banjaluka Markets are owned by MG Mind Company, which is Mladen Milanovic - Kaja (to be more précised), a businessman from Mrkonjic Grad who happened to have close ties with RS authorities.

According to data base provided by the Center for Investigative Reporting (CIN), MG Mind and its sister company (same owner) “Mrkonjic putevi”, are amongst 50 most successful companies in public bids field: since 2011 till 2015 they signed contracts with public companies for contracts whose value exceeded over BAM 60.0 million and this information covered available sources only. Despite these figures, you shall in so called main media houses, especially in RTRS, hardly find journalist's investigative story that even tries to question the nature of business of the above mentioned companies. When we speak about big advertisers, it is very uncommon to believe that the story would begin and end with telecom operators, banks, trade centers, and monopoly – based public enterprises or even Coca Cola and L'Oreal. If journalists could, despite their daily struggle with poor working conditions, manage to deal with the “hand that feeds them”, they could eventually discover many cases and samples similar to the one that appears in “Razbudilnik”. Another question is who or what big advertisers represent in small and poor country, such as Bosnia and Herzegovina? If we exclude advertisements of boutiques, butchers and driving schools advertised on local radio stations, all advertisers that manage to “reach” annual contract with more significant media houses, would eventually accept the treatment and rights as those provided to “big clients”. Advertisers buy media space, but also buy media silence”, indicated, even at the beginning of this millennium Pierre Bourdieu, a French sociologist. This purchase has (in some cases) been obvious, but often inevitable or wrapped in colorful festival presents, care for nature and “common man”, including humanitarian activities and similar “corporation social responsibility” based manifestations.

According to evaluation conducted by Via Media 2007, marketing market in BiH is estimated to some EUR 70.0

## Media on media

5 Nov 2016

### **Winds blows down the FTV receiver in Vlasic Mountain**

Wind blew down 40 meters high aerial pole at Paljenik, last night around 2:30 a.m. on Vlasic Mountain. The aerial was located on 1 933 meters altitude. This system, owned by the Bosnian State Radio and Television (BHRT), transmitted UHF signal to Federal Television and OBN and as a result no broadcasting shall be possible from this receiver until further notice, claimed BHRT official. According to the report by the BHRT official, GSM equipment (owned by BH Telecom Company) was badly damaged. According to preliminary damage report, the damage amounted to around BAM 300.000.00 and it may be considered even bigger than this amount, should we take into consideration that no program shall be broadcasted in forthcoming period.

[Details](#)

4 Nov 2016

### **Turkey blocks social media networks**

Limiting the access to internet has become rather common occurrence in Turkey, since the Government attempted to prevent social media reporting, regarding recent political incidents. Last month, the Turkish Government blocked Google Drive, Dropbox, OneDrive and GitHub with the purpose of preventing the spreading of e-mails by Berat Albayrak, Turkish Minister of Energy and Natural Resources.

[Details](#)

28 Oct 2016

### **Guideline instruction book on job rights for journalists**

A new publication by the European Journalist Federation, Guideline instruction book on labor rights for journalists and media organizations aiming to strengthen and reinforce their job / working rights and the protection of employees provided by the syndicate and union has been posted and released. An online publication "Rights and Jobs in Journalism: Building Stronger Unions in Europe", issued by the European Federation of Journalists (EFJ) posted on 60 pages, demonstrated the situation of job rights of journalists in Europe and outlined some of the best existing practical cases in this particular field and their application procedures with a goal to improve working conditions in media communities.

[Details](#)

26 Oct 2016

### **Round table meeting "Do we or do we not need the Third channel?" held**

The round table meeting was organized by the Croat Students Political Forum at Herceg Stjepan Kosaca Croat Cultural Center in Mostar. Milan Sitarski from the Institute for Social and Political Research was moderating the round table meeting, with Duska Jurisic from Federal Television, Ivan Vukoja, the head of Croatian People Assembly in BiH for sport, culture, media and information, Tvrtko Milovic, TV KISS journalist and editor, Vuk Bacanovic, a journalist and Mario Karamtic, and MP, all taking part in this round table meeting.

[Details](#)

20 Oct 2016

### **Inviting civil community representatives for consultations regarding the documents from multi - state IPA for 2017**

Individuals and associations have been encouraged to submit their suggestions, recommendations, and comments through web - application.

