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Events

13 May 2016

The role of media houses is to break stereotypes

Media and civil society organizations should significantly improve their cooperation and be partners in promoting the rights of LGBT population, including other minority groups, was some of many suggestions by the participants during the conference "Media cooperation and civil society organization – "Advancing the quality of media contents, covering the issues of rights, interests and needs of LGBT community in BiH" workshop, was held in Sarajevo Media Center which was organized by the Association of BiH Journalists and Sarajevo Open Center (SOC).

[Details](#)

Editorial

The Law regulating the transparency of ownership in media houses, including the following information: all required information contained in the register with complete media houses registered data; the ownership information; tracking of assets and capital origin flow; "unexposed and hidden" owners, which altogether must be fully available to public, has in fact never been legally passed, despite the long-lasting urges and despite the fact that the above listed information have been integral part of one of the Council of Europe Directives. There is in fact no public register containing required data information of all media houses, including private and public media houses, radio stations, TV houses, including printed and online media houses.

The ownership concentration has completely been unadjusted since 2006 when the Rule on media concentration and ownership over electronic and printed media houses expired (passed in 2004). Ownership transparency has particularly been litigious when it came to online media houses. There are no standards on posting the information on ownership on web pages of these media houses and many online media houses had not even been legally registered and their ownership share structure was thus very difficult to identify which again represented even bigger problem, especially during the court proceedings (trials).

The issue of ownership in media is of great importance for common interest and this issue should be regulated in order to prevent the monopoly – based market control and ownership concentration, including the information relevancy provided to the public aimed to protect journalism as professional occupation. Due to lack of ownership regulations, the danger of monopolization of media field and political clientelism in media is also ever present.

However, BiH official institutions have never showed any interest to regulate the field of ownership in media. Emir Povelakić, Head of Sector for Licenses, Digitalization and Coordination in Broadcasting with the Communication Regulatory Agency and Vice President of the Steering Committee on Media and Information Society with the Council of Europe (CDMSI), Lejla Turčilo, a university professor with the Faculty of Political Science (Department of Journalism), Rubina Čengić, a journalist and Borislav Vukojević Senior Assistant at Faculty of Political Science in Banjaluka shall express their views on this issue this E – journalist edition.

Adis Šušnjar, BH Journalists Association

Transparency of Media Ownership



A European Practice

By: Emir Povelakić

When we talk about ownership transparency over media houses, we must take into consideration that this is one of the most crucial issues at present and is directly related to the freedom of speech and media pluralism. Namely, today's modern and digitally – based era, with convergence of contents and services being widely present, the demand for information regarding the ownership share data in certain media houses is increasing, including the information on how these media houses receive their financial means and the nature on impact imposed on media houses as well. End users of services and contents provided are entitled to know who provides them with the information and who shall eventually be held responsible for information providing.

From the regulators point of view, ownership transparency over media houses is required due to appropriate regulation of media concentration which, if exaggerated, may have inadequate impact on the development of

Events

3 May 2016

“Media liberties / freedoms in BiH in 2016” investigation presentation held in Sarajevo and Banjaluka

Anent to International Day of Media Liberties / Freedoms, representatives of Friedrich Ebert Foundation and Association of BiH Journalists in BiH, presented the investigation “Media liberties / freedoms in BiH - Comparative Report for the period 2009 - 2016” in Sarajevo and Banjaluka.

This year's investigation displayed that BiH citizens still mostly believe in media houses and religious communities, and show minimum of their trust to politicians and political parties.

As oppose to 2015, the increase in confidence with the International Community was also noted.

[Details](#)

26 April 2016

European Federation of Journalists General Meeting finished

Annual meeting of the European Federation of Journalists, with 150 journalists, 93 delegates and 53 journalists' organizations from 38 countries from Europe and Middle East, held in Sarajevo, was successfully completed and finished.

According to EFJ information, a two – day meeting held in Sarajevo gathered largest number of participants since the establishing of this organization. It was a first meeting of this kind organized and held in Bosnia and Herzegovina. Association of BiH Journalists was hosting this year's meeting of EFJ.

[Details](#)

media and media pluralism, including the quality of democracy in a society.

