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Events

28 Sep 2016
Presentation of preliminary report on media monitoring during the pre – election period

Preliminary report on media monitoring during the pre – election period outlined that local elections did not take most of media reporting as more significant importance as far as the local elections were concerned was better displayed on news web sites in relation with other media sources. Lejla Turcilo, a research leader and a full time professor at the faculty of political sciences in Sarajevo stated the following: "Generally speaking we could say that media houses, during the first 15 days of pre – election campaign, did not pay too much attention to issues of public importance and ways in which the political candidates would attempt to strike these issues". She also added that the number female candidates were rather insufficient in regard with male political candidates.

Details

Editorial

As in the previous years, during the pre-election campaign for 2016 local elections, agendas were created by political leaders and "their parties", instead of being created by media. Every move was followed, including words and thoughts delivered by party leaders such as Milorad Dodik, Bakir Izetbegović, Dragan Čović and other "low ranked" political officials. Cross at Trebevic Mountain was the key pseudo event during the 2014 general / parliamentary elections. Almost all media attention was redirected to this event, rather unusual sacral occurrence at Zlatiste made out of the steel reinforcements. Cross had been projected so it could resist all natural disasters for about a month or tow until the election process was completed and until the distribution of budget (public means) was also completed, including the territorial disposition. Those two steel reinforcements made an impact in most appropriate way and also influenced the election turnout, including the decision of illiterate voters which again affected the election results.

*Only this time the cross was replaced by the referendum on the public holiday in Republic of Srpska. The official appeal was originally submitted by Bakir Izetbegovic and the whole story concluded to the benefit of Milorad Dodik. Referendum echoed around most BiH media and accordingly became a key to 2016 local elections success. In critical moment, referendum transformed into a marketing campaign of SNSD and resulted in election victory for this particular political party in RS, that is, victory by Milorad Dodik, its political leader. Once again, great issues and subjects and national tensions prevailed over local issues during the pre-election process and media made a significant contribution to this. Critical approach once again failed and during the pre-election process and responsibilities towards the public that were expected to make decision on these elections. Local issues that were genuinely crucial for these elections were put on the margin and were omitted deliberately. There were very few cases of reporting where local issues and subjects had been presented in front of political candidates, including promises they had been previously making and presentation of the expectations of the vast majority and public opinion in general. Most media houses failed to reply professionally to public needs and the entire situation outlined the political clientelism as well, including strong ties between media entrepreneurs and politicians and pressures that journalists had been imposed with. This E – Bulletin editions shall cover these and similar stories and views presented by **Ilija Šagolj, Bedrana Kaletović and Žarko Marković**. Also preliminary reports of media monitoring and their reports during the pre-election campaign is available at www.bhnovinari.ba. Media monitoring was conducted by BiH Journalists in association with "Pod lupom", a BiH Coalition for the period between 5 Sep and 15 Oct. This preliminary report outlined the view of the situation during the first two weeks of monitoring.*

Adis Šušrijar, BH Journalists Association

Media reporting during the pre – election campaign for local elections

History repeats itself. Unfortunately, in both, previous pre-election activities and during the most recent election activities, certain media houses have not relied on facts that only nonbiased and objective truth; complete and in due time information, may make significant contribution in finding most appropriate solution and determine measures for its implementation.

By: Ilija Šagolj

Dnevni avaz, Vecernji list, Radio and Television of Republic of Srpska and certain web sites particularly confirmed all of the above mentioned. BiH Radio and Television and Federal TV have, in my opinion, been reporting correctly, including BH radio and FTV Radio. They were mostly objective and nonbiased in their pre-election reporting and even managed to make public critics aimed against the ruling governing authorities. Actually, frankly speaking media did not have equal access to political party officials and with those being considered as non – objective the favoring of interest based political parties, including certain candidates, was more evident and obvious.

Therefore, it was all about the truth. Unfortunately, the truth is, although we live in a democratic society, that we all are separated in all community based segments founded on an ethnic background. Sadly, it has been proved that me-

Events

28 Sep 2016

Diploma awards marks the end of training for male and female journalists in Syria

As part of the training for journalists from Syria regarding the contribution to reconciliation and peace development, including the tolerance development in society, the participants were attending the lectures delivered by eminent professors, journalists and activists, including the representatives of Communication Regulatory Agency and Press council of BiH. Apart from this, male and female journalists from Syria visited the editing offices of *Oslobodjenje*, a daily newspaper, *Dani*, a weekly political magazine, BH Radio 1 and Mostar Journalists Club.

