Media Landscape
Greek Experience

Letter from the Editor-in-Chief

Dear Readers!

This issue of deScripto titled "Media in Greece" is the third of a series. The first part concentrated on media in Turkey, the second examined the media landscape in Serbia. We apologise for the lateness of this issue, which was due to political circumstances in Athens this spring: students were striking, professors could not work in their offices and journalists were busy reporting on the changes in the Greek educational system. Under these conditions we had less reporters and writers at our disposal than in previous issues. Nevertheless, we have tried to compensate for this lack in quantity with a fresh array of interesting topics and articles.

Living within a national media society means being confronted with a communicational and mediatised construction of nationality, identity, history, heroes and - of course - of present reality, but also with habits, mentality and myths. Greece is, in this sense, a country with a huge and strong tradition, with relatively assertive public discussion on any controversial issue or subject of interest to the community. The conversational character of media communication in Greece is especially demonstrated in television or radio programmes, but is also a characteristic of print media. These cultural characteristics of the media environment in Greece could be the topic of a book, and we have only mentioned and interpreted some of them in this issue. We have concentrated on scientific analysis of media ethics, media credibility, and media development.

There is an overall topic that influences all media landscapes structurally and culturally: globalisation as an economical environment for media change. The transformation of media is a process that can be observed in the development of structures (technology, organisation), but also in culture. Media change is somehow the mirror of social change and is above all culturally relevant. That is why we focused on diversity as a central theme in the concept of globalisation. What we know we know from media. What we think we infer from media. What we plan we plan in synch with media programmes, media schedules and media agendas in building public opinion. There is no media-free existence, not for individuals, not for organisations. Life has become intertwined with public opinion, in an active and a passive sense. To survive as a political, economical or as any other social body means maintaining public attention; which also means respecting public opinion or public interest. Never before was the situation like this: Individual life and social life depend on public feedback. This challenges societies to reflect on their ideas of identity and singularity in a concept of variety and diversity.

In relation to that overall concept of social change the following articles try to analyse the present situation and to determine the triumphs and deficiencies. I hope you will gain a realistic image of media in Greece and also encounter critical and comparative arguments which can also apply to the media landscape you are living in.

Thomas A. Bauer
Editor-in-Chief

Letter from the Publisher

Dear Readers!

SEEMO is actively fighting for press freedom and better communication between media representatives in South East and Central Europe.

Political leaders must understand that the degree of freedom the media has - directly affects the democratic development of a country. Ensuring that journalists in the region are able to work in a safe environment, without constant threats and restrictions, is crucial. Police and judges in South East Europe are still very slow in helping journalists who are being intimidated or coerced. Most of the culprits responsible for the murders or physical attacks of journalists in the region, in past years, have still not been found.

Public broadcasting and the fact that this is not always professional, and in most countries under constant pressure of political leaders, is also a problem.

SEEMO deals with this dilemma not only through press releases and protest letters but also by engaging in direct talks with political leaders. Part of the battle also takes place on the pages of our magazine deScripto. It also takes the form of different conferences planned in the near future, including our South East Europe Media Forum in Tirana in November, and several conferences that SEEMO will organise in cooperation with Austrian Development Agency by the year 2012.

Oliver Vujovic
Publisher

This issue of deScripto is a joint project of

University of Vienna

S·E·E·M·O
SOUTH EAST EUROPE MEDIA ORGANISATION

Table of Contents

Diversity - the Challenge of Media Change

In practice, media change is a matter of globalisation. In theory, we gain more by understanding media change as a matter of cultural diversity. Finally, it is a question of observation.

By Thomas A. Bauer

In order to explain what is (or what could be) the cultural assessment of media change, we need to decide on a concept of reference, which has an emancipative significance and a media-political relevance for the phenomenon of globalisation. This concept is diversity. It has always been the phenomenological characteristic of communication: diversity of views, opinions, and realities. A very logical requirement for an international society facing so many different cultures, religions, languages, and systems with a significant narrative tied to them. If we see this not just as a problem of difference but as an opportunity and a wealth of variety, then diversity is a concept of solution. Hence, the necessity arises to honestly answer the question, why do we need to cultivate diversity?

Culture - A matter of diversity, Diversity - A matter of culture

Obviously the term "diversity" becomes a paradigmatic position in understanding and explaining the problem of social togetherness; it takes on the meaning of a cultural and political term and is used in contexts of conceptualising new horizons of societies. There is no other more enlightening concept of reference than the one of communication. Because communication unifies differences and makes diversity understood as a challenge of culture. The implication of making a meaningful statement about the culture of diversity can be inferred as soon as we also accept the obligation to make a meaningful statement on the diversity of culture. If we decide on a theory of culture we agree on a culture of theory. If we accede to an open and learning model of theory we go so far as to conceptualise an open learning model of culture. In this sense culture is open software, which is learning itself (reflexive) by using itself. Culture needs to be confronted with reflexive interruptions (Schmidt 2004, 59), which become a part of itself, because culture is a circular communicative process, communication on communication.

The observation of culture is possible within a cultural framework of observation. As observation is a way of forming a communication (understanding) platform, the key of observation is communication. The more complex the experiences of social connectivity (society) become - and they do so by increasing organisation of the communication interests of society - the more important it is to compensate moments and factors of uncertainty. This only can be managed by instances of self-observation with increasing degrees of complexity. Thus society attempts to hold a certainty of control. Simultaneously, the world of societal reality is becoming more open and more casual. Beyond all processes of systematisation (e.g. by media) society is trying to get away from all strong protocols of tradition and to discover the horizons of orientation more and more in itself and within the execution of itself. Which means: society, in search of understanding itself, increasingly gets involved in paradigms, which mirror less the conditions of continuing formations but more the challenges of alteration. "Culture" and "Communication" are such paradigms. As the theorist Anthony Giddens said, they get theoretically and politically more and more interpreted as ground models of an open and self-responsible society. In that (cultural) gesture of self-reflexive attention, society learns, there and then, to resort to its best practice: culture and communication explain themselves mutually within the context of self-reflection. Culture and communication are two sides of the same coin (which is society); one is not negotiable without the other. In spite of the fact, that they are different competences of social practice, the fragility of culture always is the fragility of communication, the vulnerability of culture is communicative, the vulnerability of communication is a cultural fact.

Culture is more than its territorial frame

Generally speaking, culture is a social practice in generating meaning and in referring to generalised meaning. It is the social constructive expression of a socially and collectively developed programme on values and orientation of meaning which fulfils the notion of one's "own territory" of identity and togetherness of all people connected by that programme in significant media: language,

common social institutions, common history - narrations and traditions they share. In this interpretation culture always may be taken as a framework, legitimacy and justification of social control. However, origin is not the only point of reference for a definition of culture (and here already an open-minded theory of culture needs to break the routine of the everyday use of this category) but also includes ideas of never realised notions, horizons and leeway, options of being otherwise, and the future. It is a character of traditional attitude to conceptualise culture in reference to history or what is thought/said to be the history of a social group. Drawing identity concepts from cultural frameworks of the past calls attention to categories of race, ethnicity, religion, language, and common territories. Forming identity concepts from cultural frameworks developed in relation to present challenges or crises (future aspect) focuses on the potentials of room for movement: discourses, creative language, and unaccustomed performances.

However, pursuing this line of reasoning, we must not forget the principle of evolution, which is intelligence. The rationality of (observing) culture is to maintain a state of development by (through) change in a specific ecological balance of appropriation of reality: assimilation and accommodation. According to Jean Piagetžs concept, life's intelligence is the rational balance between assimilation and accommodation. Assimilation concerns the ability and capacity to integrate the challenges of the environment with the responsibility of executing a mindful and meaningful life for individuals, communities and societies. Accommodation relates to the feasibility to change environmental conditions in order to open opportunities of self-actualisation of individuals and of cultural communities.

Difference - A source of culture, Culture - A source of difference

In that sense, diversity is becoming a concept of understanding the differences in (and of) experience. Furthermore, the concept of diversity affects experience as a source of meaning. The power of facts has become the concept behind understanding reality. Diversity is becoming a notion of social calculation. Obviously, the idea of diversity replaces other concepts of social cohesion, which determined society over long periods. Social co-existence (closeness) and social segregation (separation) have, for a long time, been, and still are, two sides of the same concept of understanding the unity of a society. Constructivists, such as Siegfried J. Schmidt, explain that both sides (enclosure and separation) include a decision in reference to a cultural programme, from which humans learned to use models of knowledge and wisdom in order to distinguish between unity and plurality Such a distinction (differentiation) depends on certainty and trust in self-identity and on identification of others. There is a strong anthropological and cultural desire to make identity true and real. The certainty of social and cultural existence has to do with the right of defining reality or even truth and not only with the claim of truth. For that statistics or evidence are required. Plurality (which is, of course, not the same as diversity, but the basic concept of diversity), generality, and unity are such qualities and categories of orientation. But, generality mostly is used in the sense of universality. This leads us to believe that although generality occurs when the same feature is given to different things, it always represents the majority and the majority is supposed to maintain its accuracy.

The concept of majority/minority enables differentiation, but is also a concept of privilege and discrimination. It does not

respect otherness as a contingent reality, it makes other positions (not belonging to the majority) implausible and condemns them as untrustworthy and somehow outside of the unity. Maybe it is this that evolution teaches us: unity is a concept in relation to diversity and plurality. Unity is the cultural conception (perception) of natural plurality and - since it is not a natural must but a cultural possibility - not the opposite of it. Unity indicates, on the one hand, what is unique and in the sense of numeric connection indivisible (individual). On the other hand, the concept of unity suggests the unity of collection (accumulation), of a closed frame of diversity, which is divided and structured in several parts (state, nation, organisation etc.) Plurality, universality and unity are measures of reference to determine what we recognise (realise, notice) between equality and diversity. The crucial problem is notion. What makes us sure in the generalisation of individual subjects? Are we even able to recognise generality? Or is generalisation/universalisation already the application of models of reality by which we ascribe an order to things which they do not have in and of themselves?

Reality - Constructed by communication

Constructing reality is what communication is: always reducing or creating complexity. Complexity of life is not something which exists outside of communication, it is not a characteristic of things or events, it is a quality of processing things, attributing meaning to them, an aspect of the construction of reality and making sense of the world we live in, an effect of communication. But outside of communication there is no (relevant) reality, not an easier one and not a more complicated one. So communication is the (only) resource of creating complexity, because we mix our actual experience

with the perception of what we have experienced by describing our experience, our position, and so on. We create reality by perceiving it in reference to the concepts we already have learned to use. We keep them in mind as a resource (reservoir) to reduce the complexity of perception.

It is obvious that we have the inclination to accommodate new scenes of experience to the capacity of what we are able to work out or are able to withstand. This inclination has a logical correspondence, which is: the unity of truth. We conceptualise the reality of meaning as the representation of truth, as we believe it to be. We think that the subject of perception exists as we see it in the same manner even beyond and outside of any perception. The appearance of reality depends on our view of it. In stories and discourses we stick to those models of reality, we use them in re-constructing reality especially in new and unaccustomed connections and we make sure (justify) things aren't otherwise or can't be otherwise than we see them. And following up on this, we believe we understand each other - but just need a way of sharing this (realised) experience, in order to come to an understanding (by negotiation) to reach the same conclusion and agree (consensus) to see the same thing in the same way. When we have discovered the subject for what it is, we clean it up; make sure it cannot be viewed from a wrong angle. Thus coming to a unity of understanding we are re-affirmed in our view that there is only one way to understand reality and to come so far is a matter of privilege, wisdom, knowledge, or education.

Media - A source of experience

Media provides the opportunity, and also the challenge, to discover that the world can be interpreted in many varied ways. Since in a context of a media-society one

understands the world, if one understands media, the intelligent execution of ones life has become a question of media competence (media literacy) in assimilating and accommodating to the media environment. Competence in that context of course is a normative term, which assumes that there is a status of achievement where (and when) humans have become independent of their destiny, have arrived at the point of extinguishing uncertainty, and have come to an autonomous power of (self-)responsibility and rational(ised) decision-making in using media as an agency of getting connected to the stories and discussion about the society they live in. Recalling the notion of media being a cultural agency of social practice makes it clear that media is also (in a media-society) the place of social change, where all the cultural alterations happen not just by coincidence, but as a reflective image of communicative relations differently delivered and built through symbolic interaction, both by interpersonal and by mediated communication. Social changes happen through social and cultural practice that - as explained in system theory - controls, steers and rebuilds itself through this very same social practice. In that sense, media have a role and responsibility in the process of social change. And social change has to be taken as the frame for development of societal competence in using and understanding media, not only as a means, but also as a content of societal communication.

Challenge and chance: Media literacy

It does make sense to structure the notion of media competence according to a theoretical system, since that opens aspects of what to do, how to do it, and where to place educational instruments in order to establish environmental conditions for competence development.

The concept of media competence (media literacy) focuses on the relationship between individuals and the media. But it means more than just an instrumental capacity in media usage; it refers also to the cognitive, aesthetic, and ethical dimensions of media communication (media use). With the broadening of horizons of awareness, through the rising of potential of processing complexity und due to ever changing relations of values in taking responsibility for one self and for others, the societal culture of communication is changing. The change of communication culture, caused by the severe influence of media on the communication attitudes of people, demands a change in the cultures of learning, from accumulation of information to a critical selection of knowledge.

Media is an important agent in the process of a selective search for knowledge. It is also an agent of social and cultural practice. It is the reference system for anyone who wants to be connected to societal discourses and to what people think or fear they must know. Exactly that makes media an ever-changing environment of organising one's everyday life. Being able to live with this is what the term "media competence" implies. The media environment is a complex environment: technical, cultural, political, social, behavioural and economic structures are mixed and organised into a specific system of its own. Living with, and in, a media environment challenges skills of distinction, differentiation and the decisions of individuals. The media system also represents and mediates other environments: public spheres, politics, education, art, religion and church life, scenes of diverse communities, fiction, faction, entertainment, conversation, discourse and discussion, advertisement, and models of personal life styles.

Media competence is not just a personal or individual benefit but a cultural advantage within the framework of media production and media consumption, instructing an individual in the reasonable use of it. The competence development system in society usually is organised in, and through, a societal institution called education. It itself is an eminent factor in social and cultural change. Education is a corresponding system and also one of the social interactions. It can be considered a strategic discourse system that, when faced with permanent social change, remains as a reference system of quality norms - thus balancing social change between tradition and fantasy. At the same time, education itself is an object of social change, always challenged by change. ■

This text refers to following articles and books:

BAUER, Thomas A. (2006): *Culture of Diversity. A Theoretical Concept towards Transcultural Understanding*. In: Bauer, Thomas A. / Ortner Gerhard E.: *Werte für Europa. Medienkultur und ethische Bildung in und für Europa*. Düsseldorf. B&B
GIDDENS, Anthony (1990): *The Consequence of Modernity*. Stanford (Stanford University Press)
LUHMANN, Niklas: *Systemtheoretische Argumentation. Zur Entgegnung auf Jürgen Habermas*. In: Habermas, Jürgen / Luhmann, Niklas (1974): *Theorie der Gesellschaft oder Sozialtechnologie - Was leistet die Systemforschung?* Frankfurt
PIAGET, Jean (1972): *Psychologie der Intelligenz*. Olten
RABINOV, Paul (2004): *Anthropologie der Vernunft. Studien zu Wissenschaft und Lebensführung*. Frankfurt/Main (Suhrkamp)
SCHMIDT, Siegfried J. (2003): *Geschichten & Diskurse. Abschied vom Konstruktivismus*. Reinbeck bei Hamburg (Rowohlt)

S·E·E·M·O
SOUTH EAST EUROPE MEDIA ORGANISATION
AFFILIATE OF THE INTERNATIONAL PRESS INSTITUTE

The South East Europe Media Organisation (SEEMO), an affiliate of the International Press Institute (IPI), is a regional non-governmental, non-profit network of editors, media executives and leading journalists from newspapers, magazines, radio/TV stations, news agencies and new media in South East Europe (SEE). With its committees, SEEMO aims to create a bridge between international media activities and media developments in the region (South East, Central and East Europe).

SEEMO was founded in October 2000 in Zagreb, Croatia, by a group of leading editors-in-chief, media executives, and professors of journalism/communications from South East Europe, in the presence of representatives of international institutions and with the financial support of the International Press Institute (IPI). SEEMO has local partners, members/coordinators in all countries and territories in SEE. SEEMO works as an affiliate of IPI, but with its own independent budget.

One of SEEMO's main activities is protecting press freedom by helping journalists and media outlets in South East Europe. Over 60% of SEEMO's press releases and letters of protest to governmental and other officials have had positive results in the past. Every SEEMO protest is distributed to leading regional and international media, national and international governmental and non-governmental organisations, politicians, public persons and institutions. In the past, SEEMO has provided direct help to journalists in the region by giving them technical equipment and other assistance. SEEMO has al-so provided necessary aid to journalists who have received death threats. SEEMO has over 550 editors-in-chief, media executives and leading journalists from South East Europe as individual members and over 150 media outlets and institutions as corporate members.

******

Since 2000, SEEMO has brought together in various meetings over 8,500 editors-in-chief, media executives, leading journalists and public persons from the region. Some of these meetings, like the meeting of editors-in-chief and media executives from Belgrade (Serbs) and Pristina / Prishtinë / Priština (Kosovo-Albanians), were the first of their kind in history. No one before SEEMO had managed to gather such high-level media representatives from Belgrade and Pristina in a single meeting. Between 2002 and 2004, SEEMO organised 14 dialogue meetings be-tween editors-in-chief, media executives and leading journalists from South East Europe.