The scope of demand and importance of ownership transparency over media houses is best seen through a vast number of international institutions that defined and established standards, regarding this issue. The obligation of providing and submitting information for audio visual media provider was passed during the revision of the Directive on television with no limits in 2007, as part of the European Union, which reflected on Audio Visual Media Services Directive (AVMSD) with the emphasis on the importance that member states, due to nature of these services and great influence they displayed in creating opinions, ensured that the users of these services had simple and direct access to at least basic information of service providers. Since this proved to be insufficient, the demand to, (Resolution on 21 May 2013 by the European Parliament, item 35) through AVMSD revision, ensure the evaluation and revision of provisions on ownership transparency over media, concentration and rules on conflict of interests, altogether aimed to prevent unnecessary influence and impact on media houses by the political and economic powers. Accordingly, the conclusion made by the Council of European Union on media freedoms and pluralism in digital environment from November 2013, followed. The lack of ownership transparency over media, as well as demands for identifying the indicators that would outline these anomalies has been emphasized in many occasions and by various groups on European Union level (group for media freedom and pluralism).

Even the Office of the Representative for Media freedoms of the Organization for Security and Cooperation in Europe (OSCE) has also in several occasions encouraged member states to ensure the ownership transparency over media houses, indicating continually that the absence of transparency may have the negative impact on democracy development. Activities taken by this Office in South – Eastern Europe, through many conferences but also through many reports, particularly highlighted this specific problem.

From the Council of Europe's perspective, most important documents include European Convention on Cross – Border television, Recommendation by the Committee of Ministers to member states on measures for media transparency promotion, from 1994, Recommendation on media pluralism and media contents diversities from January 2007 as well as Recommendation on new modeling of media from 2011.

Apart from this, Parliamentary Assembly of the Council of Europe, by Resolution 1636 (2008) on Indicators for media in democracy, listing fundamental principles upon which national parliaments / assemblies should follow the situation in media field, emphasized that “ownership transparency over media houses and economic impact on media must be transparent”. Consequently, Resolution 1920 (2013) covering the situation on media freedoms in Europe indicated that, above other things, “Assembly regretted the fact that ownership over media was not transparent enough in every member state and requested them to pass sufficient legal provisions in this field”. Report on Study on ownership transparency over media houses in Europe prepared by Access Info Europe and Open Community – program for independent journalism from October 2012, was also supported as part of the above mentioned Resolution. This Study examined and analyzed media law provisions in 19 member state countries of the Council of Europe and Morocco, estimating to what extent the data (information) on ownership over media houses have been available to public (directly or via regulators).

The conclusion of the above mentioned only proved that in more than half examined countries / states, the existing rules on companies and ownership over media houses would not allow public to know who the real or hidden media house owners are. The Study resulted with over 10 recommendations related to demands for establishing of obligatory reporting in all member state countries regarding the ownership transparency over electronics, printed and online media houses. These media houses should be, on regular basis, legally requested to provide their national regulators with information on regular basis, including information that would enable the public to identify real and hidden owners (companies and/or persons).

This information should be available to public in accessible and simple format and completely free of charge and should also be updated and posted from central data base.

Besides, recommendations related to the demand for the implementation of European standards regarding

Press Releases

15 May 2016

Condemnation of attacks on journalists during protests in Banja Luka

Banja Luka Journalists Club condemned attacks on three journalist crews that occurred during the protests in Banjaluka.

[Details](#)

27 Apr 2016

EFJ Assembly supports BiH Journalists in their fight for journalists' professional rights

It is intolerable, worrying and very concerning that assaults and attacks on journalists in BiH remained completely intact and unsanctioned. European Federation of Journalists (EFJ) demanded from all official authorities in BiH to launch immediate investigations and process all assaults and attacks against journalists, supporting thus their colleagues from the Association of BiH Journalists in their fight for the protection of fundamental journalists' rights for free and dignity – based reporting in safe and secure environments. EFJ supported efforts regarding the strengthening of Union organization of journalists in BiH aimed to protect BiH journalists' social and labor status. Journalists in BiH are part of European journalists' family and are entitled to work under the European standard conditions, including union joining and instigating the developing of social dialogues.