[Details](#)

dia houses played the biggest role in the above mentioned divisions and separations. Each of the three constituent sides in BiH – Croat's, Serb's and Bosniak side have their own writers, poets, writers, journalists etc. Despite maximum engagement by the Association of BiH Journalists to step in as an integrating factor in such social segment, unfortunately, their efforts have mainly been obstructed by journalists themselves and this only confirmed that that many of these journalists have been influenced directly by powerful politicians. It also outlined the social awareness level of the development of our communities in general. Journalists have not been persistent in outlining the devastating effects that these divisions and segregations may have on the social development of BiH. Some journalists completely failed to point out this crucial segment. School system, health care system and other social resources have been completely divided and some territorial divisions have also been under way. These divisions, including those present in the Republic of Srpska and Federation of BiH, continue with their progress, so some journalists have consequently been highlighting that the Federation should be divided into two autonomous and administrative territorial units, one

with Bosniak and the other one with Croat majority. Certainly, the ideal political polygon for political and all other associated conspiracies has emerged out of this chaos which is ever present in Bosnia and Herzegovina. This principle was indeed widely used in pre-election activities and in some cases, certain media houses supported these ideas which should have at least not be allowed since they confronted the fundamental principles of professional journalism.

The problem was that journalists in their reporting and during the pre – election activities failed to mark the carriers of segregation and ghetto – based communities; instead this has widely been accepted as common rule.

Additionally, journalists remained silent regarding the appearance of independent candidates as most valuable social segment, limiting the time these candidates would have used to express their opinions. Journalists also failed to recognize their good ideas.

We must emphasize that most independent candidates decided to leave ethnic and national – based political parties after they discovered in which direction would the party leaders would lead their parties to, showing thus high moral responsibility and eventually, avoid historical public judging.

What is most terrifying of all is the fact that we are still hanging on three quasi – truths that represent an insuperable obstacle in social and public rehabilitation.

Despite the fact that media principle business is to seek the truth and to eliminate social deviations, during the pre-election activities, some considered that genuine truth could have only been announced and issued by certain political leaders to whom they (particular journalists) had trusted. Unfortunately, instead of acting as cleaners of social space, many media houses have both continuously and particularly (during the most recent election period activities) decided to act on behalf of their political parties and as oppose to the former, began to function as social polluters instead.

Pre - election activities for recent elections followed the parliamentary elections held in Croatia as far as the ethnic Croats in Bosnia and Herzegovina are concerned. As for the ethnic Serbs in Republic of Srpska, they were, on the other hand, focused on illegal referendum regarding the decision on the official day of Republic of Srpska. All of this had to some extent, dragged the attention away from pre – election activities for local elections and also diminished the significant of local elections. Although the media have, to a certain point, broadcasted the messages delivered by the candidates form the election candidates' lists, I was under no impression that they made an effort in order to increase the election turnout, while others discretely favored political parties they had always been supporting. Through the pre – election period activities, one could have concluded that journalists (and even voters) became tired of having too many elections and moreover, they would consider them pointless and worthless. Regardless to the fact that journalists in their reporting emphasized the significance of every single vote, the voters themselves lost the hope in their own votes, in terms of political strength, because many of them doubted the regularity of election results. They particularly lost the faith in messages delivered by candidates, since these messages, delivered on a copy-paste basis became somehow sterile and boring. Additionally, voters recognized the media that have been biased towards certain political options, which also made an impact on them as far as their preferential choice was concerned while selecting certain candidates. Many voters were actually guided by this particular fact thinking that “if journalists trust them, why shouldn't we trust them either”?

With the help of media, HDZ BiH, SDA and SBB have, in the Federation BiH, strengthen their political monopoly-based positions, while on the other hand, the SNSD have, in the Republic of Srpska, and through the RTRS disposed of an unlimited media space for the promotion of their own candidates. This broadcaster, at the same time, represented an outstanding example of biased media house towards the political party which exceeded any reasonable principles and at the same time was in contrast with professional journalism by all means. Unlike SNSD and their official spokesperson, that is, Republic of Srpska Radio and TV, Alliance for Changes lost their trust in this particular information institution (RTRS) and turned their business to BN Television which could



Press releases

14 Oct 2016

Protest against Tuzla Government as a result to media discriminatory policy

Members of the Board of Directors of the Association of BiH Journalists sent a public protest letter to the Government of Tuzla Canton because the governing official authorities in Tuzla denied media representatives and journalists of participating at the public venue which included the contract signing between Elektroprivreda BiH (Public Utility Company) and Banovici Mines Company, regarding the establishment of new company called TTU Energetic.