In October 2005, SEEMO organised the SEEMO Dialogue Conference between editors-in-chief and media executives from Bosnia-Herzegovina, Croatia, and Serbia/Montenegro in Opatija. One month later, in November 2005, a SEEMO Dialogue Conference between editors-in-chief and media executives from Albania, Macedonia (Republic of Macedonia-FYROM), and Serbia/ Montenegro/Kosovo was held in Tirana.

SEEMO also organised the first meeting of leading media representatives of all important private news agencies in the region in June 2005. As a result of this meeting the agencies founded a regional organisation of private news agencies (APNA).

SEEMO actively cooperates with international, regional and national governmental and non-governmental organisations/institutions. SEEMO also actively cooperates with other international press freedom and media organisations. It not only supports but also participates in joint regional and international projects and activities.

Media Studies in Greece

By Professor Stylianos Papathanassopoulos Faculty of Communication and Media Studies, University of Athens

G reek media studies used to be underdeveloped. As most students agree there was a famine of research on communication issues in all of their aspects, and Greek bibliography on mass communication research was virtually non-existent. Indeed, if one looked at the studies, papers and books that were focused on the Greek media up to late 1980s, one would find that most of them, with perhaps a few exemptions, were of journalistic interest, or books written by journalists and professionals in the field in the form of memoirs. However, there were some publications focused on the media, but these were produced by lawyers and they focused on the legal and regulatory aspects of the field. Incidentally, in this period, some studies appeared by sociologists, political scientists and psychologists. However, most of them regarded the media as a small part of their topic of concern or within the wider socio-cultural environment.

More or less, up to the late 1980s, media and communications research in Greece was limited and abstractive. Most of the relevant books or studies centred on the cultural and semiotic aspects of the media. This situation had to do with the state of the media in Greece as well. Up to the late 1980s, as in most European countries, electronic media were under tight state control. Thus only a small portion of academic attention was directed at the press. Most intellectuals were busy criticizing the tight government control on state broadcast media. The whole debate about the electronic state media in Greece before the deregulation of the sector revolved around governmental control and interference in television TV programmes. This condition became part of post-dictatorship ritualised politics and since

Parliament was re-established, the Conservatives and Socialists have dominated the political scene accusing each other of too much governmental control over state broadcasting media. Only a few works on either the press or the broadcast media were, however, published. And almost all of them were written, as noted, by professional authors and not academic researchers. Only less than a handful of research studies concerning the media and mainly television were conducted by social science researchers.

Academics appeared to avoid, however, exploring media issues from either a quantitative or a qualitative point of view. This also had to do with the fact that there were not any academic departments to focus on mass communication; nor were there any funds to support this kind of social research. Even private research agencies started producing their quantitative reports on the media during the first years of media explosion since the early 1990s.

These factors have stunted the growth of media research in Greece, keeping it in a continuous state of infancy. With a few exceptions, scientific research on all aspects of Greek media issues (structure, effects and consequences) has been approached in a rather journalistic manner. This is exemplified by the fact that all the new university departments in Greece were widely seen as journalistic training institutions rather than as teaching and research institutions trying to explore the communication and media issues in other facets apart from the journalist profession. Thus, it is not a coincidence that the academic community considered these new departments as a kind of applied journalism, questioning their academic validity, while the community of journalists viewed them as too theoretical and "outside" their profession.

Due to the lack of Greek research on media, a part of media and communication theory was covered through translations of interna-tional academic works, mainly of Anglo-Saxon and some of French origin. However, most of the translations were on topics related directly or indirectly to theories of communication with a rather culturalistic approach; theories of society and spectacle, arts and the media etc. There are positive aspects to this. First of all, it served as a "bridge" to international media knowledge in Greece. Moreover, the translations provided a tool for researchers in regard to media theory developments abroad, especially in the US, Britain and France. This in turn, was an incentive to those Greek researchers who wanted to research or teach mass communication issues.

The media explosion in Greece in the 1990s has had two positive effects on media and communication research as well as theory. The first was that more students went (still go) abroad (mainly the US, Britain and France) to continue their studies on a post-graduate level, specialising now in media and communication. This, in turn has led some of them to begin to research Greek media. The second was the realization of a dream by academics, professionals and journalists, i.e. the foundation of university departments on communication and mass media. Thus, in the early 1990s three new university departments were created in Greece. These are: 1) the Faculty *of Communication and Media Studies* of the National and Kapodistrian University of Athens 2) the *Department of Communication*, *Culture and the Media* of Pantion University of Athens and 3) the *Department of Journalism and Mass Communication* of Aristotelian University of Thessaloniki.

Moreover, as media heavily and quickly penetrated Greek socio-political life, a number of conferences and symposia were (and still are being) organised. The final outcome has been a new tide, although still limited, of research, books

and articles of more academic interest in the field of mass communication. This tendency is expected to grow in the years to come, since an increasing number of works (research, books) are in the process of being written. However, there is still a lack of funding for most research, a situation common for all social research everywhere, not only in Greece.

By and large, some progress has been made. One can divide the current research of Greek media and communication issues in two main categories. The first is undertaken by universities and public institutions. The second is conducted by research agencies of the private sector. As concerns the former, the problem is again the same, i.e. the lack of funding. Most research proposals by academics, are either turned down due to lack of funding, or in the best case scenario, the funding is minuscule. Thus, most research done by university researchers has been accomplished only through their personal involvement and willingness and funded by the researchers themselves. This also demonstrates to a certain degree why most of research done by university researchers takes a mainly qualitative rather than a quantitative approach. On the other hand, private research agencies have flourished during the last decade.

The historical circumstances of Greece gave birth primarily, if not exclusively, to only two of the social sciences: history and law. It is in this context that these two disciplines, especially the latter, were bound to leave their mark on most social sciences. In a country in which the absence of modern public institutions and the lack of any autonomous expression of society, it was only natural to expect that it would be up to the state to define its relation to society. This "from above" arrangement of the precarious relationship between the state and society not only marked the development of the entire social formation but also determined the orientation of academic and scientific research. This for the social sciences meant an overdevelopment of constitutional studies. In this context, the concern of the study of the "media" was left, to a certain extent, to the students of law who wanted to include a communication dimension to their work. Another line of research that we can distinguish is one which examines the social and political aspects of the media. A third one examines the psychological aspects and predominately the television effects on children and young adults. From its early days on, the effects of television were mainly seen from a psychological and educational rather than a sociological and political perspective. Thus there are some studies on media and the youth, television and children, television and violence.

A fourth line of social research related not only to the media but to the wider communication process stemming from cultural studies, highly influenced by the theories of semiology and structuralism. To a large extent there has been a dominance of structuralism and semiotics theories which is mainly tied to the studies in France of many Greek social science students, especially during the repression of the Parliament and afterwards. It has also to do with the focus on cinema and auteur theory in the 1970s. Since these theories arrived simultaneously in Greece after the Junta, for a time attempts were made to combine them, a method of reading on social and communication issues. A fifth and more recent line of research looks at the organisational and policy aspects of the media.

We can conclude that the progress of media studies and research in Greece has remained rather modest or limited throughout the 1970s and 1980s. In spite of this, and due to the media explosion, the literature on media and communication issues has since then displayed clear signs of growth. The foundation of university departments has favoured this tendency. At present, a wide range of media social research is in progress. ■

With the abolition of the state monopoly in the electronic media, a process began which is still searching for a functional regulatory framework - a structure which will be consistent with democratic principles. The behaviour of the government towards private television and radio broadcasting can, even today, be characterised in two ways that are in a state of constant interaction: on the one hand, a feeling of insecurity which is expressed by knee-jerk reactions; and, on the other, an inability to regulate this sector.

So far, the absence of a rational regulation of the sector, and the failure of the state and of the Greek National Council for Radio and Television (NCRTV) to issue licenses for private television and private radio stations, are due to the state's inability to set up an effective and operational regulatory framework that would both tally with the values demanded by the Greek Constitution and also secure steady foundations for entrepreneurial activity.

Comparisons with television in Germany reveal crucial differences. Greek public television has never been public, according to the precise notional content of the term. It has always been state, i.e. government-run. Greek public television has never gained its autonomy from governmental power. As a result, the advent of private television was received by the public as a true liberation of the dissemination of information from government bondage, a legacy of the dictatorship period (which introduced TV, the military station Armed

The Greek Experience of the Last 19 Years

By Professor Dimitris Charalambis
Faculty of Communication and Mass Media Studies, University of Athens, and President of the Hellenic Political Science Association (HPSA)

Forces Information Service (YENED), in 1969, while radio was under governmental control previous to this.).

Government control of course meant, and rightly so, limited credibility. In contrast, German public television (ZDF and the programmes of the Federate States which make up ARD), and indeed the public television in all western European countries, have maintained a wide popularity with the public, which translates into viewer rates of about 40-45%. Having become accepted as autonomous in relation to the government in power at any given time, and constantly proving this institutionally established position, public television has defended and proven its credibility, maintaining a high level of programme quality. The very rare cases where governmental influence was perceived - led immediately to national scandals. That level has been, and still is, a decisive element of its credibility and acceptance by the public, allowing it to dominate the competition.

In Greece, to the contrary, public (state) television has lost out to the competition of private television and its rates (i.e. the rates of all three public channels collectively) have gradually dwindled to less than 15% of the overall viewer rates. The fact that it was being used by the government in power as the primary field for clientelist interests has inflated its operation costs, without, however, regaining the ground lost after the privatisation of electronic media. At the same time, public television has supplied private television with technicians, TV-show hosts, technological infrastructure, etc., thus losing additional ground and competitive advantages - even though, in moments of crisis, such as the Iraq war for example, it has proven to be the most credible and documented source of information in the Greek electronic media field.

Political power, relying on *ad hoc* balances and on clientelistic relationships of exchange, without being in a position to impose long-term regulatory provisions, has tried to control the sector in order to succeed in restricting the autonomy of TV companies in relation to the political power at any given time. The restriction of their autonomy had been achieved through a harsh law aimed at creating and maintaining interdependencies in order to keep the emergent electronic media sector under political control. Political power which had been used to fully control the area of television and radio now faced a development which was rapidly diminishing its power.

It therefore reacted with legal provisions that had been adopted initially by other western European countries. But these were soon abandoned, however, as they proved dysfunctional and ineffective. So, after the initial unpreparedness and inability to react, and as soon as the situation began to emerge clearly, particular attention was paid to formulate provisions to weaken financial control over private television.

In the name of transparency and pluralism, state-oriented reasoning was evident in the legal provisions which determined the structure of proprietorship. These restricted the ownership of any individual or legal entity to 25% of the share capital of a single TV station only, in order to: a) restrict company power, and b) forge new forms of dependencies, although the actual situation was already very different through the abolition of the state monopoly.

At first glance, the restrictive maximum of 25% of a single channel only made it - at least legally - prohibitive to set up powerful (at a national and supranational level) companies. Furthermore, with the "two out of three" stipulation (radio and television, or radio and newspaper, or television and newspaper), the objective was to restrict the possibility of creating powerful groups of non-state-controlled opinion and influence.

Moreover, when it comes to accomplishing transparency of ownership and securing pluralism, the provisions of the law that restrict ownership are simply unrealistic and contravene the principle of proportionality.

As the actual situation of proprietorship in the electronic media was different from the one stipulated by the law - the relationship between government and media ownership acquired, through harsh and inappropriate stipulation, a different character. Apart from one TV station transmitting nation-wide (MEGA, which is also called the publishers' station) the remaining stations' proprietorship was, from the beginning, different from what was stipulated by law. Each station belonged to one owner, or to two at most, some of whom controlled or significantly participated in a second one and/or controlled more than one radio station. The direct result was that the law made the actual structuring of ownerships of TV companies illegal. The only reasonable reaction was the appearance of third parties as participants, either directly as shareholders, or indirectly as shareholders of holding companies, to formally uphold the requirements of the law. In addition, the capacity of either persons or companies as frontmen was very hard or impossible to check due to the structuring of the financial

interests in the wider framework of the economy on a national and international level. This infamous notion of the "frontmen" (the official translation of the constitution describes them as "intermediary persons" and conveys an illegal status) therefore appeared, due to the fact that both conceptually and in their implementation these provisions of the law were problematic, which would later weaken the credibility, as a political argument, of the private electronic media and mainly television.

Thus, in the above way, this illegal status was formalised (but at any time could be rescinded) and in practice, the foundations were laid for the dependence of the electronic media on the will of the party in power. However, due to the strength of the influence of the media, this one-way dependence could not be achieved, and the result was a sector susceptible to relationships of exchange of favours. In other words, the political system, after the liberation of the frequencies, did not try to create an independent public television, which would have been as objective as possible and which, due to its character, would have limited the influence of private TV stations. Instead a hostage-situation has been set up in terms of private television by the government mechanism in place at any given time. Such a policy has led to *ad hoc* balances of power in a framework where the limitations of the law make private television in principle vulnerable to the political terms that whatever government in power sets. Therefore, this was not only a process for laying the foundations of government influence in the field of private television, but an effort to directly control and impose state-oriented reasoning.

This undertaking was ultimately unsuccessful due soely to the strong presence of private television and the weak one of public television: creating a balance of power in the media, which no effort on the part of this law was ever able to prevent.

The next step in this state-oriented approach and the regulation of the relationship between the state (the government) and private electronic media is found in paragraph 9 of Article 14, which, (mainly thanks to constant pressure from the then opposition, but also thanks to agreement on the part of the then governing party), has become incorporated in the 2001 constitutional revision.

Paragraph 9 of Article 14 of the Greek Constitution, after the 2001 revision, is as follows:

"*9. The proprietorship, financial situation, and means of funding of the mass media must be made known, as deemed by law. A law stipulates the measures and the restrictions necessary for fully securing transparency and the plurality of opinion in information broadcasting. It is forbidden to concentrate the control of more than one mass media of either the same or of a different form. It is forbidden, more specifically, to concentrate more than one electronic mass media of the same form, as deemed by law. The capacity (interests) of owner, partner, major shareholder or executive director of a mass media business is incompatible with (conflicts with) the capacity of owner, partner, major shareholder or executive director of a business which undertakes for the State or for a legal entity of the wider public sector the carrying out of projects or procurement or the rendering of services. The prohibition in the previous section also includes any kind of frontman, such as a spouse, family member, dependant, or company. A law stipulates more specific provisions, the sanctions that may even go as far as recalling the licence for a radio or TV station and up to the prevention of conclusion, or the annulment, of the contract, as well as the means of control and the warranties for preventing any infringements upon the previous sections.*"

The executory law of paragraph 9 of Article 14 of the Greek constitution which followed (Law 3021/2002), tried, by making disputable the "frontman" character of the persons stipulated by constitutional provision, to smooth over - at least to a certain extent regarding the spouses and family members - the character of the constitutional provision which was irrational and against EU law, but also contrary to the fundamental provisions (Articles 2 §1 and 5 §1) of the very same Greek constitution. This smoothing over, which was based on the principle that the executory laws of the Constitution cannot be contrary to EU law and to the fundamental provisions of the Greek constitution, was condemned by the entire opposition which disagreed with this reasoning. At the same time, the urgent need to realise the huge projects necessary for the Olympic Games made this ironing out of the provisions imperative, so as to prevent an international scandal for Greece. It would have been a scandal of unique magnitude and brought about the cancellation of the games due to the inability to implement the necessary work on the infrastructure. The possible scandal was of little concern to the opposition as it would have been detrimental to the government and led straight to an election which The Panhellenic Socialist Movement (PASOK) could never have won after such a crisis.

The new executory law (3310/2005) proposed by the New Democracy (ND) government after the elections of 2004, rescinded the above law, and established that spouses and relatives by blood or by marriage up to the third degree of kinship are automatically and *per se* "intermediary persons" that's to say, frontmen. This revival of the *jus sanguinis* and the *Sippenhaft* created a situation in which any relative to the third degree was guilty without trial contrary to the rule of law. At first this provoked a series of warning letters from the European Commission (on the basis of the European treaties and according to the thus following directives, the only reason to expel someone from public competition is a prior conviction of bribery passed by the court of law and excluding further appeals). Then it led to a reasoned opinion by the commission, with the consequence of the suspension of the law, and finally to its amendment by law 3414/2005. With the law 3414/2005, the ND government tried to accomplish two goals: first to accept the conditions of the EU commission and second to save face among the Greek public by presenting itself as an unconditional fighter against the influence of capitalist interests in the political arena and an upholder of the supremacy of the Greek constitution against the EU, (as the Minister of the Interior put it in parliament). About the same time (May 2005) the Minister of Finance asked NCRTV (which was responsible by law for the control of "tangled interests" and the safeguarding of transparency) whether contracts with the public sector had been rejected. If this was the case, then the EU subsidies (amounting to approximately 4 billion EUR) towards the extensive infrastructure projects would have to be paid back. In other words, it became apparent that the government was aware that the law contravened EU legislation. Initially this law was only marginally tolerable to the European Union but after the so-called Joint Ministerial Decision suggested how it should be implemented - a new reasoned opinion was inevitable. This development led to a yet another Joint Ministerial Decision, which completely overthrew the meaning and content of this law.

This untenable law concerning frontmen reflects the very irrationality of state-orientated reasoning. It pushed the EU to react against this intentional political obfuscation of the issue and to make Greece aware that a more European line had to be toed in future. So a new law on concentration and licensing had to follow.