[Details](#)

24 Apr 2016

Palestinian journalist Omar Nazzal arrested on his way to EFJ annual meeting

Association of BiH Journalists' Board of Directors and Free Media Help Line condemned the arresting of Omar Nazzal, a Palestinian journalist who was a member of General Secretariat of the Palestinian Journalists Syndicate (PJS) seated on the West Bank. He was arrested by the Israeli forces at the border crossing between Palestine and Jordan on Saturday 23, while he was going with his colleagues to a European Federation of Journalists (EFJ) annual meeting held in Sarajevo on 25 and 26 April 2016.

[Details](#)

the ownership transparency over media houses on national level (mainly through quality and legal solutions), better coordination and cooperation between European institutions including Council of Europe, European Union and OSCE; coordination of regulatory agencies through either European platform of regulatory agencies (EPRA) or European group of regulators for audio – visual media services, altogether aimed to create common and joint format for systematic collection of information and registration of media houses. The importance of work activity by European audio visual observation center as the organization disposing of great number and significant data bases of AVM services, was also emphasized and additional possibility of expanding the data collection and gathering of printed and online media was considered as well.

These recommendations were presented before the Council of Europe during the Conference of Ministers in charge with media and information society in Belgrade (Serbia) in November 2016 and resulted in, along with other things, the Resolution No. 2 – “Sustaining media role in digital era”. This resolution required Council of Europe to make thorough examination of media concentration, ownership transparency over media houses and regulation, as well as their impact on media pluralism and diversities, and also required CoE to consider demands for updating European standards in this context.

Implementation of the Resolution should produce “Recommendation on media pluralism and ownership transparency over media houses”, which should be prepared by the sub – group of experts on media pluralism and ownership transparency over media houses (MSI – MED) as part of the Steering Committee on Media and Information Society with the Council of Europe (CDMSI).

All of the above mentioned supported the thesis that, from the very beginning, this had been of the most crucial questions in present day Europe and this issue shall be subject to many talks and discussions in future.

Transparency of Media Ownership

Transparency of Media Ownership Represents Minimising Political Clientelism

By: *Lejla Turčilo*

Transparency of ownership is one of the key tasks that any serious and social community must accomplish. This means that the public must, at any time, be provided with the information regarding all the details about the owners / entrepreneurs of any media house, so they may take these facts into consideration while making evaluation of media contents. We could therefore say that transparency of ownership is a pre-condition of competent interaction between the public and media houses. Still, transparency is much more than this. If we were to seek crucial reason important for the existence of transparency ownership in democratic society, this reason would accordingly confirm that the transparency decreases the possibility for the rise of political clientelism.

Political clientelism actually means that the access to social resources is conditioned by the certain positions and is then forwarded to different clients, demanding in return different kinds of support. In other words, the access to these positions, businesses or information that should be at the disposal under equal conditions, to the public or organizations, would become available only to those belonging to particular political parties or connections with politically powerful figures, but they, on the other hand would be expected to provide full political support and protection of interests for those that had made access to the above mentioned business and positions available. In terms of media, this basically means that certain media houses are privileged in the sense of support from the public budget means / funds or privileged in terms of having access to certain information, but under the condition that they must remain loyal to those that had made those privileges



Media on Media

11 May 2016

House of Representatives of Parliamentary Assembly of Bosnia and Herzegovina discusses the financing problems of BHRT

House of Representatives of Parliamentary Assembly of Bosnia and Herzegovina discussed about the implementation of planned documents for 2015, including the financial plan and Report of revision of financial business activities of BHRT for 2015.

Transport and Communication Commission with the House of Representatives of Parliamentary Assembly of Bosnia and Herzegovina urged the Council of Ministers and based on the proposition imposed by the Board of Directors of Public RTV System, to hasten the recommendation draft regarding the amendments of the law on RTV system covering the part of RTV tax fees.

During the discussion about the documents proposed by the Board of Directors of BHRT, participants once again outlined the difficult situation of the entire RTV system, for which, they claimed, the only solution would be stable and sustainable financing.

[Details](#)

11 May 2016

Parliamentary Commission "approves" the appointing of Jusko

Parliamentary Commission, in charge with the preparation of selecting the Council of Ministers, recommended the confirmation for appointing Ismir Jusko, for the position of Minister of Communication and Transport of BiH, to the House of Representatives of Parliamentary Assembly of Bosnia and Herzegovina.