[Details](#)

24 Sep 2016

Encouraging media representatives to respect professional standards

Regional journalists' associations as members of the Regional Platform of the West Balkan for media pluralism, freedom, liberties and journalists' safety, encouraged media representatives to respect and abide professional standards and journalists' ethics while making reports on issues regarding the referendum in the Republic of Srpska, one of the two autonomous administrative units in Bosnia and Herzegovina and also outlined possible implications of this particular event to entire region.

[Details](#)

18 Sep 2016

Regional journalist agencies condemn brutal threats against Nedim Sejdinovic and Dinko Gurhonjic

West Balkan journalist associations, including Association of Macedonian Journalists, Association of BiH Journalists, Croatian Journalist Association, Association of Kosovo Journalists, Media Syndicate of Montenegro and Independent Association of Serbia Journalists, strongly condemned brutal death threats aimed against Nedim Sejdinovic, president of Vojvodina Independent Association of Journalists (origin. NDNV), Dinko Gruhonjic, program director of NDNV and their family members. Threats were directed through an anonymous letter, received at the Head Office of NDNV in Novi Sad, urging president Sejdinovic to resign, otherwise, "his and body of Gruhonjic shall float on Danube River".

[Details](#)

16 Sep 2016

Condemning physical assault against Ismar Imamovic, RTV Visoko journalist

Board of Directors of BH Journalists Association and Free Media Help Line strongly condemn physical assault against Ismar Imamovic, Visoko Radio and Television journalist who was beaten on Tuesday evening, soon after the broadcasting of pre-election debate TV show on this TV house organized as part of the campaign for 2016 Local Elections in BiH. According to information available to Free Media Help Line, Imamovic was attacked by a masked male person on the street, pushed him on the ground and started hitting him causing thus head, neck and back injuries. The case was reported to Visoko police authorities, including the Ministry of Internal Affairs official authorities of Zenica – Dobojski Canton.

[Details](#)

be considered as reasonably objective and fair TV station. Apart from this, Dnevni avaz was also considered as brilliant political party organ. Actually, Dnevni avaz news information journalists served directly the interests of SBB and SDA and operated as their information service department, instead of being objective and non-biased newspaper. Also, HDZ BiH possessed Vecernji list as their political organ which, unlike Dnevni avaz, used more subtle and sophisticated way to propagate their political party candidates. If we add the fact that some (Herzegovina based) web sites followed every single step made by HDZ BiH officials during their pre-election activities, glorifying at the same time their activities and results they had accomplished, the web site administrators thus managed to post and broadcast information about the sacrificing of HDZ BiH officials for the sake of their own people, one could conclude that these facts did make significant impact on the voters choice of selection on the election day and consequently conducted the election results.

Also, the local radio stations made significant role during the pre – election activities. Namely, it is known that most of these radio stations were funded throughout the municipal budget money and their present and future existence, including their sustainability, would thus directly depend on the local official authorities. Common sense only proved that these radio stations were in most cases biased and consequently supported the above mentioned ruling official authorities.

Voters recognized the media that have been biased towards certain political options, which also made an impact on them as far as their preferential choice was concerned while selecting certain candidates.

Many voters were actually guided by this particular fact thinking that "if journalists trust them, why shouldn't we trust them either"

Media reporting during the election campaign

To what extent does media contribute in citizens' decision to make the information – based selection?

By: *Bedrana Kaletović*

After the legendary 2 October, I often find myself wandering about whether we should have enquired more; have we all considered ourselves heroes after the battle had already finished or are we (still) selling "a bill of goods". When I say we, I refer to all journalists in general, my colleagues and all the people that should have provided us with more information, apart from mere votes counting, "analysis of blood cells" of counter-candidates, political party platforms memorized by heart and waving with "our" and "their" flags around. I doubt myself as a journalist, who is also an ordinary citizen and a voter who wants to know more and expand his knowledge, but also as man who doesn't like to be deceived and upon the completion of vote counting, to be referred to as a sheep.