[Details](#)

million, while in neighboring Croatia this amount exceeds EUR 800.00 millions. At present, the situation in BiH is even worse, so the marketing share has even decreased by over 70% comparing with pre - crisis year of 2007. A great amount of this money goes to leading TV houses that still seem to be most attractive for great advertisers. Media houses in BiH with rapid decrease in finances have been forced and not looking at all contract details, to chase advertisers that would eventually provide them with reasonable financial sustainability. Or, as this text indicated, and as Ekrem Dupovic noted, everybody is "fighting for larger portion of an ever - decreasing marketing cake".

*Media houses in BiH with rapid decrease in finances have been forced and not looking at all contract details, to chase advertisers that would eventually provide them with reasonable financial sustainability.*

In this battle and often failing to recognize (auto) censorship, media houses believe that no research or investigation regarding the business background of their clients (big advertisers) would be necessary, including absolutely anything that may relate to "their clients", and these clients are often tied in BiH and are commonly connected with political elites and governing authorities as well.

And this is exactly how media houses encounter paradox situations where they head to their own decline, as a result of their will to make profit.

The case of workers of large trade center best illustrated that conspiracy of silence function perfectly even when it came to selling milk and detergents. A group of workers of this company had, few months ago, sent a letter to almost all crucial media houses expressing their concerns regarding obvious violation of their labor rights, including unpaid overtime hours in cold premises, mobbing they had been exposed to (on daily basis), sacking pregnant female workers etc. No media dared to post or release this story, but journalists forwarded the letter to inspection authorities. No inspection officials reacted either. At the same time, a mother of four children, with three of them going to school, was sacked in this very same trade center. She was officially declared redundant. However, her story seem uninterested to media houses either. But, in only few days, the above mentioned company organized humanitarian action giving away school accessories to pupils whose parents could not afford school accessories. Absurdly, most media did announce and released this news and described it as informative rather than marking it as "genuine" marketing content.

BiH is not exception and the story on "our clients" has been detected even in our neighborhood. The story of affairs occurring in Croatian Public Post with main media houses remaining silent proved the above mentioned thesis. Dnevno.hr, a local Croatian web site discovered that Croatian Post had paid over HRK 4.0 million for "advertising services" during 2011, even though the Post was an absolute monopolist and the advertising was completely unnecessary as tool to attract buyers and potential clients.

Marketing agencies represent yet another special part of this issue, including agents between big advertisers and media houses. The list of biggest advertiser, contained only one local company (namely M - Tel) who remained stable (in terms of business progress), while others included rather multinational and foreign corporations and brands,

## Vacancies

### Male or Female Journalist

Arterija d.o.o, marketing, promotion and publishing agency, which issues Furaj.ba, a tourist magazine and who is also the owner of www.furaj.ba (web portal), posted a vacancy for the post of a journalist (male or female). Deadline for application is **7 December 2016**.

*Details*

### Scholarships for journalists for studies in Berlin

“European Journalist Fellowship” (EJF) program shall award ten to fifteen scholarships to German speaking journalists from Eastern and Western Europe, USA and Arabic speaking countries for two-semester study program in Berlin. Scholarship shall be awarded for the period starting from 1 Oct 2017 to 31 July 2018. Deadline for application is **28 Feb 2017**.

*Details*

### Klix.ba seek journalists, reporters and cameraman

All applications with CV and Letter of Interest should be emailed to posao@klix.ba. Job vacancies shall remain open until further notice. Only selected candidates shall be invited for an interview.

*Details*

such as L’Oreal, P&G and pharmaceutical industry giants. They usually make deals in BiH mostly through agencies that, in order to conclude business, propose unbelievable discounts amounting from 70% to even 90%! Media houses are thus forced to sell their most attractive space for “peanuts” (very insignificant amount of money) based on “take it or leave it” principle. “Slobodna Bosna”, local weekly magazine warned (ages ago) that the business operations and activities by marketing agencies are at least considered controversial. The situation reached its peak during the “Gibraltar” affair, concluding with nine marketing agencies managers being arrested and imprisoned and also with some BiH media houses being involved, including HT Eronet managers, again with three of them being accused for heavy corruption fraud amounting EUR 5.0 million and pursuant to alleged purchasing of TV rights and associated provided services. This particular case was initiated by the judiciary bodies of Austria and Slovenia and the trials procedure concluded with the release of all accused. It was a first instance verdict.