[Details](#)

29 Apr 2016

President of the EFJ exclusive for Fairpress web site: „It is crucial to have free and independent media.“

[Details](#)

Series of texts by Media Center on relationship between civil society organizations and media houses

The relationship between civil society organizations and media houses, communications between media houses and non – governmental organizations, mutual lack of interest, financing and impacts, were just some of many subjects and topics examined and viewed through the series of texts available at www.media.ba, Sarajevo Media Center online magazine.

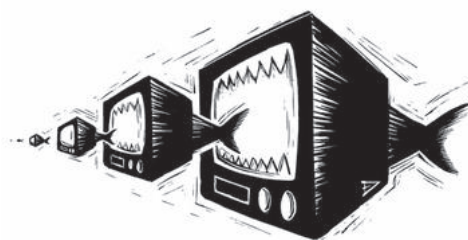
[Details](#)

available. Therefore, media houses serve as extended arm of governing politics, rather than serving the public. Hence, in clientelism – based communities there is a strong bound / connection between media owners / entrepreneurs, political elites and economy / business powerful figures, which may directly endanger the quantity and quality of available information to the public. Public are deprived of quality – based information, including the opportunity to take part in public field that may eventually become available for elite figures only. Media thus become dependable, the community becomes clientelism – based, and non – transparency makes all of these unnoticed in public so the public (citizens) cannot understand this whole issue.

All analysis conducted till now confirmed that the Bosnian society is in fact clientelism – based society, according to common and general parameters used to measure the presence of clientelism. Non – transparency of ownership makes significant contribution to this fact. There are media houses in Bosnia and Herzegovina whose owners / entrepreneurs are at the same time owners / entrepreneurs of other profitable businesses, companies and activities and they use media houses just to support these businesses. There are also media houses that completely ignore and neglect their social role in order to acquire either economic or political profit. Also there are media houses whose published editions are insignificant (in terms of figures), including some media houses whose viewership (TV audience) is also insignificant, but media owners / entrepreneurs “keep them alive” by using them mainly as their political tools which confirms that these owners sometimes find profitable to invest in financially unsustainable media hoses, just to have them used as political tools. All of this actually proves that such media environment cannot provide the public with sufficient number and quantity of objective, fair and balanced information, upon which the public would be able to make evaluations regarding the society and community they live and work in and that would eventually be used as the foundation for their participation in their community in most appropriate way.

How can we then make essential changes in the first place? In order to establish the control of media concentration, including the prevention of monopoly over media houses and their (mis)uses by the political and business powerful figures and groups, the initial precondition should include the forming of unique and universal register of media houses, aimed to confirm who the real owners / entrepreneurs' of media houses are. Press, electronic and online media houses must be obliged to provide regulators and self-regulators with adequate information that would enable the identification of end media owners / entrepreneurs. Furthermore, regulators should collect the above mentioned information and provide the public with them, in terms of making the above mentioned register available to all citizens in an open electronic format which again should completely be free of charge. The register should contain information about the media houses including the following: full name, address, contact details including full name and contact details of their owners / entrepreneurs, information on the person/s having a “beneficiary status” (a person or a group having direct income deriving from the ownership of this media house; although formally, the media owner / entrepreneur may be another organization or an institution); shareholding data about any person with over 5% of total shares, the owner's shares in another media organizations, owner's shares in other non – media companies, also including main source of media incomes.

Beside this media register, mechanism of control of transparency of ownership could also be used through stronger support for regulators and self-regulators so they may, in a most appropriate way, conduct their work, but should also include a greater degree of public interest for the following question: Who stands behind certain information, that is, who is backing up media houses that actually issue the information provided? Does this information represent the public interest or does it represent the interest of elite? In other words, stronger cooperation between media houses with regula-



tors and self-regulators, as well as greater public literacy rate and stronger engagement of civil society figures, altogether display the tool of preventing political clientelism and the increase of transparency of ownership would be one of many methods in creating democratic media houses and social community.

It's important to know media owners or "Who's backing you up so I may know who you really are"

By: Rubina Čengić

Two very important things for clear relations in media community and greater trust and confidence in media in BiH, include accurate and precise information regarding the ownership over media houses and financing source incomes and their tools. This information should be made public and available to any media consumer and should be considered important for any media house, just as the information about full name of editor-in-chief, director, general manager or name of any other employer in media house, is also considered important. After all, is there any adult person that has never asked his/her child about their friends or a younger person that has never been asked by their parents with whom they have been socializing; who their friends were and who their parents were?