Political party programs, their contents compared with similar programs provided by other political parties, including programs presented by independent candidates and their planned agendas, were altogether something we had already heard from local politicians during the pre-election period. However, we were not provided with more crucial information, including analytical texts and problem approaches written and posted professionally in journalistic manner. Questions considered as important to all citizens or at least questions for citizens being considered serious in their decision to vote, occupied very limited space in public media and press space. Why did this happen? The answer to this question is mostly seen through devotion to a particular political party, rather than devotion to public interest, including self-censorship. This is also part of particular responsibility and does not fulfill forms during the creation of elections content, but also relates to a lack of political

Media on media

14 Oct 2016

Digitalization: Test signal on in digital areas such as Sarajevo, Banjaluka and Mostar

After solemn turning on of the “digital system”, minister Jusko said during the press conference also held at the BHRT premises that the Ministry had already been working intensively on this system. He claimed that 90 days after the testing stage, the second stage shall be launched. Minister stated that the ministry, he was in charge with, would recommend to the Council of Ministers that the required households’ receivers necessary for receiving the above mentioned digital signal, must be subject to subsidizing as it has been the case in our neighboring countries.

[Details](#)

10 Oct 2016

Assaults and attacks on journalists display dangerous signs of the situation in our society

Assaults and attacks on both, male and female journalists in BiH continued throughout this year with the same intensity as in previous year. Assaults and attacks during the pre – election campaign have been particularly worrying as this clearly indicated the complete absence of democratic society consciousness, including freedom of speech in BiH. Assaults have become more direct orientated and hate speech, agitation, threats, insults and offences, including brutal attacks, have altogether become more evident.

[Details](#)

3 Oct 2016

Dickson: Voting passed quietly in accordance with international standards

Stewart Dickson, Head of the Congress Election Observation Mission and Regional authorities of the Council of Europe from the United Kingdom, presented preliminary results of the monitoring of local elections held in Bosnia and Herzegovina. With an exception of several cases of violent incidents and irregularities detected, the voting in general passed quietly and appropriately in accordance with international standards.

[Details](#)

Incoming events

- **Training on hate crime and hate speech issues:** what is or is not considered a hate crime; how to make correct and appropriate reports on these crimes and what is the importance of the protection of witnesses victims; Grand Hotel Sarajevo, 28 Oct 2016

- Presentation of **media monitoring results during the pre-election campaign covering the 2016 Local Elections**

analysts that would be able to present facts and evidence in most objective manner. During the period when most refer to themselves as analysts, referring to sources that make (un) biased analysis of political streams, can best be compared with agencies that evaluate and estimate the viewership of certain TV programs; in quite words of Virgin Mary - one hand washes the other. In all of this, media seem to neglect the public need and eagerness to be provided with the right information, including the need of all citizens and voters, which should not be neglected in the first place.

Citizens are entitle to know how their community might function during the forthcoming four years, during the political and governing mandate of those responsible, that is those that had been officially elected. In wide specter of political options, citizens should base their selection on ways of activities conducted and implemented by officially elected candidates in certain situations, including candidates’ visions of community future and future projecting of environments for the forthcoming generations. Media must be more engaged in providing answers to these questions. My dear colleagues, I am afraid that we have this year, once again, become subjects to political means, instead of being public servants.

While we attempted to appear significant in politicians’ eyes, we seem to have make critical review of ourselves thus ignoring all the promises that had been made by former political candidates during the previous election campaigns, including municipal and city councils, and also to outline life – based issues and problems being under the direct local authority official competences and where much could and should have been done in order to create communities developed and tailored in accordance with public needs.

It seems as though we have been competing in who would agitate war conflict rhetoric, instigate the eventual war conflict, based on the recent referendum issue on still blood – spilled ground, instead of asking ourselves why we feel smell of an asphalt in our neighborhoods only during the pre – election period.

Is it really possible that we showed no interest in community infrastructure at all, including set of traffic lights and their efficiency, reduction of air – pollution, the fact that our community hall roof was leaking and that pregnant women have been pushing their baby trolleys while parked cars were resting on pavements?!