The rationale behind the law "Concentration and licensing of mass media companies and other provisions" (law 3592/2007) is simple. Stipulations about concentration may be implemented before the drawing up of the invitation to tender and the issuing of the relevant presidential decree re. licensing. In this way, mass media companies are given the chance to adjust to the requirements of the law, to move beyond the limits of law 2328/95, mainly in terms of proprietorship, the possibility to expand control, diagonal ownership and the forming of "groups" (a notion that is explicit in the law as well). Thus they can help the sector become organised, and help the groups formed in this way to accommodate the licensing demands stipulated by law. Moreover, through this, there will be enough time to shape internal balances, as well as those between groups (changes in proprietorship, mergers, etc.), so that licensing should not present the problems experienced in previous procedures. All this should be realised with a satisfactory, if not total, degree of consent, at least on the part of the groups dominating the sector.

One decisive characteristic of the law is that, although the issue of influence is mentioned, the law doesn't refer to the percentage of viewers but to the amount of advertising generated. This means that pluralism in terms of plurality of opinions has been totally ignored in favour of economic factors. The first three paragraphs of Article 3 are essentially undefined because, although the dominant position in the market is mentioned, this has no regulatory consequences, as it does in Germany, for example, and in almost all democratic countries today (and of course in the EU). Control is assigned to the Greek competition authority in the form of controlling abuse of dominant market power and not in the form of preventing its influence by encouraging pluralism which would in turn prevent the existence or creation of dominant influence on the public. The control by the Greek Competition Authority is an *a posteriori* control, and it is just the same sort of control that is used in other sectors to remove dominant market power and so avoid abuse in the market (such as fair trade, informal agreements to pre-set prices, imposing specific terms on the market, etc.). This sort of control has already been provided for in the law for the protection of free competition, and is valid for all the industries in the economy. Yet extending it to cover the field of electronic media as a measure for supposedly assuring pluralism misses the point and underlines the fact that the specificity of the field in question has been ignored. The wording of the law totally ignores the issue of pluralism and the methods to secure it. The relevant control has not been assigned to the NCRTV (contrary to the provision of Article 15 paragraph 2 of the Greek Constitution), but to the Greek Competition Authority, since the control process stipulated only refers to the clearly financial dimension of dominant market power (in other words, advertising revenue) and therefore only to the notion of its *economic* abuse. It might be assumed that the rationale behind this particular wording in the provisions could lie in the difficulty that actually exists in imposing restrictions which try to limit significant market power (compared with the German practice of imposing so-called "Fensters" in order to avoid possible reactions by mass media concerns, and finally to sidestep the issue of pluralism and influence.) It could of course be postulated that avoiding this issue and downplaying the dominant market influence is due to the speculation that digital technology would remove any possibility of a dominant market influence; due to the multiplicity of frequencies. This assumption, however, despite the fact that it could constitute a rational basis for the debate in question, is not mentioned anywhere in the law, nor was it addressed in public debate before the legislation was drawn up.

Through this new law the conservative government accepted the conditions of the main national channels concerning the ownership, which was the basic reason, if not the only reason, for the new law. This law guarantied and legalised the real ownership relations and led the control and the regulation of concentration in the electronic media into a real black hole. Licensing was and is of no importance for the main channels. They already control 95% of all advertisements in the electronic sector. Lack of regulation always works in favour of the most powerful channels. Nevertheless, in the past 19 years,

the lack of licensing has created an anarchic situation. It was only recently that the Council of State came to the conclusion that the private TV sector in Greece functions illegally.

This means that today, the ND, as the governing party without a strong political strategy, has to accept the terms demanded by the media, calling for complete freedom of action with no safeguarding of the vitally important issue of plurality of opinion in the domain of the electronic mass media.

Regarding the issue of licensing, any action will require as a prerequisite a concrete shaping of the map of frequencies, which constitutes a decisive parameter for setting up the radio & television sector; for it is this map that can also affect the level of pluralism at a national, regional and local level. At the same time, developing a map of digital frequencies is also an imperative, since provisions in terms of analog technology can only be perceived as transitional. Besides, the essential issue and the stake now is the management of the digital platform and the organisation - distribution of multiplexing.

There are some provisions for the transition from analog to digital technology in the new law, but overall there is a crucial lack of organisation in preparing for the digital age. The EU has decided that analog technology should be replaced by digital technology by the year 2012; a difficult, if not impossible, task for Greece.

The map of digital TV frequencies has been ready since 2008, but the government has blocked its implementation - using the time for further political bargaining. Today, after a plethora of economic scandals and an inability of the conservative government to manage the economic crisis, neither the government nor the opposition have taken initiatives to solve the problems of the existing law. ∎

Together with partners, SEEMO has organised seminars and conferences promoting European values and ideas (2003, 2004, 2005), ecological philosophy - environment and better transport possibilities in the region (Belgrade 2002, 2004 and 2005, Athens 2003 and 2004, Trieste 2004, Sarajevo 2004 - all conferences in co-operation with City of Vienna and Bohmann publishing group). Also, a regional conference on investigative reporting (2002), a regional conference on minorities (2002), elections (Media and Elections in 2007, together with Radio 101, Hrvatsko novinsko društvo and Guardian Foundation), two conferences for editors-in-chief, media executives and leading journalists of Roma media in the region (2003), two conferences of editors-in-chief, media executives and leading journalists of Vlachian- Aromanian media in South East Europe (2004), several conferences on press freedom, the legal situation of media, relations between media and politicians, the public role of parliamentarians, access to information, the right to secrecy of information sources, tolerance (Media and Tolerance Conference in 2004, together with the Friedrich-Ebert-Stiftung and International Center for Education of Journalists), teaching public relations and communications for governmental officials, etc.

Helping journalists also means furthering their education. Several workshops and seminars were organised in the field of education, especially for investigative reporters in Opatija in Croatia (2006), in Babe in Serbia (2006), in Tirana in Albania (2007), in Bucharest in Romania (2007), in Sarajevo in Bosnia and Herzegovina (2007) and in Sofia in Bulgaria (2007) and also workshops for representatives of minority media. These minority media workshops and seminars took place in Opatija (Croatia), Belgrade (Serbia), Sofia (Bulgaria) and Tirana (Albania).

******

In June 2008, SEEMO organised the conference Media, Marketing and Business, as well as the regular meeting of the private news agencies in South East Europe. In December 2008, SEEMO organised the conference Public Broadcasting in South East Europe with the support of the Austrian Development Agency, and together with RTV Slovenija and European Broadcasting Union (EBU).

SEEMO has several international and national governmental organisations and institutions as project partners, like the Austrian Development Agency (ADA) - Austrian Development Cooperation (ADC), The Organization for Security and Cooperation in Europe (OSCE) with OSCE offices in different countries, Austrian Federal Ministry for European and International Affairs, and the Central European Initiative (CEI). SEEMO has ongoing project-cooperation with a number of foundations, universities, media schools and media companies. In the past few years, SEEMO has coordinated several media monitoring projects in South East

and Central Europe, like a two-year project in cooperation with the Austrian Federal Chancellery. It has also organised several media research projects. SEEMO is supported by the Austrian Development Agency on research entitled: Women, Men and Media - Gender; Media, Diversity (including sexual diversity) and Religion; and Professional Standards, Diversity and Media.

******

Together with the German WAZ Medien Gruppe and Konrad-Adenauer-Stiftung (KAS), SEEMO initiated the South East Europe Media Forum (SEEMF). The first SEEMF was organised in Zagreb in 2007, under the patronage of the President of Croatia H.E.Stjepan Mesić, and in co-operation with local media partners: Europapress Holding (EPH), HINA, HRT, Mediaservis, Obiteljski radio and NCL (Nacional) Media Group. The topic of the second SEEMF was "Media and Democracy in South East Europe: Professional Standards and Education of Journalists." The second SEEMF took place in Sofia, Bulgaria, 5-6 November 2008, organised by the WAZ Medien Gruppe, Konrad Adenauer Stiftung (KAS), and SEEMO, with local partners Newspaper Group Bulgaria and the Media Development Centre, Sofia. The conference was opened by H.E. Sergei Stanishev, Prime Minister of Bulgaria. The third SEEMF will take place in Tirana, Albania, 4-6 November 2009 and address the topic "Media, Marketing and Business". In 2008, Raiffeisen International Bank-Holding AG (part of the RZB Group) also became one of the supporters of this project.

Since 2004, in cooperation with the University of Vienna, SEEMO has regularly published a quarterly media magazine for South East Europe called De Scripto. This magazine also includes supplements about specific media problems and regional developments.

The South East Europe Media Handbook (SMH), an annual publication covering media developments in SEE, which includes selected media contacts, has been published since 2003. The handbook is written in English. Since October 2008, the book has come out under the title South East and Central Europe Media Handbook (well known to everyone as the SEEMO Media Handbook (or SMH). It includes media reports and contact details of selected radio and TV stations, newspapers, magazines, media organisations, media schools, journalists' organisations, Internet service providers and other new media from Slovenia, Croatia, Bosnia-Herzegovina, Hungary, Slovakia, Czech Republic, Poland, Ukraine, Belarus, Moldova, Romania, Serbia, Kosovo, Montenegro, Macedonia, Albania, Greece, Turkey, Cyprus and Bulgaria. SEEMO publishes this handbook annually in cooperation with its partners. The partners are: the Central European Initiative (CEI), the Austrian Federal Ministry for European and International Affairs, and the ERSTE Foundation from Vienna.

Trust in the Media

By Professor Roy Panagiotopoulou
Department of Communication and Mass Media
Studies, University of Athens

R age was the main cause of the riots of December 2008 in Athens which took unprecedented forms of violent actions among demonstrators and the police - setting off fires, robberies and devastation of public buildings, banks, university buildings, shops, cars etc. Aggression was directed against an ineffective, authoritarian and dishonourable state, a government involved in economic scandals, incapable of drawing up a comprehensive plan to overcome the economic crisis and unable to give its citizens' hope of improving their living conditions. The crisis of December 2008 and the violence were not an instant, spontaneous incident, but a reaction by citizens who had lost their trust in the functioning of the state and its institutions. In short, Greece is facing a political crisis the roots of which embrace all political and social institutions including the media.

Decreasing Trust

Trust is seen as a barrier against uncertainty, complexity and lack of control in social relations. It functions as a counterbalance in risky situations derived from social and interpersonal relations. Functioning of official institutions and their presentation by the media plays a decisive role in shaping the degree of confidence the public has. Additionally, social capital and the activities of civic society enhance the feeling of trust in fellow citizens and institutions. Many scholars agree that in Greece social capital is not very developed. The predominant reason for this underdevelopment is the omnipresence of political parties which offer almost the only venue for political participation and social integration.

Recently, the rising of global antagonisms, poverty, unemployment, the uncertainty concerning the protection of the living stan-

dards, the discontent for the outcome of the social movements in the sixties in conjunction with the perceptions for social changes which never took place, the privatisation of the mass media which have adopted an adversarial role paying more attention to scandals than to the problems of society - have all led to a diminishing of the indexes of trust not only in institutions but also on an interpersonal level. Furthermore, in recent years the legitimacy of a series of public institutions has been put into question as is demonstrated in the following table.

Percentage of Greek citizen not trusting various institutions (in %)

Institutions	2000	2004	2005	2006	2007	2008	% Diff. 00-08
Parliament	51	36	42	46	48	68	+ 33.3
Government	-	45	56	58	54	77	+ 71.1
Political Parties	51	80	77	77	79	86	+ 68.6
Justice System	36	31	40	41	42	56	+ 55.5
Television	49	61	58	59	64	72	+ 46.9
Press	51	56	55	53	62	65	+ 27.4
Radio	43	44	48	45	53	52	+ 20.0
Internet	-	-	-	61	62	64	+ 4.5

Source: Eurobarometer Autumn, 54-2, 63-4, 65-2, 67-2, 69-2, 70-1

It is obvious that since 2000 citizens' lack of confidence in political institutions, the system of justice and the media has grown quite rapidly. Political parties were always confronted with great distrust. However, in the last Eurobarometer survey in 2008, nearly nine out of ten Greeks declared that political parties are the most distrusted institution. This stance was worsened by the ongoing presentation of scandals and cases of corruption of political parties or political personnel by the media. In the middle of a global economic crisis, the sole activity that

does not face a recession in Greece is corruption and reporting of scandals by the media. The untrustworthiness of political parties is draging down the citizens' confidence in the government, which in the examined time period has decreased considerably (71.1%) and in the Parliament (a decrease of 33.3 %).

TV also inspires little confidence among Greeks, although 74% of the population declared in 2007 that they prefer to get their information from television (Hellenic Audiovisual Institute, National Research on the Media in Greece - 2007, http://www.iom.gr/default.aspx?lang=el-GR&loc=1&&page=145&studyid=28). Seven out of ten TV viewers declare that they do not trust television. Although press and radio have also lost considerable credibility, they are more trusted than television.

The majority of the Greeks (64%) do not really trust the Internet. This attitude is clearly more prevalent than the EU27 average of

37% (*Eurobarometer* 69, spring 2008). However, in this case age plays a decisive role because the new generation (from 18-34 years of age) who systematically uses the Internet trusts in it to a definitely higher degree than older people (55 years of age and over) who do not surf the web (in the year 2007, 32% of 18-34 year olds had confidence in the Internet as a source of information, compared to people over 55 years - only 1% of whom said that the Internet was trustworthy, www.publicissue.gr/wp-content /uploads/2007/12/institutions_2.pdf).

Increasing public disapproval of the above institutions especially of television is probably connected to the involvement of certain media owners in political scandals, blackmailing, receiving public money and privileges. In addition, according to a report of the Greek Section of the Association of European Journalist's (AEJ's) trust in the media by the public "*is declining because of the low quality of the press and the populism of the electronic media.*" (http://ec.europa. eu/public_opinion/archives/eb/eb69_part1 _en.pdf).

Finally, not even the juridical system is trusted by its citizens. In many cases of obvious law violations by politicians or entrepreneurs, the penalties foreseen by law are not applied. Generally speaking there is a prevailing feeling that the courts are turning a blind eye intentionally or are avoiding punishing all those who have direct or indirect liaisons with political powers. It has to be stressed that this kind of forgoing punishment is also extended to punishable actions undertaken by citizen, e.g., by demonstrators who committed violent acts or damaged property and never had to appear in court.

These results regarding trust in institutions must be examined under the perspective of a general dissatisfaction which has been expressed by citizens in recent years. The feelings expressed are more ones of private uncertainty than dilemmas concerning basic political institutions of the democratic system.

Increasing Corruption

The degree of corruption in a country correlates with the degree of confidence the public has in its institutions and in its fellow citizens. In Greece, numerous cases of corruption in the economic and political level have nibbled away at people's trust. This has made social relations more and more fragile, basing them on clientelistic networks and surpassing systematically legal regulations and meritocracy rules. Currently, the media is presenting daily economic scandals involving all public sectors without omitting media enterprises.

According to the annual data of *Transparency International* for Greece in 2004, the opinion of the respondents regarding the degree of corruption of certain institutions is extremely high (level 5, with 1=very low and 5=extremely high corruption). Political parties attained a score of 3.8 and in 2007 - 4.1. In the eyes of the respondents these were the most corrupted political institutions of the country. In 2007, the taxation system followed with a score of 3.8, then came the media with 3.7 (2004 - 3.5) and the juridical system with 3.6. (www.transparency.org/layout/set/print/set /print/policy_research/surveys_indices)

Adding ineffective bureaucracy to this development, corruption seems to embrace all forms of power of the democratic system and intensifies the clientelistic ties that characterise the state- voter relationship. These are briefly the main reasons that have caused citizens' trust in public institutions to diminish and drop to an extremely low level.

The Role of the Media

This atmosphere of distrust and corruption has also penetrated the media sector. Clientelistic behaviour, this specific national characteristic in state functioning, creates tangibles and precarious relations among the government and the media. A continuous interplay of benefits and restrictions is taking place which fluctuates between legitimacy and illegitimacy (e.g., radio and television station transmission licenses, license for digital or mobile telephony platforms et al.). These relationships are constantly renewed according to entrepreneurial opportunities of the market or due to upcoming elections. Taking a cynical view, the interconnection between media and the state has become a commodity and has to be calculated on a cost / benefit basis.

Due to the fact that in Greece a large segment of the economy (which surpasses 50% of the GDP) comes from the public sector and a great part of the private sector relies on public investments and expenditures - media owners use the media to put pressure on the government in order to gain a greater share in public works, procurements, subsidies, entrusting of various works or services etc. In this way the interrelationship between media owners and politicians of the governing party is interwoven. All business ventures which own media are involved in these kinds of relations. Each time there is a bigger sum of public money to be spent or a change in the ownership of a media enterprise when a new "player" enters the scene - in the media sector, new scandals and unveilings occur. The aim is either to eliminate the new antagonism or exert pressure for even more privileges, surpassing of law restrictions, award of competitions, provisions with over charging prices etc. The "hottest" scandal disclosures usually derive from the media itself. The "battles" between media owners, their personal ambitions and the power that each one of them has, constitutes an explosive field where co-operation is extremely difficult and a common stance concerning issues of national interest becomes practically impossible.

The above data demonstrate a deep crisis of social legitimacy spanning all institutions of governance, political representation, the executive and the media. That means all institutions that constitute the basis of a democratic system and guarantee its smooth functioning.