The owner usually sets the philosophy and mission of his/her media house, including the approach to specific questions and issues. If media owners have a meat factory, it is possible that he / she would, sooner or later, use their media house to weaken their competition or impose a pressure upon certain regulatory body within the sector they have been operating within. In such situation, the rest of the content in this media house may be utterly professionally conducted and implemented, however, a single content, on the other hand, may confuse the consumer of this media and create a wrong image on certain events or processes. Anyone being able to read between the lines and anyone being aware about whom the media owners may be or anyone having access to a larger number of media houses perhaps may be able to identify that there is problem, but the question is: What about the others?

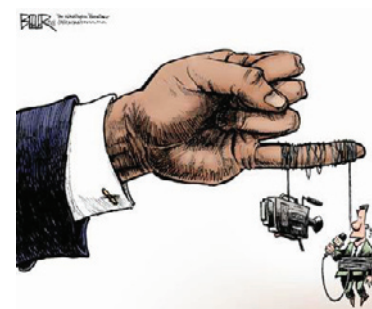
Another example (no offence taken) is TV1 with marvelous info / news program broadcasted. When this TV house was established, the word was that the capital invested in this TV house belonged to American humanitarian female celebrity with Bosnian origins, namely Sanela Jenkins, who thus provided great support (during the pre-election campaign period) for Haris Silajdzic, leader of Stranka za BiH. Later on, the rumor had it that this TV house had 16 co-owners, but the serious rumor, even amongst the TV1 staff, was that Safet Orucevic was in fact the only real owner of TV1. He was former city mayor of Mostar City and was also highly positioned political figure within SDA and had apparently been lobbying for Austrian companies to invest in BiH within the energy sector. Those with better memory probably remember Vahid, Heco, Minister of energy with the Government of the Federation of BiH and also highly ranked member of Stranka za BiH and the associated scandal with allocation of energy resources to Austrian company, as the entire campaign was allegedly supported by Safet Orucevic. This allocation was eventually cancelled. Nowadays, there is another company in charge with TV audience viewership and the word is that this company also belongs to Safet Orucevic and that there is serious misuse of viewership measurement results regarding the work conducted by this company's officials ...

These dilemmas would never exist should there have been a transparent register of ownership structure shares over all media houses in BiH. The concentration of ownership would also be disabled, disallowing thus a single person to own more media houses, including TV house, radio station and one or more than one press / printed media house, through which and by the use of incorrect information and making a smoked screen, they may be capable of creating a "cover" for public audience more than any other competition. Just for the record, one great American proverb states that "you read a newspaper in order to get information about the current affairs in the world and this newspaper is big enough only to cover the window with the view to your own front yard!"

Namely, regardless to clear rules of journalism as profession (seeing mutually disconnected sources, experts, etc), any picture becomes possible to imagine, if the author of media content, chooses his guests collocutors carefully, or rather tendentiously. For instance, Dujko Hasic has, until yesterday, been most wanted economy expert, but today he, on behalf of the SBB, takes one of the managing positions at BH Telecom and is thus no longer an independent economy expert. However he could, but is not to be trusted vastly anymore, because from the position and function he performs, he may deliberately or unintentionally speak to the benefit of the political party whose interests may be in contrasts with general public interests. Additionally, the shift of "Dani" weekly and independent magazine, from the hands of Senad Pecanin (former chief-in-editor), into the hands of Selimovic family (they own several food factories), has also been described as "homicide", and "Dani" was described as "Zombie" or a "living media corpse".

There is a popular opinion that non-transparency of ownership in media and non-transparency of financing, in almost the same manner as censorship or auto censorship and tabloids simply disable the system of public informing. Namely, when we don't know who the owners are – we accordingly don't know what's behind this media house, we don't know who they work for and consequently who is funding them and this is why the question of who does he works for and weather he, thorough someone from the governing official, remains open. Consequently, power centers may impact the media contents or editing policies, which is devastating for entire society and democracy in general.