This election year, as never before, made me feel betrayed by my colleagues that managed to remain passive, somehow silent with their heads being bowed down and nodding down with their heads whilst listening to rhetoric which, most of the time, resembled the Marie Antoinette cake, while the people in our country were, at the same, struggling on streets and seeking information on how to get some bread free of charge. What can a politician on a local level do in order to redirect the means collected from tobacco and alcohol taxes into health funds; to reduce the VAT rate and solve vast number of problems of war veterans? Why would anyone let him get away with his imagination demonstrated above? How come no one pointed out that he was indeed overreacting and exaggerating in his political ambitions and possibilities, since he above anything else, would have no competencies in striking any of the above mentioned issues? Why would you not react and respond to this, my dearest colleagues, why?

Political and (non) biased media houses, mostly relying on local budget means they receive, have been congruous in non-disturbing the candidates in their speeches that often resembled monologues, particularly when the candidates were the “financiers” at the same time, but also when they hosted “those from the other side”. Former would have been allowed to present their ideas, while the latter were slightly allowed to present their ideas, while the hosts were making comprehensive reports. All in all, citizens paid the biggest price and they should have made their decisions based upon the information provided throughout the media sources, while these media houses provided them with rough and approximate information and also provided them with no thorough analysis either.

In Croatia for instance, which is not far away from us, there is almost no serious

Vacancies

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](#)

ECMPF's Journalists-in-Residence programme for threatened media workers calls for applications

In many European countries, journalists are persecuted, targeted with death threats or imprisoned. #ECMPF takes direct action and helps endangered media workers to take a time-out. For up to 12 months, participants can live in a safe house in Leipzig, Germany, work and publish at the ECMPF and receive a monthly allowance of 1.000 euros. Apply until **8 November 2016**.

[Details](#)

political analysis without the use of graphs/charts, statistics and generally, without visual elements that provide the public with more than just standard information. Our message to the public appeared somehow degrading, as though they should be satisfied if the TV program hosted certain politician, where the host would provide them with a glass of water and TV program with little clock on the bottom of screen measuring estimated speech time for every single candidate participating in this TV debate show program.

It would be raw to even consider that the duration of pre-election campaign lasted exactly 30 days, terminating just prior to the moment of election silence and public turnout for the elections. Public usually manage to follow everything there is about the elections every single day, not just during the election period, however an amnesia pill is provided to them by BiH media houses creating war conflict time, increasing public fear and with this feeling the public is given an opportunity to choose less harmful evil side out of the two (more harmful evil sides or simply to choose more than one less harmful evil side). “Ours” and “theirs” are simply more superior in comparison with concrete action plans of the forthcoming city or municipal mayor or even a city council member. The question whether there is any hope for local journalism during the first future election days is usually hidden amongst the most used comment outlining that “we shall see”.

Election campaigns - media survival or complete decline

By: *Žarko Marković*

Before we take a review on media reporting during the election campaign, I must refer to a specific situation, which occurred two years ago, also as part of the campaign and just before the parliamentary/general elections. This particular event took place in Republic of Srpska.

“Don't let him, he didn't pay; he never gave us any money”, shouted certain media manager when he was asked by his editor demanding to post/publish the interview in their newspapers; an interview with a candidate who was, at that time, running for the president of Republic of Srpska. This candidate indeed had firm chances to become a president, until he decided to confront a counter - candidate on a TV debate.

“So what if he never paid, shouldn't public interest be our motif to publish interviews with all candidates running for presidency, regardless to whether they had paid for it or not?”, editor replied trying to act professionally and respecting professional journalists standards and their readers.

“Just forget about this, they gave us BAM 0, 00 and we did send them our offer, didn't we”, replied the manager drawing 0 on a piece of paper in front of him.

Editor then concluded that his manager, who at the time being was considered as very bad journalist, now made himself a complete fool.

I shall say that media houses in BiH are in rather difficult situation and it doesn't take a lot to conclude that, especially in private newspapers, that there are often open confrontations between media house managers on one hand (because they mostly care about profit making only) and journalists and editors that still try to be tied with journalism in most appropriate and professional manner, on the other hand.

The strength of election campaign in media, during the above mentioned conflict, can be seen as a source of making additional profit and this amount is often considered as crucial for the survival of a particular media house in that particular year on one hand, and on the other hand, this amount could also determine whether this media house can sustain and terminate with its business operations. However, regardless to the profit they may make, the counter effect usually emerges, so the foundations in these media houses may also collapse and these foundations should, at least in theory, subsist. Naturally I refer to three key media tasks; to provide public with information, to educate public and to entertain the public.