In this extremely uncertain international conjuncture, overcoming the crisis seems, at the moment, almost insurmountable. The global crisis has unleashed uncertainty and fears in its citizens. A general lack of respect, rage and deep dissatisfaction is expressed by citizens from all levels of society. It is a time-bomb for long-awaited change. But which direction will this change take? Many people see the answer in a more authoritarian state which will restrict human rights and freedom even further in exchange for a paternalistic state intervention to safeguard order and economic security. Others insist on the necessity of creating new political powers of representation that should define the functioning of political and social institutions on a new basis and regain the trust in the state through a new public ethos. Here, the media do not seem to fully realise the deadlock in their current form of functioning using old fashioned practices of economic and political interrelationships. Nor do they reflect on the necessity of finding new ways to survive economically and to reshape their social role as mediating institutions in a democratic system. These issues are absent from their agendas.

Unconventional forms of political expression which correspond to new forms of political reaction, the so called 'protest politics' are slowly but steadily gaining ground. They are offering new possibilities for participation in the public sphere while attempting to improve social conditions. Suddenly, new, interactive media is beginning to play a more important role by providing a platform for communication, dialogue and coordination of protest actions. Blogging has become a way of expressing the dissatisfaction and anger of many citizens - especially of the young generation. It also generates and circulates a variety of ideas, proposal for political activities and even launches new political parties, which at the moment are only at the stage of consolidating a public sphere. This is a new phenomenon in Greek political participation and we cannot foresee its impact. In this deep political crisis any and all changes to gain back trust, solidarity, social cohesion and finally self-esteem are welcome. ∎

In addition to these publications, SEEMO has published some other books in English, such as *Media and Minorities in South East Europe* or the *Handbook for Investigative Reporters*. But SEEMO also publishes in local languages from the region. Examples of this are: the publication *Istraživačko novinarstvo u JIE* or the editions of SEEMO Media Handbook in Albanian and in Serbian, or the translation of the book *Prime Time Crime* by Kemal Kurspahić, which was translated and published in cooperation with local partners in Sarajevo and Belgrade. SEEMO plans to publish different books covering media topics. Two books, one titled *Media and PR* and the other *Media, Marketing and Business in South East Europe* should be published in the near future. Furthermore, publications on *Public Broadcasting in South East Europe* and *Women, Men and Media* are in the pipeline. SEEMO has also started conducting regional research on "Women, Men and Media".

SEEMO has launched a new book edition, *The Investigative Journalists*. The first book in this edition was written by Esad Hećimović, an investigative journalist from Bosnia and Herzegovina. It was published in 2009 by SEEMO and Dan Graf publishing group.

******

SEEMO awards prizes for outstanding achievements in the field of media. The recipient of the Dr. Erhard Busek SEEMO Award for Better Understanding in 2002 was Croatian journalist Denis Latin, for his TV-show 'Latinica' (HTV). The 2003 Award was given to Kemal Kurspahić, former Editor-in-Chief of the Bosnian daily *Oslobođenje*. He and his team managed to publish the newpaper, every day in the besieged city of Sarajevo, during the war in Bosnia and Herzegovina. In 2005 this award was given to Brankica Petković from the Ljubljana-based Peace Institute. In 2006 Danko Plevnik, international relations columnist for the Croatian daily newspaper Slobodna Dalmacija from Split, received the Dr. Erhard Busek SEEMO Award for Better Understanding. Plevnik is also the author of several books analysing media, such as *Information is Communication* (1986), *Towards the Civilisation of Mobile Text* (1988) and *The Practice of Ethical Journalism* (2004). Plevnik has also published a number of books on politics, the European Union, and the Balkans amongst others.

Soon his two new books, *The Right to Self-Meaning* and *The Fortune of Reading* will be available. In 2007, after careful deliberation, the jury chose Milena Dimitrova, commentator for the Bulgarian daily newspaper *Trud* from Sofia, as the 2007 Winner of the Dr. Erhard Busek SEEMO Award for Better Understanding. Dimitrova holds a PhD in Journalism and is also the author of several books, such as: *Pictures from Japan* (1992), *Parliament and Journalism* (2000), and *Frandzhipani i Farangi*: *Two Bulgarians with the "Giraffe" Women of Burma* (2005), written together with Magdalena Gigova. Dimitrova also teaches Press Journalism and Investigative Reporting at Sofia University "Sv. Kliment Ohridski". She is the President of the Union of Bulgarian Journalists' Investigative Journalism Section. In 2008 the award was given to Brankica Stanković from RTV B92 in Belgrade, and the 2009 award was received by Boris Bergant former EBU Vice President and former RTV Slovenija Deputy Director.

******

The SEEMO Human Rights Award, SEEMO Award for Mutual Cooperation in South East Europe, is traditionally awarded on 10 December, International Human Rights Day. In 2002, the award was given to Christine von Kohl, a fighter for human rights in the Balkan region, and Editor-in-Chief and founder of the Vienna magazine *Balkan - Südosteuropäischer Dialog - Balkan anders*. In 2003, the award went to Nebojša Popov, a leading Serbian human rights fighter and founder of the Belgrade magazine *Republika*. In 2004, the award was presented to Fatos Lubonja, a leading Albanian writer, journalist and fighter for human rights. In 2006, SEEMO Board Members chose Abdulhalim Dede, a journalist and a member of the Turkish-Muslim minority living and working in Western Thrace, Greece, for the SEEMO Human Rights Award. In 2007 the SEEMO Board named the journalist, writer and fighter for human rights Šeki Radončić from Montenegro, who lives in Bosnia-Herzegovina, as the recipient of the 2007 SEEMO Award for Mutual Cooperation in South East Europe. In 2008 the award was given to Spomenka Hribar from Slovenia. Hribar received much publicity in the 1980s with her essay *The Guilt and the Sin*, which critically exposed the post-war liquidation of Nazi collaborators by the Communist regime. The essay described all liquidations as a crime, demanded an apology and emphasised the importance of public remembrance of these events, especially for purposes of national reconciliation. This essay was initially forbidden in the former Yugoslavia, and then published three years later in 1987.

Developments in Greek Mass Media

By Eve Sali
Student, Panteion University of Social and Political Sciences

Developments in the field of mass media: new phenomena and social dynamics was the topic of a conference organized by ISTAME (Institute of Strategic and Developmental Studies - Andreas Papandreou), on 21 January 2009, in Athens. Academics, journalists and politicians discussed the changes which have affected the wider field of media in the past 20 years. New phenomena were analysed taking into account international developments, the new role of information producers, the advent of the Internet and new models of communication, and the impact of media on the political system.

Since the breakdown of the state monopoly on media bands in the late 1980s, according to Professor Nikos Leandros, five major changes have taken place in Greek media. First on the list is the "*scandalous and unacceptable way the governments treated the issue of licensing in electronic media*". On the one hand, there were many legislative interventions and on the other, a complete disregard of the laws. It was a matter of "savage deregulation" which left the ESR (National Radio Television Council) completely powerless, Leandros claims. A second transformation concerns the laws passed which reinforced the expansion of the leading newspaper publishers in the electronic media, on the grounds that only experienced entrepreneurs could get operating licenses. The third change was the strengthening of the economical and political role of media groups due to the "*affiliation of the most important media into wider financial empires*." Powerful media groups could influence and interfere with "political play." Continuous contradictions and conflicts came up causing a problem of "interconnection" between powerful media barons and politicians. Fourth on the list of

changes is the growing importance of local and regional press, both in number of titles and circulation. Finally, the fifth transformation is "*the manifold impact of the technological changes. The model of mass communication faces a crisis, with the new media offering opportunities of interactivity and content production by the users*." Moreover, the fact that the information flow has become less controllable and less mediated, "*makes guidance by political and media elites much more difficult*" states Leandros.

Concerning television, the situation has not yet stabilized, since no channels have received official operating licenses. The prevailing circumstances in television are "*anomy and unfair competition*" claims Prof. Stelios Papathanasopoulos, suggesting that a Ministry for Communications be founded in order for the scheduled transition from analog to digital television to take effect by 2012. Today, the spread of satellite television is under 9%.

Current situation: The hegemony of television over the old media (newspapers, radio and magazines) and the development of the new media Internet) make the situation in Greece quite unique: On the one hand, there is television (11 national and 103 provincial channels) and on the other there are plenty of newspapers (more than 500 daily and weekly newspapers), magazines and radio stations: Greece has the highest density of media per citizen in Europe "*There is an amazing increase in numbers of titles and an amazing decrease of circulation, approximately 70-80%, which is inconsistent with the percentages of the readers*" observes Prof. Dimitris Psychoyos. At the same time, the Internet has infiltrated about 30% of all Greek households.

Newspapers are losing readers, circulation, money and advertisements, a symptom of the economic crisis. According to Leandros, "*Diminution of advertising, drop in circulation, dismissals of journalists or salary reductions and even media closure*" will be some of the effects the economic crisis has on media. More specifically, Psychoyos anticipates that "*one tenth of all newspapers will close, while others will appear only on the Internet*" Apart from the above, "*the economic crisis is going to spoil many values: among them the freedom of press*" claims Vassilios Moulopoulos, General Secretary of the European Federation of Journalist (IFJ) in Athens. The question is whether media and especially newspapers will endure and how.

Information producers: Before the 1990s journalists were the "only producers of information". They used to be "the gatekeepers." However, this model has changed and journalists have turned into "the authenticators" of information; those who have to verify the truth and check facts, whereas the producers may be many others, observes Prof. Nikos Bakounakis. "*It is about a state of fragility of the journalists*" he adds, "*where research and missions are reduced, genres of journalism are phased out and market driven journalism is a threat.*" Fragility is evident when journalists express others' interests or identify themselves only with one source.

"*Information is a commodity and news is whatever brings profits to the entrepreneurs*" remarks journalist Kostas Betinakis. Insofar as press, radio and television are completely dependent on ratings, they form the content of programmes in order to attract advertisement and increase their profits. Therefore, quality, credibility and

objectivity of media are questionable, when profit is the principal criterion of media owners.

More familiar with new technologies is the young generation. Many speak of a "digital gap" despite which, the advantages of Internet cannot be annulled. There is much talk of the Internet being the third wave of the knowledge revolution, after script and print; offering equal access to everybody and having the power to rouse people to action, as the example of US president Obama and the episodes of December in Athens proved. As noted by social media consultant Nikos Drandakis, "*in a connected world power shifts to those able to connect.*"

New models of communication: As the Internet gains fame and fans, traditional media fail to "feel" the pulse of new developments. It is not only due to the technological supremacy of the Internet but also to the media and journalists' practice. "*They think that they know and have solutions for everything, thus they make the least effort*" says journalist Nikos Megrelis. "*The end of journalism is very close*" believes Moulopoulos. "*Journalism is not going to die if it changes its model and regains reliability and quality*" argues Megrelis. If journalists respect the ethics of journalism - the new media will be an ally and not a threat.

According to statistics, there are about 45,000 bloggers, which shows the impact of the Internet and the transition from "passive recipient" to "active user". Although information is supplied by blogs, it is by no means multi-sided information or journalism. And for those who fear the impact on journalism, the blogger Drandakis affirms that "*Journalists will not be replaced, but at the same time millions of others will practice journalism in the future*". In these circumstances, "convergence journalism" appears as the dominant model of communication, combining old and new media.

Media and political system: Going back to the deregulation in the media, especially on TV, we can see that the reason for this state is the lack of political will. When deregulation happened - media were politicised. Thus, they used their power to influence politics. Nowadays, they are acclaimed as a fourth power. Nikos Konstantopoulos, former Chairman of the Coalition of the Left of Movements and Ecology (Synaspismos), suggests "*there is a fifth power, which is the sum of the logic, the competition, the time, the advertisement and the language of media asserted as the dominant model to the country's political system*". As a result, television has become the central political, social and historical field, where "*democracy has turned to tele-democracy*."

Considering the circumstances of Greek media, Konstantopoulos states that "*there is no information, intercession, authentic news and objectivity.*" Conversely, "*there is commercialisation of news, sensationalism and simulacra of public life.*" Spokesperson for the Panhellenic Socialist Movement (PASOK) Giorgos Papakonstantinou tries to address this by observing that "*people do not take everything without judging it, but attempt to make discriminations.*" "*Greek*

citizens are not manipulated by media in the way we tend to believe" he adds. Referring to new media he remarks "*the potential of escaping from the plainly passive role of receiver*" and claims that "*whoever does not perceive the significance of these media, does not understand where politics are going.*"

"*The smooth functioning of mass media is a constituent element of the smooth functioning of the democracy*" claims Papathanasopoulos. There is an imperative need to ensure diaphaneity and define an explicit legislative frame that can eliminate the problem of "interconnection" between media owners and politicians. Moreover, researcher Nikos Sotiriadis suggests that "*diaphaneity in media finance could be achieved by the creation of an associative wave in the fields of press and television.*" ∎

Conference speakers

Nikos Leandros: Member of the Scientific Council of ISTAME, Associate Professor at Panteion University

Stelios Papathanasopoulos: Professor at the University of Athens, Chairman at the faculty of communication and Mass Media

Dimitris Psychoyos: Professor at Panteion University

Nikos Bakounakis: Assistant Professor at Panteion University

Kostas Betinakis: Journalist, General Secretary of JUADN

Nikos Sotiriadis: Researcher

Nikos Megrelis: Journalist - Member of the Executive Committee of the International Journalists' Federation

Paschos Mandravelis: Journalist-Columnist of the newspaper "Kathimerini"

Nikos Drandakis: social media consultant, blogger

Nikos Konstantopoulos: former Chairman of Synaspismos.

Giorgos Papakonstantinou: spokesperson of PASOK

Vassilis Moulopoulos: editorial director of the newspaper *VIMA*, president of POESY (Panhellenic Federation of the Unions of Editors)

Online Journalism in Greece

By Eirini Giannara, and Dimitris Koutsompolis
PhD Students, Faculty of Communication and Mass Media Studies, University of Athens

O ver the course of history, the structures of societies and the relations between different societies have been shaped to a great extent by the flow of information in them (Diamond: 1997). More recently, in Greece over the last ten to fifteen years, there has been interest not just in observing these flows, but also in influencing and creating them. The mainstream adoption of the Internet and Web has changed the physics of information diffusion. Until a few years ago, in Greece the major barrier for someone who wanted a piece of information to spread through a community was the cost of the technical infrastructure required to reach a large number of people. Today, with increasing access to the Internet, this bottleneck is largely being removed.

It is commonly accepted that the appearance of the web especially in a small country like Greece put into question the traditionally applied practices of journalism, introducing a bottom-up structure of information flow. Both the universality of the new medium and its technological infrastructure which supports enhanced interactivity, lead to new norms as regards the ability to publish, especially for citizens with little to no access to the traditional mass-media. The rather late, but rapidly spreading, development of new technologies in Greece and especially the Internet (the number of DSL connections is quickly increasing) operates nowadays as a powerful catalyst in transforming the vocation of a journalist.

Of course, regarding journalism and new technologies a distinction between online journalism and multimedia journalism should be made. Therefore, the work of online journalism is to be finally presented via the Internet and more specifically the

World Wide Web - that is the case for most web media in Greece, whereas multimedia journalism deals with the type of information provided on each subject (text, sound, picture, animation) as well as with its distribution to different platforms. The former is not essentially multimedia journalism either. Multimedia journalism is not the case as far as the use of new technologies in journalism in Greece is concerned.

Based on that philosophy, three basic aspects of the Internet can be distinguished regarding online journalism in Greece nowadays:

The Internet as a primary source of information: It is a scope of publicity, a different parallel public sphere at the disposal of journalists and individuals, organisations and companies to publish information in.

The Internet as a tool: Several applications of the Internet, e-mail topping the list, which is considered to be a killer application due to its rapid permeation and wide use especially among Greek journalists, render the Internet a useful working tool for the modern reporter.

The Internet as a mass medium: Apart from being a primary source of information and a useful tool, the Internet, namely the World Wide Web lately also serves as a platform for the development of new media. Therefore, informative websites have been and are still being rapidly developed.

According to several researchers, acquisition of information proves to be one of the major reasons accounting for navigation on the World Wide Web alongside the search for more general information and sending e-mail messages. Journalism in Greece is

being affected by the digital wave of Convergence and by the new digital era that exercises a tremendous impact on each and every aspect of human communication. In particular, the new digital media has reformed journalism in five areas:

1. A wider content-message of the new digital mass media which comprises several distinct forms subsumed in a whole, new "package".

2. Dramatic changes in the way Greek reporters work.. New powerful tools for the collection and production of news offer immense potential but also cause several problems. Moreover, the new digital media has also changed the working methods of reporters (e.g. new methods of narrative, different methods of visual communication, 24-hour "real time").

3. The structure of the news production system is changing dramatically. Namely, both information organisations as well as businesses and the news production groups operating within such organisations are now obliged to adapt to the new state of affairs in the digital world. In the past five years, this state has already led to crucial restructuring of the ownership of several press organizations, with mergers and takeovers being the most characteristic aspects of this restructuring.

4. Another crucial quality typical of the new digital media is the element of interaction. In the new media the receptor of the message also sends messages to the medium as well as to the general public of each medium. Via the potential provided by the digital world, interaction between the reporter and the public

is feasible the very moment a piece of news is published.

5. Greek reporters have to deal with more stress due to immediate and constant responses and finally the assessment of public places. In the new digital environment of corporate as well as independent digital media, where information flows so swiftly, the social responsibility assumed by reporters is huge. From that perspective journalism is "re-invented", its deeply social role is re-discovered (that trend is also termed "civic journalism").