European Union officials believe that all media houses must take the responsibility and provide information on ownership structure shares to national regulatory agencies, because media houses cannot expect to make reports on public interests and, at the same time, keep crucial information regarding the ownership unrevealed and unavailable from the very same public audience. In Serbia for instance, the issues on media ownership are under the control of Anti-Corruption Council at the State level in Serbia and this best outlines how to make bounds and link non-transparency over ownership in media filed in Serbia. Croatia and Montenegro have similar bodies in charge with this issue. Consulting team Access Info Europe has recently confirmed



Vacancies

Post for CEI SEEMO award for excellent results in investigative journalism reporting

The award contest for CEI SEEMO prize for excellent results in investigative reporting is open and deadline for application is **31 May 2016**.

[Details](#)

Howard G. Buffett funds for female journalists

The International Women Media Foundation (IWMF) encourages all female journalists from around the world to apply for Howard G. Buffett funds supporting projects including educational opportunities, investigative journalism and development of media initiatives. Deadline for application is **6 July 2016**.

[Details](#)

that there were no laws that could guarantee the transparency of media ownership in most European countries.

BiH requires the establishing / forming the public registry of ownership in media field and it's the media community that can actually implement this, though the state can also impose this by passing the law on this issue or imposing associated legal provisions. At the moment, international organizations shall provide support to non – governmental organizations in order to conduct and implement all required pre – operations and shall define the pre-draft of necessary legislatives. However, the announced donation by Google for investigative journalism in online media in Europe, should encourage media owners / entrepreneurs to make better presentations about their media houses and display the work they perform, so the fund raisers and donors would be aware where the money they donate would be directed to and with whom they would be dealing and finally, what is it that they could expect out of this donation.

Transparency of Media Ownership: Online Media Houses In BiH

By: *Borislav Vukojević*

The new information technology issue emerged by gradual media deregulation and passing of non-liberal doctrine in global media system. Not to mention the fact that media houses play one of the most crucial roles in democratic and social system, since the public require information, in order to make right decisions in their lives (starting from weather forecast to making right choice during the elections). Deregulation and new media resulted in insisting on making profit being considered as the only measure / parameter for success, ignoring at the same time, their role in terms of social awareness and public responsibility. Naturally, it has become clear the public cannot fight against vast capital means being inserted in this process, including media entrepreneurs (owners) – still, we live in a period where individual freedoms and liberties are considered sacred. The only mean remaining at the disposal here is insisting on requests that all media houses, classic or new ones, should issue and reveal information regarding their ownership structure shares, so the public could at least be aware about the exposed or hidden and non-covert motifs of these media houses.

Taking into consideration the fact that transparency of media ownership structure shares is rather a vast issue, I shall focus on Bosnia and Herzegovina and online media houses here. We don't have to be too skilful in terms of information technology and media affairs, in order to investigate this specific issue: should we, by applying a random method, select twenty web sites having certain impact on BiH public, the probability that more than half of examinees would have no clue about the head office address of this web site, their contact details, including phone numbers or even would have no idea about the identity of owners / entrepreneurs of this influential media web site. It is important to mention here that one should make a clear distinction between online media houses, as the branch of pre-existing media house (TV house or daily newspapers) and online media houses mainly operating in virtual sphere. The prior are easy to identify, because of the legislative strictly defining the registration procedure or acquiring the permissions to work, for operating in this particular media field. Web sites often containing articles with hate speech or representing classical propaganda tool for extreme ideologies, display rather greater problem than media houses described above. Also, view on ownership share structure fulfilling the control function as such; the public or any citizen cannot be aware about the power and influence of the owner / entrepreneur or eventual conflict of interest (for instance, the owner of media house may at the same time be politically involved and active as well).



Upcoming Events

- **Debate** on PBS and problems solving regarding the collection of TV tax fees (Jahorina)
- Association of BiH Journalists **Assembly** (Jahorina)
- **Debate:** Measuring results on Index of clientelism in Media in BiH and the Region – Demand for media strategy (Sarajevo)
- **Workshop:** Cooperation between media and civil society organizations – Advancing the quality of media contents regarding the rights, interests and demands of LGBT community in BiH (Banjaluka)

From legal point of view, the problem emerges during the difficult procedure of revealing responsibility, should someone filed in an official complaint against certain web site media house. If a web site, with no clear information regarding its ownership share structure, violates the law, the official authorities find rather difficult to identify those responsible, since internet providers cannot be held responsible for the contents being posted on that particular web site. This is why special units purposed to fight against cyber criminal are established and formed but again, they do experience additional difficulties during the process of identifying those that may be considered responsible (for example, the server used by the web site may be located abroad or this web site may simply use the so called proxy web addresses that cannot be tracked). Also, the possibility of filing in defamation charges is aggravated, since courts find almost impossible to discover and identify the media owners.