Luckily or not and depending which side of the coin you are looking at, election campaigns in BiH occur every two or four years, and the situation in media, especially printed media is getting worse from year to year which is exactly why some managers become eager to make additional profit creating thus rotten compromises where some indeed good stories are left aside as a result. Additionally, some rather unusual and strange people who, should they fail to pay, would surely never have a chance to even appear in newspapers. The core is briefly summarized and public interest is being pushed into a second or third plan and this altogether sends a completely incorrect picture, message and view

Luckily or not and depending which side of the coin you are looking at, election campaigns in BiH occur every two or four years, and the situation in media, especially printed media is getting worse from year to year which is exactly why some managers become eager to make additional profit creating thus rotten compromises where some indeed good stories are left aside as a result.

Free Media Help Line

Actual cases:

1. Selma Učanbarlić - Dr Emir Talirević was posting several comments, insulting and offending Selma Ucanbarlic, CIN female journalist, on his face book profile, His posts also included very discriminatory statements based on agitating rhetoric. Free Media Help Line issued a press release and sent a notice letter to the Sarajevo Ministry of Internal Affairs official authorities urging them to solve this case.

2. Radoslav Ivanković - Mr. Ivankovic was physically assaulted by Predrag Runjevac in front of the building while he was standing there alongside his pregnant wife, underage son and wedding god mother. After we had sent a notice letter to the Trebinje Police authorities, both persons received misdemeanor warrant for breaking public law and order.

3. Lejla Čolak - Lejla Colak posted comments on her face book profile criticizing wearing of burka / hijab and religious items. As a consequence she received several insulting replies and responses including even death threats and rape threats. Free Media Help Line issue a press release and sent a notice letter to official police authorities.

4. Valerija Čorić - Main Hearing based on charges for defamation had been scheduled for 11 Nov 2016 with the Konjic Municipal Court.

on political offers during every single correction. Let me make myself clear about this; not even public broadcasters are immune to this occurrence, bearing in mind that their legal duty does include providing of information to public in relation with every single candidate, regardless to whether they had paid for their appearance on national channel or not.

Public service however failed to fulfill this particular duty and responsibility after the campaign for local elections had been completed in BiH. On the contrary, they seem to have completed the campaign process simple because they had to and political parties directed their money to private media houses that welcomed their actions openly. Therefore, the viewers could have watched the debate of candidates running for both municipalities and city hall on private TV stations. Despite the fact that these debates occasionally appeared as quality - tailored programs, media field and part of the public still paid more attention to information revealing the amount of money the candidates had to pay in order to appear on these TV stations. One example supporting the above mentioned occurrence was the case of one of the candidates running for the position of Banjaluka City Mayor. On his face book status, he stated that he had not participated in the TV debate not because he would have to confront the other three candidates, instead he could not have made it to this TV debate program simply because he had not enough money at the time to pay to that TV hose in the first place so he could have not participated.

Some would call this a tough market game and I have no reason to disagree with this theory, but I once again recall the initial story about public interests. How come biggest media houses do not take care about this issue? How come public interest is covered by smaller, almost locally – based TV houses that hosted many candidates free of charge during this campaign?

When it comes to details, media have been to some extent, during this campaign, making identical mistakes as in the past campaigns, only because we had local elections with wide selection of candidates and with more media houses having an opportunity to compete for their share in the market. This year media houses misused children as part of the pre-election campaign. Certain researches and investigations have been conducted with no scientific foundations and these investigation mainly used for spinning in the campaign process itself. Seeking to increase viewership and reading ration, media houses never hesitated to use sensationalism, posting and publishing unchecked and unconfirmed information that were often incorrect which can best be seen through the case of famous football fan supporters from Belgrade and their appearing in Prnjavor, a day before the election day. All media houses reported about this event and none of them provided the public with a complete picture of real and actual situation. Taking into consideration that the election occurred a day after this, no media house wrote, posted or published a single word about this event on Monday, a day after the Election Day.

Finally, I don't want to seem romantically optimistic and claim that things may change in the near future. Media scene shall at least for another decade be managed by directors and entrepreneurs similar to those from the beginning of this text/article; media house shall face even worse financial situation that they experience at present. Political parties shall also be aware of this fact so they may tend to reduce the money rates. Neither side shall take care of public interest either.

Impressum

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