Recent research conducted by Dr. Andreas P. Giannakoulopoulos and Spiros N. Kodellas, department Faculty of Communication and Media Studies National and Kapodistrian University of Athens, on the impact of web information availability on journalism, reveals that Greek journalists working for political newspapers:

● use the Internet almost in their entirety (99.3%),
● express a positive opinion as far as the ability of the Internet to improve journalism (67.9%),
● embrace the Internet in their daily routines (72.9%) and
● use it primarily in order to send and receive e-mails (97.8%), surf the Web (94%), and obtain information in general (66.4%).

Greek journalists nowadays seem to be accustomed to the use of information technologies. They point out the fact that the Web offers much better tools in the search for information. The same research proved that Greek journalists prefer to visit the websites of news agencies (97.1%) and the websites of Greek and international media (86% and 83.1% respectively) in order to get the latest news. They seem to recognize the value of search engines (80.9%). Another point is that they consider the governmental and nongovernmental organisations websites as very informative (69.1% and 64.7% respectively).

On the other hand, as far as the unfavourable characteristics of the Web are concerned, Greek journalists express their regret regarding:

● plagiarism (83.5%),
● the fact that journalists are nowadays not willing enough to investigate on the spot (53.2%) and
● increasing mistakes made by journalists due to the speeding up of the process of searching and finding information (44.6%).

As Giannakoulopoulos and Kodellas (2005) pointed in their research Greek journalists rank the new era journalistic skills as follows:
1) ability to surf the Web (98.5%),
2) ability to use e-mail (97.8%),
3) ability to use text processing software (97.1%),
4) ability to use electronic databases (78.8%), and
5) ability to use content management software (47.7%).

Last but not least, we should mention the most negative feature of the Web, according to the participants of the survey; that is clearly the fact that information found on websites may be false, or, at least, unreliable.

Summarising all of the above, the first conclusion that could be drawn is that even if new information technologies are expanding, Greece is progressing slower than other European countries. Greek journalists take full advantage of new information technologies in their everyday professional life, despite the fact that quality and validity of information offered via the Internet is not always granted. Secondly, even though the growth and the impact of Internet media is increasing rapidly, only in the past few years has web media taken full advantage of multimedia journalism. Finally, journalists and also the web media administrators in general are now trying to enhance interaction as far as news reporting is concerned. ■

Ever since, Hribar has been active in the media with her critical analyses, first of aspects of Communist rule and later of conservative, fundamentalist and nationalistic tendencies within Slovene society. Hribar was born in Belgrade in 1941, to a Slovenian mother and Serbian father. Her father died in May 1942, as a consequence of imprisonment in Glavnjača, and Spomenka and her mother moved to Slovenia after World War II. She graduated in philosophy and sociology from the Faculty of Philosophy at Ljubljana University, and obtained her PhD in sociology. Spomenka

Hribar is the author of eight books of philosophical and sociological critical content. For decades Hribar cooperated with a range of top thinkers from all republics of the former Yugoslavia. Just before the first free democratic elections were held in Slovenia, Hribar entered politics. She actively contributed to aspirations for an independent Slovenia. Hribar left the Democratic Opposition when the party veered into a more conservative, fundamentalist and nationalistic direction after Slovenia gained independence. In 2009 the award goes to Pavol Demeš. An internationally recognized NGO leader, Pavol Demeš has served, since 2000, as director of the German Marshall Fund's (GMF) Bratislava office, where he oversees GMF's activities in Central and Eastern Europe. Before joining GMF, Mr. Demeš was executive director of the Slovak Academic Information Agency-Service Center for the Third Sector, a Slovak nongovernmental organization committed to enhancing civil society. Previously, Demeš led a distinguished political and civic reform career serving his country as foreign policy

advisor to the president of the Slovak Republic (1993-1997), minister of international relations (1991-1992), and director of the Department of Foreign Relations in the Ministry of Education (1990-1991). In 1999 he was awarded a six-month public policy research fellowship at the Woodrow Wilson Center in Washington D.C.

Elias Demetracopoulos: Portrait of a Journalist that Shook American Political Life

When Bill Clinton ordered the release of CIA files, journalist Elias Demetracopoulos finally had proof of a clandestine vendetta waged against him by the JFK government (some decades ago).

by Kostas Betinakis, journalist
(The "Scotsman" - Supplement of the Year - 23 July 2001)

It is the story of a Greek investigative reporter who fought the Greek junta, was accused by the Federal Bureau of Investigation (FBI) and (Central Intelligence Agency (CIA), fought for a good causes, and found out about the Greek connection to the Watergate scandal that led to the resignation of a president.

No other journalist has had his name mentioned so many times, not only in the Greek, American and British press, but also in various committees of the American Congress. Apart from this, his name is also found in many books written by distinguished journalists such as Seymour Hersh and Christopher Hitchens.

Herein lies a tale of the insecurities of presidents, the appearance of a war hero, the thirst for vengeance of the CIA and the ultimate redemption of one journalist.

It is also a story of press pusillanimity in the face of official abuse of power. It begins in the iciest phase of the Cold War, a time of "Reds under the bed" scares and bellicose threats of We Will Bury You. It ends early in the 21st century when a new dawn of disclosure ordered by Bill Clinton revealed that some of the demons unleashed in that earlier time really were just impostors.

Elias Demetracopoulos had no reason to believe in the autumn of 1960 that he was destined to be near the heart of some of the most momentous events in the American power structure for the next two decades. Nor did he have any concept of what it would cost him.

All he knew - in reality, only suspected - was his knack of securing scoops from the top brass. In the US military, it had cost him his job and that was bad enough. It is only now, however, that Demetracopoulos can say with documented certainty that the highest levels of the American intelligence community told his employers to fire him.

In that uncertain autumn, as the United States and the Soviet Union threatened each other with nuclear Armageddon and John F. Kennedy tussled with Richard Nixon to lead America into a new decade, some people with power and influence had it in for Demetracopoulos, a Greek journalist with impeccable contacts.

At that time, he was based in Athens and a political editor for three Greek newspapers as well as being a Mediterranean correspondent for the New York Herald Tribune - the International Herald Tribune today (in that era, the second most influential American newspaper after the New York Times.) His big crime was to secure interviews with three American navy admirals, Charles "Cat" Brown, George Anderson and Arleigh Burke.

All three were staunch anti-communists and their interviews with Demetracopoulos reflected that disposition. But Demetracopoulos was a shrewd operator who asked piercing questions and timed his interviews for publication at junctures when they would generate the most controversy. This was enough to earn him the attentions of the CIA's director, Allen Dulles, and Ellis Briggs, the American ambassador to Greece. That, in turn, led to Demetracopoulos finding himself, in October 1960, suddenly out of a job with the Herald Tribune.

A letter, dated 14 October, from the paper's vice president and managing editor, Fendall Yerxa, broke the news in the bluntest terms. "*Dear Mr Demetracopoulos,*" it read "*As the Managing Editor of the New York Herald Tribune since 1 February, 1960, I have to inform you that the working agreement made with the Herald Tribune News Service prior to that date is hereby cancelled*". No reason was given. Demetracopoulos could have meekly accepted his fate. Had he done so, his life, and perhaps history itself, would have turned out differently. He didn't. Instead, Demetracopoulos resolved to use his extensive American contacts to prove he had been treated unfairly and to win his job back. In that, he succeeded; being eventually reinstated to the Herald Tribune two years later, after a struggle that involved deploying the influence of friends in the US senate. But that fact alone does not describe the scale of his Greek odyssey.

In trying to regain his job, Demetracopoulos became convinced his sacking had been engineered by the CIA. Evidence was provided in a letter, dated eight months before he was fired, written by the Herald Tribune's Washington bureau chief, Bob Donovan, to Yerxa. In it, Donovan refers to an enclosed memo about Demetracopoulos given to him by a CIA agent in the presence of Allen Dulles. "*Dulles is a great friend of the paper's and wouldn't pass anything like this on to us feverously*", Donovan wrote.

The CIA man, Donovan went on, described Demetracopoulos as "*vicious*". The accompanying CIA memo characterised him as "*out to embarrass the US*". The CIA intensified its campaign against Demetracopoulos until October when, two weeks after he published an interview with vice Admiral Anderson, then commander of the US 6th fleet, he was sacked. Demetracopoulos says he always knew he had been fingered by the hidden hand of American intelligence. But he never understood the extent of the involvement until last year when, after Clinton's disclosure order, he came across newly declassified documents. These included a letter to the Herald Tribune from the CIA stating "*it would be helpful all around*" if Demetracopoulos's employment was terminated.

With those documents, Demetracopoulos at last had proof that the world renowned Herald Tribune was the patsy of a covert government.

"*It was the first documented case of the CIA dictating effectively to a major US paper,*" says Demetracopoulos, now retired and based in Washington. "*I always suspected it but I never guessed at the audacity of the CIA and the servility of the Herald Tribune. If that is freedom of the press, I give up*".

In the years that followed, he found himself harassed by the CIA. He was almost denied an entry visa into the US when the United Nations engineered his escape from the military dictatorship in Greece, in 1967. He was later accorded a prominent place on Nixon's enemies list.

The Greek Connection of the Watergate scandal

Professor Stanley Kutler, whose book *The Wars of Watergate* is still the best general history of the subject, has performed two sorts of service here. He continued to sue the Nixonians and the National Archives for the right of public access to the tapes. Also he has edited and arranged the resulting transcripts (Kutler, 1998, *Abuse of Power*: *The New Nixon Tapes*, Free Press) in a manner both concise and scholarly. As a consequence, the mainstream press has for the first time paid some attention to a figure who has been tracked in these pages since 1986 (Hitchens, Watergate-The Greek Connection, in *The Nation*, 31-05-1986). In 1997, C. Hitchens completed his earlier account by saying, "*Tom Pappas, a Greek-American tycoon who acted as a front man for the military junta, then ruling that unhappy country is the only one whose name turns up at each stage of the Watergate conspiracy. He plays a part in an original crime of the Nixon gang. His actions draw the attention of the Democratic National Committee. He is aware of the burglary. He is the provider of the crucial cash to buy the silence of the burglars. The new tapes show his footprints throughout*" (http://www.salon.com/col/hitc/1997/11/10 hitc.html).

Additionally: "*In 1968 Pappas delivered $549,000 in cash to the Nixon campaign. The money came from the K.Y.P., acronym of the Greek C.I.A. Since the K.Y.P. was at the time a subsidised dependency of Langley, Virginia, U.S. the law was being broken in two outrageous ways - the supply of campaign money by a foreign dictatorship and the recycling of U.S. intelligence money into the electoral process. My friend and colleague Elias Demetracopoulos, an anti-fascist Greek journalist, had laid the essential facts before Larry O'Brien, chairman of the D.N.C. O' Brien had publicly demanded an explanation of the Pappas Connection to the Nixon-Agnew campaign. Thus we have a motive and an objective for the Watergate burglars, whose boss had been bugging the Demetracopoulos telephone as well.*" ■

by Demetracopoulos, Burke reached a disturbing conclusion - that the Kennedy White House had authorised a burglary of his Washington office in 1963 after his revetment from the Navy. The target of the alleged break-in was the raw transcript of yet another interview he had granted Demetracopoulos, this time offering insights on the Bay of Pigs. At the time, Kennedy feared that Burke would be running against him in the following year's presidential election.

In a delicious twist of irony, as the dam of Watergate was bursting over Nixon's presidency in 1973, he sent his lawyer to persuade Demetracopoulos to hand over the file on the Kennedy break-ins, The plan was to show the world that his own illegalities were neither new nor unique. Demetracopoulos refused to help Nixon, who, after all, was a staunch supporter of the Greek dictatorship Demetracopoulos was in exile from.

The main players in this epic tale are dead now (Burke died in 1996, aged 94) but for Elias Demetracopoulos, the drama is very much alive.

"*This has been a life-and-death struggle for me*," he says. "*It's not only a question of my honour*; *it's a matter of not letting the sorts of bitches destroy my professional career*. *They thought because I had a long Greek name that I wouldn't fight back*, *but I did*."

With some success it seems. In 1982 the State Department issued a clearance certificate authorising press credentials for Demetracopoulos. After two decades of officially inspired smears, a succinct statement stamped on the document spoke volumes. It read: "*No derogatory information*."

Today, Mr. Demetracopoulos has retired. He is living in Washington, feeding selective Greek journalists with fine stories from his precious archives of more than 50 years investigating reportage. Recently he was awarded by the prestigious metal of Greek Democracy for his role in fighting the junta, By the President of the Greek Republic. He has also been awarded the "Prize of investigating reporter" of "Botsis Institute for promoting journalism"(the Greek analogue of Pulitzer award).

Profile of Elias Demetracopoulos

Quotes from the hearings:
ROSENTHAL: *In view of the fact that your prepared statement is 24 pages long, and I have read through it and it is a very important and significant statement that we want to include the entire statement in the record, would you not wish to summarise it and give us the high points, the things that you think are particularly relevant to the committee's concern?*
Elias DEMETRACOPOULOS: *Yes, sir; I have done it already. I want to thank the members of this subcommittee for the opportunity to address them today regarding the situation in Greece and the role of the United States. My name is Elias P. Demetracopoulos. I escaped from Greece in September 1967 and I am presently active in the resistance movement against the Greek military dictatorship. Prior to my departure from Greece I was the political editor of three Greek newspapers and the chief Mediterranean correspondent for the North American Newspaper Alliance. I have a prepared statement for the subcommittee's records which now I would like to summarise.*
ROSENTHAL: *Without objection, the entire statement will be included in the record.*

STATEMENT OF ELIAS P. DEMETRACOPOULOS, GREEK POLITICAL EDITOR IN EXILE:
"*I would like to discuss the situation in Greece: a situation which I believe not only denies the Greek people basic democratic rights but is also harmful to the national interests of the United States...*"

BIOGRAPHY
Elias DEMETRACOPOULOS was born in Athens. He's single. His father was an archaeologist. He is now a permanent resident of the USA.
Presently:(1971)
● Active in the resistance movement against the Greek military dictatorship.
● Domestic and foreign consultant for Brimberg & Company, members of New York Stock Exchange.
● Journalist—*North American Newspaper Alliance* (NANA).
● Consultant to the Hudson Institute, Croton-on-Hudson, New York.
Between 1950-1958 Political and Diplomatic Correspondent for *KATHIMERINI* newspaper, Athens, Greece.
Between 1952-1967 Political Editor and Diplomatic Correspondent for *MACEDONIA*, *ATHENS DAILY POST*, *ETHNOS* and *THESSALONIKI* newspapers, in Greece.
Between 1950-1967 at various times has been special correspondent for the **New York Herald Tribune News Service**, correspondent for *Time and Life*, and *Path Finder* magazines, correspondent for the Mediterranean area of the *Missiles and Rockets* magazine (American Aviation Publications).
Between 1950-1967 chief Mediterranean correspondent of the *North American Newspaper Alliance* (NANA) of New York.
Attended the United Nations Annual Editors' Roundtable as the Greek representative on invitation (Warsaw, September 1967).
Escaped from Greece in September 1967 with the assistance of the United Nations.
He first visited the United States in 1951 and since that time he has often visited the USA and had literally dozens of newspaper interviews with leading American political and public figures. He has been around the world twice on journalistic missions and has travelled extensively to many countries of various continents. During World War II prisoner of the Nazis and after the war prisoner of the Communists.

Decorations:
Decorated by King Paul of Greece with the Golden Cross of the Royal Order of King George 1st.
The Medal of Greek National Resistance, 1941-1945.
The Golden Cross of St. Mark.
Officer of the Lebanese Order of Cedar.
Officer of the Order of the Republic of the United Arab Republic
Officer of the Order of the Crown of Belgium.Commander of the Order of the Republic of the U.A.R.

Member of the Overseas Press Club of America.

Education: The Athens Graduate School of Economics and Business Science.

Published Works-Books:
The Threat of Dictatorship - The United States and the Greek Problem March 1967, and *The Hellenic Navy in the Defence of Greece*, December 1954.

Major awards won, and dates:
The Annual Greek Award for the best reporting of 1962 by the Agency of Newspapers for the Athens Press, October 26, 1962

Radio in Greece

By Marina Rigou
Faculty of Communication and Mass Media Studies,
University of Athens

Radio history in Greece, as in many other countries worldwide, is connected to great historical events of the 20th century. The Metaxas dictatorship, the Second World War, the Civil War and the Colonels dictatorship are some of these events. First efforts at signal transmission using a radio transmitter in Greece began in 1923, just 3 years after the first broadcasting by the private radio station KDKA in the USA and the public radio station PCGG in Holland. These experiments, which included those by the Physics Department of Athens University, lasted for about 3 years, until Christos Tsigiridis, who was working on radio electronics and had imported and sold the first radios in Greece, transmitted the first radio programme in Thessaloniki. Radio Tsigiridis was thus the first of its kind in Greece and in the Balkans. Christos Tsigiridis became the first owner of a private radio station in the region.

The first state-run radio station was inaugurated in 1938 and had a transmission range which was limited to the Athens area. Since 1945, the National Radio Foundation (NRF), later renamed National Radio and Television Foundation, has undertaken the running of the state radio station. In 1950, 160,000 households had a radio receiver; five times more than in 1944. But the fees for receiving the program were the most expensive in Europe and, given the high cost of the radio receivers in those days, it was an obstacle to expanding the radio audience in Greece. Nevertheless, soon after the liberation of Greece and the end of the civil war, many radio stations began broadcasting throughout the country, but all of them were under the legal authority of NRF. In 1951, the first legal framework was adopted for the "Organisation and functioning of the Greek National Radio" (l. 1775/1951), giving to the NRF exclusivity with regard to everything concerning radio broadcasting. At the same time, another law (l. 1663/1951), which was also adopted in 1951, foresaw the establishment of a new organisation belonging to the army and having the duty of running radio and television stations. The new organisation under the name Armed Forces Information Agency ran

many radio stations and in the early 1960s. In collaboration with NRF, Public Electricity Enterprise and Greek Telecommunications Organization, it began experiments on television signal transmission. These experiments gave birth to Greek television, once again in Thessaloniki, during the Salonika International Exhibition, as had happened earlier with Greek radio.