## Serbia case: Privatization failed to introduce larger media ownership transparency

*A set of laws for Serbia media field was to be fully implemented as the privatization of state media houses never resulted in larger media ownership transparency, including their financing sources, such as state financing, outlined the European Commission officials regarding the issue of Serbia’s advancement on its path to EU.*

Article originally published at <http://beta.rs/>

Serbia accomplished certain preparatory level in the field of freedom of speech, outlined European Commission officials, during Commission’s annual report released on 9 Nov 2016, but the report also outlined that no progress has been made in this specific field during the period of last 12 months. In order to remove the imperfection and disadvantages in the freedom of expression field, Serbia shall need to focus on creating the environment where freedom of expression shall be demonstrated openly with no obstruction whatsoever, including threats, physical assaults and attacks, violence instigation and where cases of eventual violation of journalist privacy and bloggers shall be under the direct supervision and control of special judiciary bodies appointed for these particular issues and eventual occurrences of these cases are expected to be condemned publically.

Also, Serbia shall ensure full implementation of media laws; Regulatory body for electronic media (REM), shall be fully operational in order to provide support to editing policy independence in media houses.

Serbia shall also ensure financing of public services and support them in their work for public interest. It should provide state means, such as co - financing of media contents in general public interest, pursuant to existing legal provisions aimed to provide transparency and equal opportunity.

Part of the above mentioned Report, in Part 10 covering the issue of negotiations regarding the EU membership, relates to information of society, community and media, outlined that legal status of Tanjug (Journalist Agency) and its financ-

*In order to remove the imperfection and disadvantages in the freedom of expression field, Serbia shall need to focus on creating the environment where freedom of expression shall be demonstrated openly with no obstruction whatsoever, including threats, physical assaults and attacks, violence instigation and where cases of eventual violation of journalist privacy and bloggers shall be under the direct supervision and control of special judiciary bodies appointed for these particular issues and eventual occurrences of these cases are expected to be condemned publically.*

## Forthcoming events

- **Presentation of new reports of Media Clientelism Index (MCI)** enabling the inter - state comparing process, including the national reporting on clientelism and political issues in media, based on empirical information provided - 15 Dec 2016
- **Round table** about war journalists
- **Presentation of results of media monitoring** during the pre-election campaign for 2016 Local Elections
- **PBS Conference**, in cooperation with Council of Europe - 20 Dec 2016

ing must be clarified and must be in conformance with the existing legal provisions.

The Report also warned that the REM has only six members engaged, instead of having nine members on board. Additionally, the Parliament shall enable new statute and clarify the REM Operational Policy rules, in accordance with the law on electronic media houses. REM, according to the evaluation, still lacks with independence required for the process of electronic media supervision with in order to make these media houses fulfill prescribed and approved program schedule.

In the scope of audio – visual policies, the permanent solution for public service financing is also outlined, resulting in the uncertainty, regarding the editing independence and stable financing of Radio – Television of Serbia and Radio Television of Vojvodina.

Law on Public Information and Media, regarding the electronic media and public services has not been fully implemented, highlighted European Commission officials.

The total estimate for Serbia, regarding the information society and media, outlined that Serbia is partially ready and that it did make certain advancement and progress, particularly by passing the law on information security. Serbia should, as the report marked, pay particular attention to ensuring operative independence of Regulatory Agency for Electronic Communication and Post Services (RATEL) and also strengthen administrative and inspectional capacities of portfolio ministry, including the ensuring of comprehensive regulative advertising sector.

## 10 recommendations for ensuring the transparency of media ownership

Article originally published at [www.access-info.org](http://www.access-info.org)

Access Info Europe, the international organization for human rights, founded in 2006 which promotes strong and functional access to information in both Europe and worldwide, and in association with Otvoreno drustvo foundations (Program for independent journalism), has conducted a survey and research which has been based on legal framework and actual cases in 20 European countries, thus shaping the structure for ensuring the transparency of media ownership. Generally speaking, democratization of media system is best seen through the public availability of accurate, comprehensive and most recent / latest information about media, including media ownership as well. In addition, the obligatory identification of media owners is used as most useful instrument for solving oversaturated media presence, including potential conflict of interests, that is, the misuse of media influence and power. Access Info and Program for Independent Journalism suggested that all countries and all media sources (radio and TV programs, printed media, electronic issues and publications etc) should apply regular reporting system as their primary obligation and duty. Reports should be submitted to main national media house and all information in this report, including ownership structure and share parts, shall also be published and issued as part of regular updated and centralized data base regarding the media ownership issue.