I shall emphasize another fact that should be taken into serious consideration in terms of online media houses: internet is legally treated as free media source which means that any user having access to it may be potential “media owner” (e.g. blogs, web sites and online diaries do not require any legal registration within the official House of Company's (Media Registry). Now, does this mean that we should insist on strict regulations of new media

Free Media Help Line

Current Cases:

Sanja Vlasisavljević - Sarajevo Municipal Court passed the first instance verdict on 29 April 2016 regarding the dispute with Mr. Samir Arnautovic accusing Sanja Vlasisavljevic of defamation. The accusations by this verdict were rejected and the court officials also ordered claimant to reimburse the accused person for all expenses deriving out of the court proceedings.

Almir Sokolović - Almir Sokolovic, our colleague and a journalist, notified Free Media Help Line on 9 May 2016 about the threats directed against him on Horde Zla 1987 - face book profile of the Football Club Sarajevo supporters / fans. On behalf of the Free Media Help Line, this case was forwarded to the police officials demanding thorough investigation.

Mariana Šarčević - She notified Free Media Help Line about the accident which occurred in "Srna" reporting office in Bnjaluka. Free Media Help Line is still in contact with Mariana Saracevic, our colleague.

houses being established? Of course not, because, by doing this, we would violate freedom of speech and opinion principles. What is required on the other hand, is the regulation of online media houses that through its work acquire and demonstrate certain impact and influence in their communities or entire society they operate within (what's being posted on the web site is irrelevant in comparison with how many people have access to contents posted or how many people can make use of posted contents).

Third problem of media ownership transparency in BiH concerns copy rights which is particularly significant for media houses that operate on fair and responsible basis. Photos, graphs, articles, texts, comments, posts and reports altogether belong to someone and any unauthorized copying of the above mentioned items may held someone legally responsible. However, copy rights regulations on the internet are not yet regulated properly, so media houses often take liberties, regarding the issue of copy rights. For example, most online editors and journalists consider taking over and copying articles / texts and photographs from other web address completely acceptable including the sources (genuine authors or media sources) from which they copy the contents. If media houses, with no transparent ownership share structure, copy someone's intellectual property, the author then becomes limited in terms of space and time, regarding the fight for his / her rights.

Additionally, internet web sites established by an unknown individuals or interests-based groups are not requested to pay taxes. In order to have "media", one is required to have PC, internet connection and basic knowledge and skills regarding the design of web page only. The impact of this media shall depend on marketing campaign and financial means invested in the business, including the quantity and quality of contents being posted on this web site. The only possible solution to this problem is instigating an initiative for forming a unique register of online media houses, while registering into this data base should be obligatory in terms of law. Still, having in mind the political system in BiH, as well as current political relations in both Entities, this solution is rather impossible to conduct in terms of defining who shall be responsible and in charge (which legal and official body) for implementing and controlling this entire process.

Finally, the last problem regarding the absence of transparent media ownership share structure in BiH definitely represent the greatest danger to democracy principles. Namely, BiH public is still not literate and skilful enough, in terms of media and information technology issues, so they could individually judge motifs and intentions of certain media houses. Transparent ownership share structure information is minimum they should be provided with.

For instance, some internet web sites often post an article / text (containing unknown sources, presumptions, suggestive and initiating messages, unfamiliar photos) creating thus danger imposed upon any user, including his / her sovereignty as well. Not everyone is capable of making critical analysis of the origin, intention and aim / goal of posted media text / article or post, but most users are capable of identifying the conflict of interest of media entrepreneurs / owners or monopoly intentions displayed by the same entrepreneurs / owners.

Media ownership transparency in BiH is a necessary quest that must be fulfilled from the very beginning till the end. Regarding this issue the public must be aware about the importance and significance of these information, legislators must be precise in passing and implementing efficient legislative, governing authorities must be concrete in their policies regarding the solution to these problems, regulatory bodies must take this issue as their priority, while media themselves must comprehend that sometimes, they also display hierarchy; on one hand they demand others to provide all information available, while on the other hand, they refuse to provide even basic information regarding their owners.

Impressum

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