The state monopoly of radio broadcasting was openly disputed through the FM band by "pirate" broadcasters. At the end of the 1970s and the beginning of the 1980s, the pirate broadcasters dominated in the field of audience ratings. "Radio pirates" broadcasted music programmes as well as political ones, given the post dictatorship situation and the "politicalisation" of public discourse in Greece. In 1983 the "Citizens Movement for a Free Radio" was established, illegally broadcasting radio programmes. "Chanel 15"s establishment and broadcasting was an initiative of the Movement. Legal authorities intervened during the programme transmission and many radio producers - well known citizens, journalists and artists - were arrested. Decisive for the radio future in Greece was Chanel 15s broadcasting during the electoral campaign for the municipal elections of September 1986. The radio station, which had the support of a majority of the Press and people, broadcasted interviews of the three candidates for the Athens Municipality. After this, it didn't take long for other big municipalities to run their own radio stations.

1987 was decisive for the future of radio in Greece; it was the year municipal and private local stations started broadcasting. These municipal and private mass media contested state monopoly and the audience ratings reflected the people's preference. The majority of receivers were tuned on to the new frequencies dominated by private stations focused on news and entertainment programmes which were much more flexible and interactive than the "concrete and firm" state programme. Hence, the audience of state stations dwindled as private and municipal stations "monopolised" the publics' interest. In the beginning, "free" radio broadcasting, as it used to be called, was news and information orientated. News programmes took on a different form and content than the usual state news broadcasting: agenda setting was no longer dominated by government news, information became instant and accurate and polyphony established as the innovative news characteristic. Journalists took over newscasting; they reported instantly and "live" from the source of the
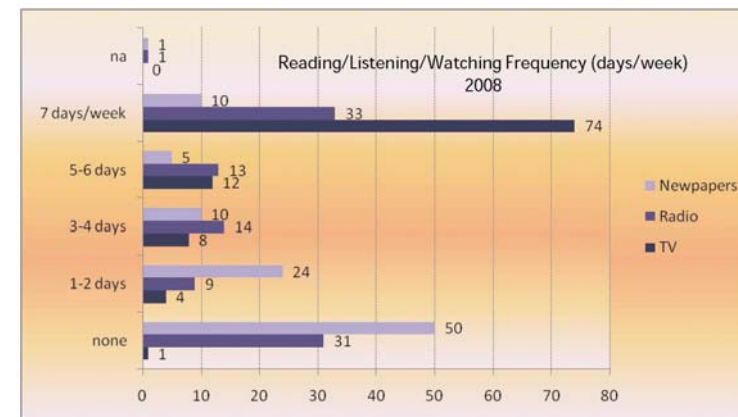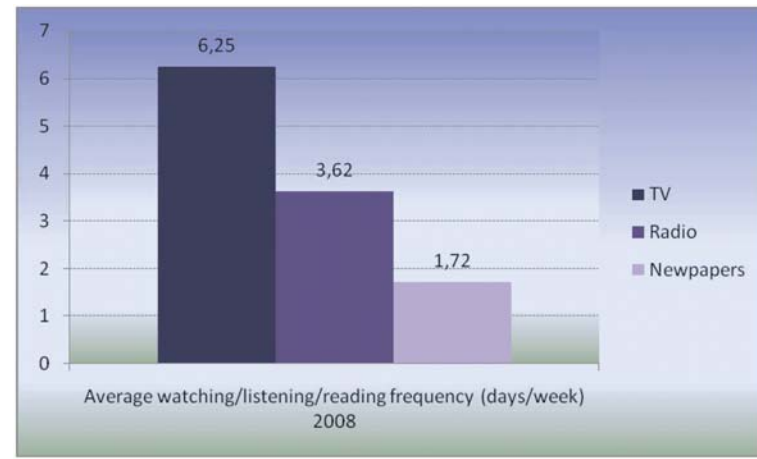

Source: Public Issue/IOM, 2008

events, news programmes were broadcast on the hour, every hour and news bulletins every half an hour. Interviews with political figures from all political spectrums gave news an objective approach and people received information on opposing issues concerning politics and society with non-biased news content. Different views on every critical issue got into the airwaves giving a liberal hue to public discourse.

Source: Public Issue/IOM, 2008

News radio stations transformed the way the public sphere was structured as political communication had found a new path through which political discourse could be accomplished and more "visibilities" were feasible. Politicians took advantage of this new tri-
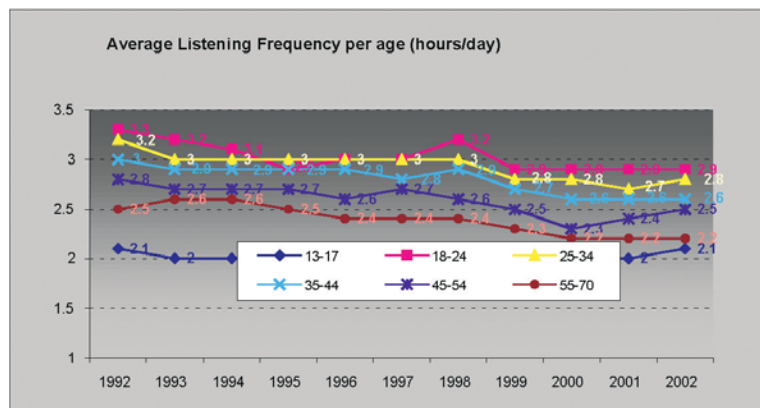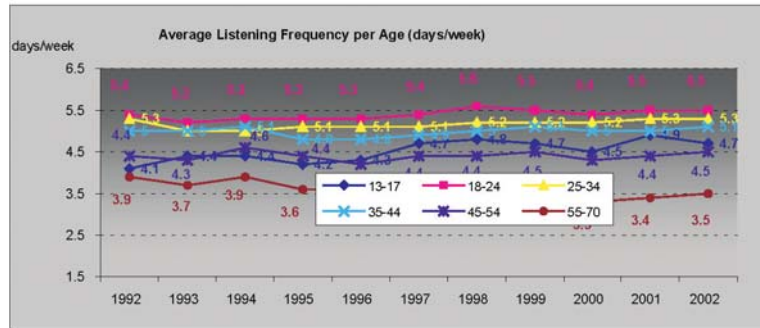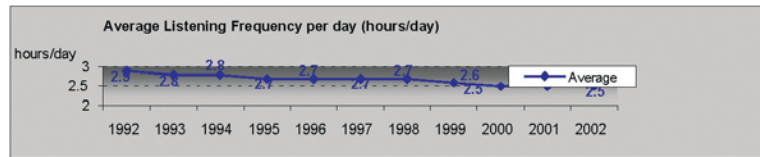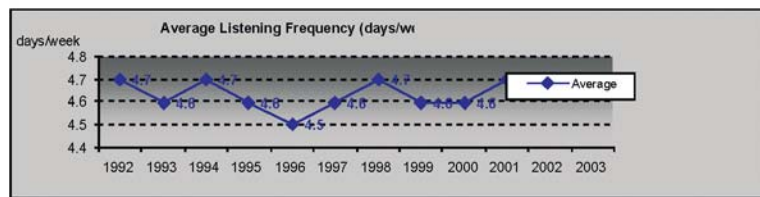

Source: IOM, 2006

bune to air their views and their voices became well recognized. So, from the period of a distant authority, the transformation of news led to a phase of intimacy, which was then followed by a phase of rejection.

In the course of time the visibilities led to demystification of politicians and the repetition of the same in different aspects, as political personalities were recycled again and again through sound waves, leading to audience fatigue. Dissatisfied listeners, fed up with politics and exhausted from the "rat race" of their daily existence, tuned in their receivers to other private stations orientated to entertainment and music. This led to a crisis for news radio stations, as citizens turned their backs on politics and politicians. Apathy spreading among the electorate, and of course the intense commercialization of the private media, had consequences for the content of private radio stations. Market research, public opinion and, mainly, advertising served as the guiding principle behind the construction of a programme. And in this context, music radio dominated given that the cost of producing this kind of programme was much cheaper than that of producing information programmes. "Infotainment" replaced news and "agenda setting" changed the priorities from politics to social orientated issues.

Nowadays about 1200 radio stations broadcast throughout Greece, but they are local (broadcasting in a city area), or regional (broadcasting in one of the 52 administrative regions), because only state radio has permission for national broadcasting. The most important private radio stations are located in Athens (Attiki) and in Thessaloniki.

National Council for Radio and Television (NCRT), which is an independent authority for broadcasting, established in 1989, supervises the radio and television field and is responsible for the application of laws concerning audiovisual transmission. The latest Constitution (2001) upgraded the duties of NCRT and provided for the independence of the Council.

As concerns the use of radio, Greeks listen to the radio approximately four hours a day, those between the ages of 24 - 54 being the most loyal listeners. ■

Advertising Expenditure in Greece

By Professor Emmanuel Heretakis, Faculty of Communication and Mass Media Studies, University of Athens.

In the last years, advertising expenditures in Greece have increased mildly. It is interesting to note the decrease of the "traditional" percentage of TV- which reached 45-50% of total expenditures during the past few years - and the significant increase in the percentage of magazines. The falling percentage in newspaper advertising reflects the decrease in their circulation figures, while radio advertising is within its "traditional" range of 5-7% (**Tab. 1**).

Internet advertising expenditure - in million EUR **Tab. 3**

	2000	2002	2002	2003	2004	2005	2006	2007
Internet	3.1	3.0	4.6	7.2	13.7(*)	7.6	13	22

Source: IAB Greece (*) Olympic Games

It is only a fraction of the advertising expenditures for the other, "classical" media, but is expected to show an increas-

Advertising expenditures - in million EUR **Tab. 1**

Year	2005	%	2006	%	2007	%	2008	%
Newspapers	486	18.6	539	19.3	595	18.8	570	17.9
Magazines	1054	40.4	1164	41.7	1247	39.4	1324	41.7
Radio	136	5.2	142	5.1	198	6.3	256	8.1
TV	934	35.8	945	33.9	1121	35.5	1026	32.3
Total	**2610**	**100.0**	**2790**	**100.0**	**3161**	**100.0**	**3176**	**100.0**

Source: Media Services

During January a decline occurred that has probably come to stay, according to advertising agency owners (**Tab. 2**):

ing trend, not only because of its small size, but also due to the fact that Internet usage is rapidly growing, and

Advertising expenditures - in million EUR **Tab. 2**

	January 2008	%	January 2009	%	2009 versus 2008
Newspapers	33	17.8	26	14.5	-21.2%
Magazines	95	51.4	87	48.6	-8.4
Radio	15	8.1	12	6.7	-20.0
TV	62	22.7	54	30.2	-12.9
Total	**185**	**100.0**	**179**	**100.0**	**-3.2**

Source: Media Services

Internet advertising expenditures are monitored by the Interactive Advertising Bureau (IAB) Greece.

hence transforming it into an "interesting" medium from the advertisers' point of view (**Tab. 3**):

Greek media overview

The Greek media landscape offers a vast availability of media, of all kinds (print media, radio and television stations, as well as diverse sites and weblogs). However, most media segments are "cluttered" with similar media, indicating that most of them (before being launched) do not conduct extended market research. This research would create new objectives which would, probably, lead to greater success. There also are only a few big-sized media groups, in the sense of owning a number of other media, e.g. newspapers and magazines or magazines and radio stations. The ownership of media is quite dispersed, rather due to the lack of know-how and the available size of capital involved.

There is heavy TV advertising - mostly due to the commercial channels, combined with offers and "gifts" (mostly DVD's and books) in order to boost the sales figures of (mostly) newspapers and magazines. Additional "clutter" is created by Internet, mobile and outdoor advertising as well as "new media" advertising.

Remarks on "consumers" of media (readers, listeners, viewers)

Media "consumers" are widely differentiated. Segmentation is becoming quite a difficult task for media researchers, following the existing and further increasing media segmentation. They adopt new attitudes and semantics, most of the time, quite different from the respective ones in the past, because they have very extended choices which pre-

vent them from going into depth and examining the details of e.g. an article. The phenomenon of similarity in the media, accompanied with constant changes in the media scene, produces significant obstacles for the "building" of loyalty in terms of media consumption. Fluidity is the major characteristic of the Greek media and its "consumers".

They read less and less, and their degree of concentration on texts is diminishing. Time spent reading is also decreasing. Due to the preponderance of the "culture of the image", they prefer more and more pictures than before, accompanied with short phrases. Familiarity with the screen, starting with the early days of TV (1966) in Greece, and continuing ever since, has reached the new generations, who are comfortable with the (now extended) use of screen in personal computers, video games, mobile phones etc. Not only are they familiar with this medium, but they also handle it with such ease and versatility that pen and paper have almost become obsolete. Furthermore, major changes in the Greek media scene and the field of commercial communications are expected during the coming years (**Tab. 4**).

Magazines-Readership profile per sex — Tab. 5

Magazine typology	% of women readers	% of men readers
Women's lifestyle	87.7	12.3
Marriage magazines	86.0	14.0
Astrology magazines	83.4	16.6
Health & quality of life magazines	82.8	17.2
Celebrities weekly magazines	76.8	23.2
Magazines for parents	76.6	23.4
Decoration/cooking magazines	74.4	25.6
TV magazines	63.7	36.3
Music/cinema magazines	63.6	36.4
Town guide magazines	59.9	40.1
Knowledge magazines	47.1	52.9
Computer/technology magazines	28.1	71.9
Men's and lifestyle magazines	27.8	72.2
Car & motorcycle magazines	22.2	77.8

Source: Focus-Bari Research March-September 2008
(*)Total population, 13-70 years old

Television still enjoys a high average daily viewership, and continues to be considered the "king" of media. The TV set has been domesticated, and is there, in every home: a part of everyday life. Its existence has significantly influenced the relationship of media "consumers" to other, non-TV media. It is an "imposing" medium, creating a "love-hate" relationship with its viewers. Its high daily reach, in the area of 83-85%, and its daily average consumption time, approximately 4 hours per day, provides TV with the necessary quantitative primacy. Its "heavy" viewers are older and mostly come from middle/lower socio-economic backgrounds.

Magazines are a medium that "informs" in the mode of "entertainment', covering the sentimental, social and practical needs of its readers. Young people and women are very attached to their magazines. During the 1980s and 1990s they offered, and sometimes imposed models - especially for the young - and at the same time they provided (which they still do) "choices/alternatives, dreams and escapes" to their readership, and were rewarded with significant levels of loyalty per title.

Since the mid-1990's, they have suffered from growing multiplicity of similar (metoo) titles, presents and offers decreasing the value of the editorial, "attacks" from other media (newspaper inserts, TV, Internet). They are failing to provide an example, and the public is searching for new role models. Today, after a big crisis, maga-

Mass media evolution in Greece-based on total population, 13 -70 years old — Tab. 4

	2005	2006	2007	2008
Television (1)	83%	82%	84%	83%
Magazines-newspaper inserts (2)	74	78	75	77
Radio (3)	62	63	63	64
Sunday newspapers (2)	41	43	42	43
Internet (4)	32	34	39	43
Total daily newspapers (2)	16	17	16	16

Source: Bari-Focus Research

(1): Average daily viewership: Percentage of population that viewed (for the period under consideration) TV for at least 5 minutes daily.
(2): Readership of average issue: Percentage of population that read/browses any title every time it is published, either the title is bought by that person or not.
(3): Average daily listenership: Percentage of population that listened to the radio (for the period under consideration) for at least 5 minutes daily.
(4): Users: Percentage of population declaring that it used the Internet for this specific time period.

zines are starting to re-invent their image; the magazine market is rich with new, modern titles and their relationship to their readers is being redefined. The current magazine audience is more loyal to segments than to titles. Current magazine markets offer lifestyle magazines (for women, men and unisex titles), weekly magazines (e.g. TV programme magazines, gossip magazines) and newspaper-inserted magazines. Their diversity can be seen in the following table (**Tab. 5**).

Major characteristics of Greek magazines:
- Loyalty to segments, not to titles
- Less reading, more "leafing through"
- Less time devoted per title, in general
- More readers exposed to more titles
- Less emotional bonding, but a remote, "rational" attitude
- Offers and gifts/premiums being a major motive and criteria in selecting and buying magazines.

Radio is a traditional medium, constituting a part of listeners' daily life. The absence of the image in radio has its advantages and the evolution of radio and the strengthening of the informational character of TV. In general, radio is considered a well-loved medium, reaching out to its public in a sentimental and positive way: a necessary companion in a constant relationship. In terms of segments, radio stations are divided into news/talk radios (for older men) music radios (for everybody) and sport radios (for men of all ages). Its "emotional" development bifurcates between a sensitive reaction and a perceived commercialism, with the later stronger than the former.