In order to ensure full media ownership transparency, that is, to provide public with the information regarding the media owners and who is considered as most influential, in relation with particular media houses, legal framework of every single state should provide the following:

Media ownership transparency through the system of releasing and announcing basic facts / information, including the information about the publishing house, that is, media house and its official head office seat (address), ownership structure and publishers' shares exceeding 5% of total shares within this particular house, including the names and addresses of all legal and physical entities having (directly or indirectly) shares or parts within this legal entity, including the percentage of these shares or parts. Additionally, media houses should be obliged to issue and release financial and audit reports in accordance with highest international standards and detailed information on their financing sources.

Information shall be free of charge and fully available, which means that information regarding media ownership shall be easy to discover and spot (with no charges applied) on the official internet web page of main national media house or central state web page.

Information shall be updated on regular basis and within 10 working days from the date of media ownership changes. Information should be re-used again which means that main national media house must enable and ensure that information data base on media ownership is available in an open format and with no charge and limitations of re-usage, including licenses and provisions regarding the intellectual property.

Progressive transparency increase is related to countries that ensure the minimum of transparency and countries that issue and release fundamental and basic information / data. These countries are recom-

## Free Media Help Line

### Actual cases:

**1. JELENA GRAHOVAC** - Predrag Gluhakovic, Minister of Trade and Tourism in the RS Government grabbed the arm of Jelena Grahovac, a journalist of Alternative TV from Banjaluka and he dropped the microphone down not willing to answer the questions she had previously raised and asked him.

Free Media Help Line sent a notice to the Republic of Srpska Government officials in order to outline that identical or similar incident shall not occur again in future.

**2. ISMAR IMAMOVIĆ** - Ismar Imamovic, Visoko RTV journalist was attacked on his way home by unidentified male and masked attacker. Police officials have been investigating this case.

**3. IRMA PLAVČIĆ** - After having posted the article "A Terror called the Pre - Election Campaign", posted on visoko.co.ba web site, our female colleague Mrs. Plavcic, received several threats on social media network face book. Irma Plavic was questioned as witness at ZE-DO cantonal prosecutor's office. Investigation has been launched in order to impose prosecutor's decision.

**4. PORTAL NEZNASE.BA** - Neznase.ba, a local web site was hacked on 1 Oct 2016. Association of BH Journalists and Free Media Help Line sent a notice to Capljina Police authorities.

mended to increase transparency and availability by being imposed with an obligation to issue and publish all information regarding the owners with over 5% of total shares in media houses with no exceptions whatsoever.

Transparency of influence over media houses; the question of how to discover who owned what, but also the question of who controlled particular media houses, the information on persons involved on higher level of media managing, including manager, key executive officers, editors etc must also be issued, including the information on relative influence of votes of certain share holders, reports on annual general meetings, including the evidence of voting process as well.

Clear and detailed legal framework, which means that media categories being subjects to this law, must be clearly defined in order to determine the duties of posting and releasing the above mentioned reports in most appropriate way,

The supervision by the independent body; there must be appropriate and authorized body with staff fully trained to media supervising, thus ensuring the conformance of media houses work within legal framework, with focus on the possibility of eventual sanctions imposed against those media houses that do not fulfill their obligations and duties on posting and releasing the above mentioned reports or those that publish and post false information.

Direct public announcing and information releasing; media houses should publically release all information to main national media highlighting that all information regarding the ownership should be clearly outlined and easily accessible on web sites and details on web sites and all relevant links should also be easy to spot, or these information should be clearly indicated within particular publications of these organizations. Transnational approach and comparison relate to the recommendation provided by the European Union and European Council officials as these recommendations should supplement national transparency of media ownership in order to establish the system in which all information, collected in all countries and including all 3 media sectors (radio and television programs, printed media and electronic media) should be incorporated and available to the public in a single place.

For more information please see:

<http://www.access-info.org/>

[http://www.access-info.org/wp-content/uploads/TMO\\_Recommendations\\_05\\_November\\_2013.pdf](http://www.access-info.org/wp-content/uploads/TMO_Recommendations_05_November_2013.pdf)

## Impressum

### Bulletin Board of Editors

Faruk Kajtaz

Siniša Vukelić

Borislav Vukojević

Bedrana Kaletović

Amer Tikveša

### Editor

Adis Šušnjar

### Art Editor

Arman Fazlić

## BH Journalists Association

Kralja Tvrtka 5/5, Sarajevo, Bosnia and Herzegovina

Tel/Fax +387 33 223 818; + 387 33 443 072

e-mail: [bhnovinari@bhnovinari.ba](mailto:bhnovinari@bhnovinari.ba);

web: [www.bhnovinari.ba](http://www.bhnovinari.ba)