Newspapers are the most traditional medium in Greece, but they have been facing significant problems in the past decades. They are highly segmented, with daily papers (political papers), Saturday and Sunday papers, financial papers, free press, sports papers and local papers. There are many similar titles. Intense competition has led to offers, various "gifts" and consequently to a decreased focus on editorial value. They actively compete with magazines; especially the Sunday papers have evolved into a "multiproduct," trying to cover the needs of the whole family. Free press is a rather

Newspapers-Readership of average issue per category (*) — Tab. 6

Newspaper	Thousands of readers	%	Read average number of issues
Sunday papers	2.853	43.0	1.7
Saturday papers	1.716	25.8	2.0
Free Press titles	933	24.7	2.8
Daily papers	1.087	16.4	1.7
Sports papers	705	10.6	1.5
Financial papers	135	2.0	1.4

Source: Focus-Bari Research March-September 2008

(*) Total population, 13-70 years old. Based on the Attica and Salonica regions. The percentages refer to those who read at least one issue.

disadvantages - radio is with you wherever you go. It directly meets the needs of the radio public: providing entertainment, information, companionship etc. However, it seems the entertainment function overrides the information aspect. This is a result of new phenomenon in Greece, and this segment seems to be growing (**Tab. 6**).

Not only is the **Internet** considered a medium, but it is enjoying a rapid increase in penetration and usage (**Tab. 7 & 8**).

Evolution of usage and of the relationship with the Internet (*) in percentages — Tab. 7

Year	Internet users (1)	Potential users (2)	Indifferent
2000	12	11	70
2001	18	11	66
2002	22	11	64
2003	27	9	61
2004	30	9	59
2005	32	7	61
2006	34	7	59
2007	39	9	52
2008	43	8	48

(1): Declared that they are using the Internet at this time.
(2): Declare that it is highly probable that they will use the Internet during the next six months.

(*) Source: Focus-Bari Research March-September 2008.Total population 13-70 years old, total Greece.

Evolution of Internet users (*) in percentages — Tab. 8

Year	Men	Woman
2000	16	8
2001	23	13
2002	27	17
2003	32	21
2004	36	24
2005	38	26
2006	41	28
2007	46	32
2008	50	36

(*): Those that declare that they are using the Internet at the time.

Source: Focus-Bari Research March-September 2008.Total population 13-70 years old, total Greece.

However, the increase in Internet use is mainly confined to the younger age groups, mostly 13-17 year old, 18-24 and 25-34. Its geographical spread is concentrated mostly in Attica and Salonica, while

an observable increase can be seen in the rest of the country (**Tab. 9**):

The increase in internet users (*) -in percentages (%)-per regions of the country   Tab. 9

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008
Attica	16	22	27	33	39	41	42	47	53
Salonica	20	26	29	31	33	35	40	41	44
Rest of country	7	13	16	20	23	24	26	30	33

(*): Those that declare that they are using the Internet this time.

Source: Focus-Bari Research March-September 2008. Total population 13-70 years old, Total Greece.

Also, the Internet is quickly becoming a source of information, for practical solutions and a sort of leisure-time companion. Its main users are primarily young adults (teenagers and students) as well as (mostly) men of upper and middle professional status.

As the use of computers became more widespread, it has become a "must" for youngsters (boys and girls aged 7-12 years old) (**Tab. 10**):

Usage of computers and of the Internet (*) in percentages   Tab. 10

	2000	2004	2008
Computers	44	69	69
Internet	7	13	25

(*)Boys and girls 7-12 years old, Total Greece
Source: Focus-Bari

Home and school are the main places of usage for both computers and the Internet for the very young (**Tab. 11**):

Place of usage for computers and the Internet (*) in percentages   Tab. 11

	Computers	Internet
Home	74.2	64.1
School	37.3	19.1
House of friends	14	12.8
Internet café	7	12.6
Workplace of parents	3.1	4.5

(*) Boys and girls 7-12 years old, Total Greece
Source: Focus-Bari, Research period March 18 - September 15, 2008

Characteristics of e-consumers

Demographics of e-consumers (percentages refer to the number of active Internet users, within each subdivision).

Gender: Men (27%), women (17%).
Age brackets: 13-17 (5%), 18-24 (22%), 25-34 (31%), 35-44 (28%), 45-54 (20%), 55-70 (19%).
Educational level: Upper (30%), Intermediate (18%), Lower (7%).
Socio-economic background: AB (33%), C1 (28%), C2 (20%), DE (14%).
Geographical area: Attica (25%), Thessaloniki (20%), Rest of country (21%).

Evolution of purchases through Internet   Tab. 12

	2006	2007	A Semester 2008	B Semester 2008
Percentage	9%	13%	19%	25%
In thousands	185	303	509	690

Base: Active Internet Users Source: Focus-Bari

The purchase of goods and services through the Internet is rapidly increasing (**Tab. 12**).

What do they buy online? Mostly tickets for ships and airplanes (34%), computer hardware (25%), books (21%), computer software (16%), clothes-accessories (14%), music/cinema films/DVDs (14%), gadgets (13%), cinema tickets/other (12%), hotels/vacations (12%).

e-consumers are categorized into four distinct typologies :
- "Smart shoppers" (22% of total e-consumers)
- "Trend followers" (28% of e-consumers)
- "Practical ones" (34% of e-consumers)
- "Opportunity seekers" (16% of e-consumers).

The population of Greek e-consumers at the moment (early 2009) consists of 690,000 people, with an increasing trend. They buy a lot, and they save time and money.

General remarks concerning the evolution of the Greek media

Greek society, and therefore media "consumers" are becoming more and more segmented, in terms of media "consumption," the semantics of communication, and the usage of technology (e.g. digital versus traditional). The changing environment has to offer instant coverage of needs, replacing traditional ways of communication, entertainment and leisure time activities. The creation of social networks and bonds, most probably, will allow for individual creativity and the emergence of tailor-made solutions that will "steal" time and attention from the traditional media (i.e. TV and Press).

Among the trends in the near future, we might see publishers becoming multimedia conglomerates, on the road towards media convergence. Also the emergence of digital press (designed for and available only for the screen), the further increasing trend of the free Press, and an increase in the partnering with search engines for web traffic and advertising.

Special thanks to Focus-Bari Research Agency, to Media Services and to IAB Greece for the data provided. ∎

How Serious are Game-Related Projects in Greece?

Games and Augmented Realities in Greece: Fun Multimedia projects with Serious Hidden Agendas

We live in an era of convergence, a process that refers to the tendency of media forms to become similar and interchangeable by combining content, purpose and technology. Digital information features a complexity encoded in the simplest of terms: arrays of zeroes and ones. This simplicity that underlies digital information is also responsible for its versatility - different media may process the same information, it is only a matter of properly encoding it to suit each medium's particular characteristics.

Many typical examples of the process of convergence have already been with us for a long time, as anyone who has played a digital game on his mobile phone, listened to music on his mp3 player or watched a video on YouTube would readily attest to. However, convergence is an ongoing process, and new forms of convergent media appear constantly. Two such examples are digital games and locative media (as well as their hybrid, location-based games).

S ince 1970 when they were first introduced, video/computer games have been highly appreciated by users. From then on, digital games seem to have taken over the recreation and entertainment market and changed the daily routine of millions of people. Digital games (computer games, home gaming consoles, portable handheld consoles, online gaming etc.) have created new terms and forms of media literacy in society as well as in the global market.

By Maria Saridaki, PhD student, University of Athens

General game taxonomies comprise Edutainment Games, Commercial Entertainment Games, Educational Games and Serious Games, while game genres include action games, adventure games, "beat 'em up" games, platform games (where game characters run and jump along and onto platforms), knowledge games, simulations, role-playing games, management and strategy games, drill-and-practice games, and the successful Massive(ly) Multiplayer Online Role-Playing Games (MMORPGs) which enable thousands of players to interact simultaneously in an evolving virtual world over the Internet.

The Greek Gaming Market

Even thought computers such as Amiga, Atari, Commodore and Spectrum introduced digital games to the Greek audience during the 1980's, gaming didn't become highly popular in Greece until the 1990's when Sega, Nintendo and later Sony (with its popular Playstation) introduced their gaming consoles. Nowadays the gaming industry is flourishing and consoles such as the Nintendo Wii provide new forms of gaming experience for the entire family. Gaming in Greece has become a popular phenomenon introducing new terms into Greek society and transforming day-to-day family habits. Leading genres are PC and console sport related games, adventure games and the extremely popular MMORPGs.

As expected, this phenomenon did not escape media attention. Gaming has been openly criticised by the Greek mass media on account of its alleged connection to violence- and addiction-related issues. However, apart from using games as content for news programmes, the media have used games for informative and marketing purposes as well. Right now there are various game oriented TV programmes and more than ten magazines devoted to digital games and the gaming market.

Gaming to Learn: A "Serious" Relationship

In his famous "Homo Ludens" book written in 1938, Johan Huizinga describes play as "*a free activity standing quite consciously outside "ordinary" life as being "not serious", but at the same time absorbing the player intensely and utterly. It is an activity connected*

with no material interest, and no profit can be gained by it. It proceeds within its own proper boundaries of time and space according to fixed rules and in an orderly manner. It promotes the formation of social groupings which tend to surround themselves with secrecy and to stress their difference from the common world by disguise or other means."

It is no secret that some of the basic elements of this definition such as intense absorbance, boundaries of time and space, fixed rules and promotion of social grouping, are basic concepts of modern pedagogical theories regarding learning. In addition to the long-ago established importance of gameplay as a framework for learning and socialisation, which promotes equality along with acceptance of differences, motivation through challenge and absence of punishment in the case of errors, modern digital games possess a number of additional features such as their enhanced capability to simulate real-world and everyday-life situations with a high degree of fidelity as well as their ability to attract the player's engagement through augmented playability mechanisms and balanced game feedback. All these features make digital games a most promising learning tool, in both formal and informal settings and for general and special education alike.

This characteristic led to the appearance of the term "Serious Games", which encompasses all games or game oriented software that have purposes other than pure entertainment. Both industry and researchers use the adjective "serious" not because the gaming experience is serious-driven and less fun. On the contrary a successful serious game should be highly entertaining, thus hiding its "serious" agenda behind an architecture based on entertainment and highly motivated gameplay. The adjective "serious" generally refers to products used in domains such as education, scientific explo-

ration, training, healthcare, defence, management, urban planning, engineering, religion, and politics. At the same time organisations such as *BECTRA* (British Educational Communications and Technology Agents) lead the *Computer Games in Education* programme, while the European Union's *SIG-GLUE - ? Special Interest Group for the Game-based Learning in Universities and lifelong learning*, and Microsoft and MIT's joint framework *Games-to-Teach*, show the power of this new medium and the convergence between the academic world, the industry and the state in order to support and implement new projects.
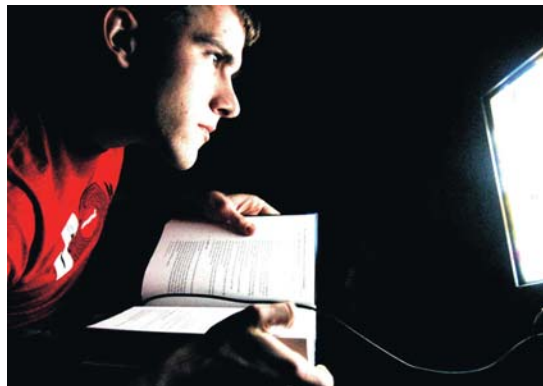
Serious Games combine entertainment and learning, but are they able to constitute an effective educational medium?

All over the world, researchers, educators and game designers are increasingly becoming interested in the potential use of computer and video games to support the users' learning experience. Digital games engage the students' interest; motivate them to exercise control, curiosity and imagination while featuring personalisation and adaptation capabilities according to the students' abilities and needs. Gameplay is regarded as an important arena for the development of communication and the formation of identities, values and norms. Both as a recreational and as an educational tool, digital games and virtual worlds such as *The Sims*, *World of Warcraft* and *Second Life* are able to constitute a powerful communication tool, since through fun and personal involvement they lead to improvement of aptitudes and skills.

Serious Gaming Projects in Greece: Some Examples

The apparent impact on society as well as international research findings regarding the various usage of gaming not only as a recreational medium but as a medium for more "serious purposes" intrigued Greek academia and research institutes to pay attention to this powerful medium and implement game related projects. Over the past few years various institutes such as the Department of Communication and Media Studies of the National University of Athens and the Department of Informatics of the Ionian University offer courses on game usage as a mass medium and as an educational tool as well as game design and video games industry courses. In Greece, games such as:

- *Enigmart*, an educational adventure game addressed to secondary education students, whose basic purpose is to bring students into contact and familiarize them with significant Greek painters of Modern Greek art and their work;
- *Educational Shipping Management*, a 3D game especially designed and implemented to be used with handheld consoles and used in the training of future ship captains regarding logistics and shipping supplies management, prove that digital games have the potential to be used as learning environments able to support basic principles of learning as well as to provide a highly enjoyable virtual world that enables interactivity and promotes learning initiative.

Additional game based learning projects include the following:

- *Epinoisi R&D* (*http://www.media. uoa.gr/epinoisi/*), a project which led to the creation of the *Magic Potion*, an adventure game based on a fairytale world especially designed and implemented for young students with mild

intellectual disability. This game was developed with a twofold objective: from a learning outcomes perspective, to provide modular game-based material for basic literacy, numeracy and social skills that contribute to everyday life autonomy (the ultimate goal of special education); and from a learning process perspective, to provide an amusing gameplay experience that will mobilise students and enhance their self-confidence, hiding the educational agenda and taking away the feelings of stress and failure often inherent in the process of special education
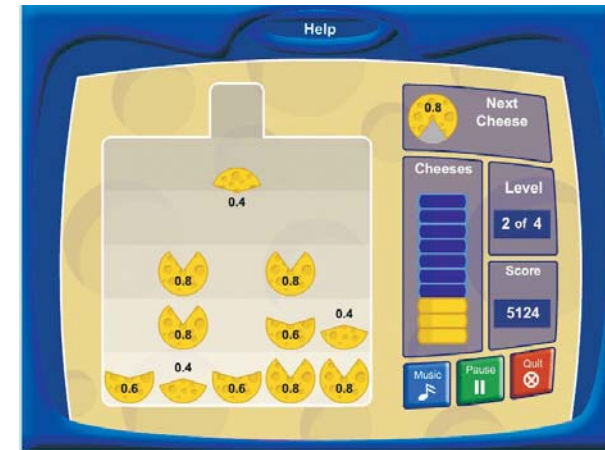
Cheese Factory is a game that explains in an easy and fun way

- *Game On* (*http://gameon.europole. org/*), a project run jointly by Greek and other European partners that led to the creation of highly engaging and motivating e-learning materials and e-games to help prisoners, ex-offenders, young offenders and young

people at risk of committing offences to acquire literacy, numeracy and social skills so as to enable them to progress further into adult education provision and/or employment.

- *GOAL.net* (*http://www.goal-net.eu/*), a research and development project that involves creating games and gaming material in order to support participants with learning difficulties and special needs in the acquisition and the use of knowledge, skills and qualifications to facilitate personal development, employability and participation in the European Labour Market. In addition, *GOAL* aims to support improvements in quality and innovation in vocational education, training systems, institutions and practices as well as enhance the attractiveness of vocational education and training by the use of pc games. ■

Magic Potion is a serious adventure game that is based on coherent storytelling and adaptable educational content

Apart from the creation of *Magic Potion* the digital games-based material for students with mild intellectual disability used within the EPINOISI project is based on game applications already available as well as developed from scratch, covering subject matter relevant to language and mathematics skills for everyday life, interpersonal relations and communication, acquaintance with adult life, selected topics from the curriculum of secondary special education, as well as digital creative activities. *Magic Potion* has been described as efficient and fun both by users and educators as well as the press.

Goal: *My Appearance* is a point and click simulation game that explains in an amusing way issues of hygiene and personal appearance

Locative Media and Location-Based Services: The Spatial Dimension of Digital Content

An interesting new form of gaming involves the use of media that utilise location detection technologies, more commonly called locative media or location-aware systems. The case of locative media as convergent media is an interesting one, partly because they manage to connect digital information with a fundamentally analogue entity, the physical environment.

Location awareness operates under relatively straightforward principles: if a handheld device is equipped with some means of location detection like GPS (as many devices nowadays are), the user's actual location could act as a criterion for accessing digital, potentially location-specific, information. One might say that it is only a matter of putting a few extra conditional statements in an application's code, so it is not such a momentous invention - and that may approach the truth from a technical standpoint. A location-aware application does not have to be restricted to a telecommunications provider's own network, as it can use mobile Internet to achieve some degree of network independence. There are now mobile phones that can in a way bypass network restrictions by using mobile Internet, and more are already on the way (for instance, Nokia intends to equip certain models with Skype). Also, given the proliferation of wireless access points in modern cities, it is quite feasible to browse the Internet via a mobile phone for free, without in any way involving a provider.

Despite their relative technological "simplicity", the implications of locative media regarding the way we utilise digital content and incorporate it in our everyday lives may be significant.

Digital infrastructure

The appearance and recent proliferation of location-aware technologies signals the reversal of an up to now prevalent trend, that of "de-spatialisation" and "de-locatedness". Widespread use of the Internet for the purposes of communication, social networking, and identity management led to information being disconnected from any notion of spatiality. Being close to its original definition as "*a consensual hallucination experienced daily by billions of legitimate operators*" (William Gibson, Neuromancer), "cyberspace" - as the Internet and the World Wide Web are often referred to - has no material substance. "Closeness" on the web is measured not in kilometres, but in bandwidth. The greater the bandwidth an Internet user has at his disposal, the more sensory modalities he can employ when communicating with others, and, therefore, the more complete a communicational experience he can offer. Regardless of bandwidth, however, the Web has been advertised as an unlimited, "always on" source of information and social networking ground.

Associating digital information with the user's actual geographic location reverses the aforementioned trend and contributes to the creation of a repository of digital content anchored in the urban environment. According to Malcolm McCullough, Associate Professor of Architecture and Design at the University of Michigan, this development is, reminiscent of the growth of power cables and telephone lines in the early twentieth century. Digital content is distributed across the urban landscape. It is a synergistic, mutually beneficial relationship, which imbues the urban environment with social significance; the rigid and immutable architectural landscape of the modern city is enriched by the addition of fluid, easily transformable digital information, while digital information is infused with some of the permanence of the built environment. In this sense, digital content acts as an extension of the city's infrastructure. And just like the infrastructure it in a way imitates, digital content obtains a spatial identity and can be referred to in spatial terms ("the info that may be found at the corner of X street and Y avenue").

Digital cityscapes:
Location-aware services in Greece

Locative Media in Greece remain an area that is still largely under research by universities and other research centres, and have not yet reached full commercial exploitation. Since we are in the middle of a serious financial crisis, it is still impossible to tell when there will be serious efforts in that direction. The three major players in the area of mobile communication services in Greece (Cosmote, Vodafone, Wind) do not currently offer location-based services but appear willing to do so in the future. Although the number of GPS-enabled devices in the Greek market is steadily increasing, there has been no significant move towards offering location-based services to GPS-enabled phone or Personal Navigation Assistant (PNA) users. Creative Image Technologies, a Greek distributor of various PNA brands and official representative of NDrive GPS navigation systems in Greece is one of the companies that shows interest in investing in the creation of a new generation of location based services in their Sygic Drive navigation software. Most of the existing commercial implementations of location-based services in Greece concern logistics and fleet management. Some of them rely on finding the location of a mobile device through SMS and triangulation by using the coordinates of the cellular network. One of these implementations uses i-Track (http://www.itrack.com), a service that aims to locate a vehicle or a user by means of Google Maps and an SMS dedicated service.

Mobile Fleet is intended for the management of large fleets of vehicles and relies on a combination of GPS, GPRS and GIS technologies in order to coordinate a fleet of vehicles equipped with mobile terminals. A server is charged with various logistical operations, such as vehicle rerouting, damage reports, delays and data mining reports. Another Greek company, ANCO, has developed a similar system for mobile fleet management named *NaviCar Suite*). EasyFleet is using location data to coordinate fleet movement in Greece, along with VFLEET or *FleetOnLine*, which can be used either as a form of software installed on a server at the company's headquarters or as a web-based application.

Spymigo is a social networking utility for mobile phones. A user downloads and installs an application on his or her mobile phone and creates a user account. Every *Spymigo* user appears on a city map displayed on 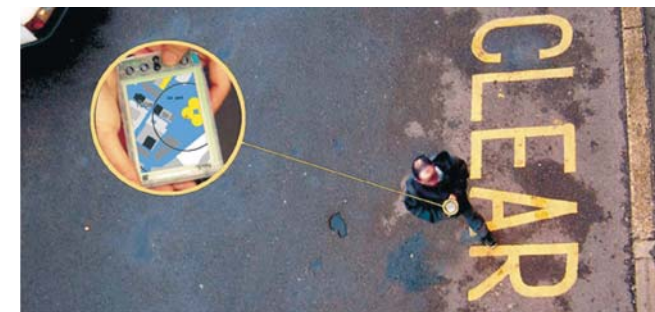the user's screen. The location of a user is found by GPS or the cellular network (Assisted GPS or A-GPS). An active Internet connection is needed at all times for the users to exchange short messages. User may login from a desktop computer and enter their location explicitly, without using a mobile phone. Apart from a way of connecting friends, Spymigo acts as a city guide as well, since it displays where an event is taking place or interesting spots in the city, in a way that is similar to "Points Of Interest" shown on a typical Navigation application on a PNA.
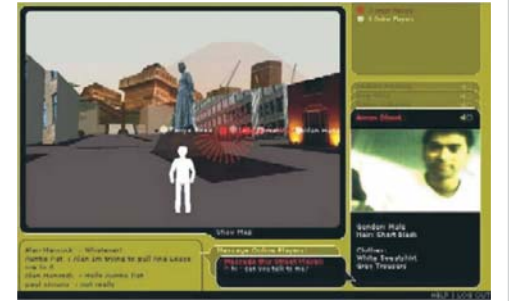
Games in the city

Gaming and entertainment have always been popular proving grounds for new and emerging technologies, and locative media are no exception. There have been numerous such applications worldwide (for example, *PacManhattan*, *ARQuake*, *Botfighters*, *Geocaching*, *Uncle Roy All Around You*, *Can You See Me Now?* and others). Such games offer a hybrid gaming experience by combining real and digital game elements.

Uncle Roy All Around You by Blast Theory. This is a view of the desktop interface

Location-based applications that allow remote users to participate in the ongoing activity are an interesting subcategory of locative media. A remote user is not present at the place where the activity takes place and does not necessarily have to use a mobile phone. Instead, such users may employ more žconventional' means, such as ordinary desktop computers. The physical urban environment is represented on the remote users' monitors, possibly as a 3D interface, as for instance in *Uncle Roy All Around You*. As a result of this subcategory, the definition of location-aware services may be expanded in order to encompass applications in which the role of location specificity is central and which provide some means of spatial representation to the user - and this spatial representation also corresponds to and concurrently reflects what transpires in the actual physical environment that is being represented. Such applications have the advantage of building on the vast amount of pre-existing knowledge users may have gained by playing computer games a significant percentage of which involve spatial structures and navigation. There are numerous examples, including Doom (the game that actually consolidated the first-person shooter

ARQuake

Can You See Me Now? by Blast Theory

By

Charalampos Rizopoulos, PhD student, University of Athens

Nikos Kaimakamis, Graduate, University of Athens

In 2007 SEEMO decided, together with CEI, to start as of 2008 the CEI Award for Outstanding Merits in Investigative Journalism with a prize of 5,000 EUR. This Award was given in 2007 to Drago Hedl from Croatia. The Jury based its decision on the integrity and personal courage demonstrated by Hedl in carrying out his work on war crimes committed against civilians in the eastern city of Osijek in 1991. According to the Jury, "*writing about war crimes is not something that makes a journalist popular.*"

The young investigative journalist Besar Likmeta from Albania is the winner of the 2009 CEI/SEEMO Award for Outstanding Merits in Investigative

Esad Hećimović
GARIBI
Mudžahedini u BiH
1992–1999.
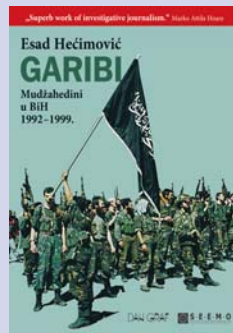
tigative journalist from Albania. With this selection, the Jury intended to "*promote the good investigative journalism carried out by a very young journalist and, more in general, to convey a signal of support to the development of investigative journalism in Albania, which is particularly significant for this country.*" Besar Likmeta, born in Durres in 1983, is currently editor and project manager of the Balkan Investigative Reporting Network (BIRN). Likmeta investigative work has stretched from fake degrees to consumer protection and fraud by large state corporations. Likmeta produced (2008-2009) several significant investigative reports that were widely republished and have had an impact on Albanian society as well as on a regional level: *Albania Ignores Trade in Fake Degrees*, *Wind Farm Threatens Albanian Paradise*, *World Bank Demolished Albania Village*. Likmeta has worked as a professional journalist for various print publications, electronic media and television. He started his career re-

South East Europe Media Handbook 2006/2007
Editors: Oliver Vujovic and Radomir Licina
Volume One
S·E·E·M·O

South East Europe Media Handbook 2006/2007
Editors: Oliver Vujovic and Radomir Licina
Volume Two
S·E·E·M·O

ISTRAŽIVAČKO NOVINARSTVO
SEEMO specijalno izdanje

South East and Central Europe Media Handbook 2008
Editors: Oliver Vujovic and Radomir Ličina
Slovenia ¦ Croatia ¦ Bosnia and Herzegovina Montenegro ¦ Serbia ¦ Kosovo ¦ Macedonia Albania ¦ Greece ¦ Cyprus
Volume One
S·E·E·M·O

South East and Central Europe Media Handbook 2008
Editors: Oliver Vujovic and Radomir Ličina
Hungary ¦ Slovakia ¦ Czech Republic Poland ¦ Ukraine ¦ Belarusia ¦ Moldova Romania ¦ Bulgaria ¦ Turkey
Volume Two
S·E·E·M·O

Journalism. On 29 June 2009, the International Jury met in Trieste, at the CEI Headquarters. The Jury was composed of Norbert Mappes Niediek, free-lance South East Europe correspondent based in Graz (Austria); Franca Roiatti, deputy editor, foreign affairs desk, *Panorama* weekly, Milan (Italy); Marina Constantinoiu, editor-in-chief, *Jurnalul National* daily, Bucharest (Romania); Milorad Ivanović, deputy editor-in-chief, *Blic* daily, Belgrade (Serbia); Angelina Soldatenko, director of the International Institute for Regional Media and Information, Kharkiv (Ukraine). The meeting was also attended by Mr. Hari Štajner (Serbia), CEI expert in media issues, acting as advisor together with Mr. Oliver Vujovic (SEEMO Secretary General), Ambassador Pietro Ercole Ago (CEI-ES Secretary General) and Ms. Barbara Fabro (CEI-ES Senior Executive Officer). It was unanimously decided that the Award should go to Besar Likmeta, a young inves-

porting for the Florida Times Union in Jacksonville, Florida. He moved to Albania in 2005 where he has been a features editor for the *Tirana Times*, a world news editor for the 24 hour news channel, *TV Ora* news, and lately as BIRN Albania editor. He has also contributed stories to various publications such as Jane's Intelligence Review, Businessweek and World Politics Review. Moreover, in 2009, the Jury decided to award a special mention to Esad Hećimović from Bosnia and Herzegovina and to Stefan Candea from Romania, in recognition of their valuable contribution to investigative journalism. For that, they will receive a CEI SEEMO diploma during the CEI Journalists Forum.

MEDIA AND MINORITIES IN SOUTH EAST EUROPE
S·E·E·M·O
Editors: Thomas A. Bauer, Oliver Vujovic

---

genre) and several recent MMORPGs (e.g. *World of Warcraft*, *Warhammer Online*, *EverQuest*, *Lineage*, *Age of Conan* etc.).

Location-based gaming is interesting from a hypothetical perspective as well. There are numerous theoretical approaches that deal with play and games in their more conventional form. In a sense, location-based games are different from earlier types of play due to the fact that they are embedded in everyday life, and they transform traditional game theories accordingly. Many traditional concepts, such as the "magic circle" (the conceptual and experiential realm wherein the various actions acquire a meaning which is particular to the game and may be illogical or even illegal outside its context), the duality of play and reality, the role and importance of rules adherence, and the spatiotemporally bounded nature of play, are stretched and/or redefined as a result. The "magic circle" is stretched, play takes place in the actual urban environment, rules may be bypassed as a result of physical co-presence, and the notion of spatiotemporal boundedness is not uniform (although it is more important in location-based games than in "conventional" computer games, it may not be a prerequisite in the case of open-ended location-based games with no set duration or end point).

Urban games in Greece: the case of LOCUNET

Not unexpectedly, such a multitude of location-based applications (and especially games) is not to be found in Greece, where the domestic game industry in general is currently making its first steps. In addition to fleet management and logistics, as discussed in the previous section, most of the applications developed in Greece (as, for instance, Loveus) are at a prototype stage and are mostly related with tourism and the cultural sector. Location-based games or game-like applications may also be used for the purpose of research on various aspects of

computer-mediated communication. One such research effort has been undertaken by the Laboratory of New Technologies in Communication, Education and the Mass Media, supported by the Greek General Secretariat of Research and Technology, and co-financed by the European Fund of Regional Development (EFRD).

The research project in question is called LOCUNET (LOCation-aware Urban NETwork) and aims to investigate the fundamentally interactional experience of locative media use, as it pertains to both the user's interaction with the system itself and the mediated communication with other users, co-present or remote. Although LOCUNET is primarily used for academic research in the field of communication and new media, and as such did not start out as a game, it closely resembles one in that it has clear and quantifiable objectives and outcomes. Participants perceive LOCUNET first as a game and then as a research tool. Furthermore, the relevance of play in human social and cultural activity has been highlighted by several eminent theorists (Huizinga, Simmel, Caillois, and others). Therefore, a game-like application was seen as an effective way of fulfilling the project's research objective.

This system consists of the server and a number of client devices that display the map of the area in which the game takes place. A map was specially designed so that certain features which were thought to be useful to pedestrians (such as hiding places, ramps, stairs, vegetation, parks, etc.) would be highlighted. The area itself was for the most part inaccessible to motor traffic in the interest of safety and because playful behaviour was thought more likely to develop in a largely pedestrian-only area, where the pedestrian user's attention would not be diverted to issues unrelated to the game (such as avoiding incoming traffic). Furthermore, a pedestrian-only area increased the possibility of interaction among players and passers by.

The LOCUNET user interface as seen on a player's mobile device

The application scenario resembles a hybrid "treasure hunt". Players are placed in two competing teams which aim to collect a number of digital "objects". The team with the highest score after a predetermined amount of time wins the game. There are numerous objects located all over the play area. Players navigate this area holding their mobile phones. As they approach the location of an object, they see an object icon (e.g. a coloured square) appearing on their screen. In order to collect the object, they have to move next to it and use the appropriate "collect object" button. As soon as they have the object in their possession, they may attempt to place it in an area specially designated as "team headquarters". When this happens, the team's score is increased by one point. Such a straightforward game scenario precludes the possibility of player interaction. To that end, a "limited possession time" rule was introduced. Basically, a player can hold only one object at a time, and only for up to two minutes. After this time has elapsed, the object is dropped whenever the player happens to be at that given moment. The same player can-

not immediately pick up the same object he dropped due to the two-minute time limit having being reached. A direct consequence of this limitation is the need for team members to coordinate their moves so that they can get most of the objects (which are deliberately placed so that two minutes will probably not suffice for their capture). This simple rule, therefore, generated a need to formulate a rudimentary game strategy and employ methods of computer-mediated communication such as text messaging for intra-group communication.
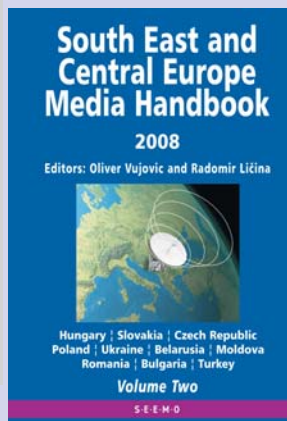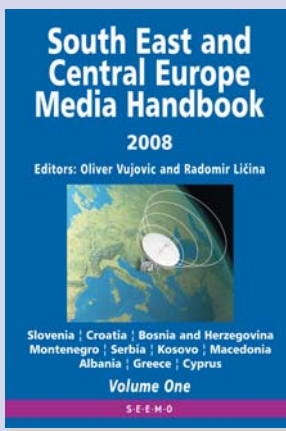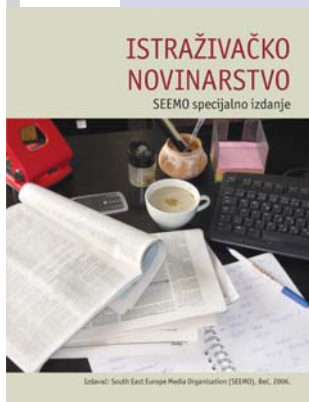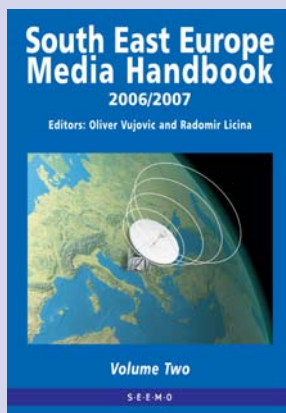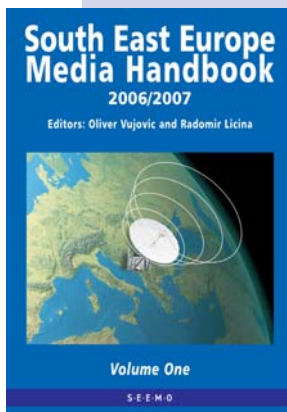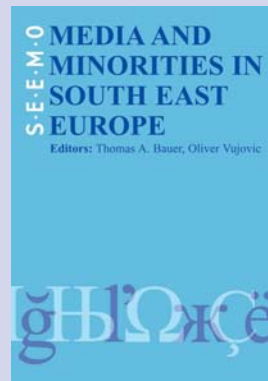
In addition to the objects, LOCUNET featured another type of digital element, called "info pack". An info pack is, essentially, digital information linked to a specific location (much like an object, but with actual digital content in the form of text, audio, image, or video). In contrast to objects, info packs cannot be moved; they remain at their initial position. The content of an info pack may be related to the game that takes place or it may be informative (e.g. providing information on a nearby important landmark or environmental feature, or even function as an advertisement). From a designer's point of view, it is possible to form a basic narrative structure embedded in the unfolding game by employing a series of info packs, one at a time, that essentially tell a story using various sensory modalities. It becomes clear, then, that location-based games can touch on multiple game genres relatively easily (e.g. combining the hunt for objects - which points to action games - and the need to "advance the storyline" - a typical characteristic of adventure and/or puzzle games). Furthermore, LOCUNET allows players to create their own info packs by using their phone to record sound or video, take photos, and write text.

What became apparent during the LO-CUNET game application was the players' need to transcend the limits imposed by technology. The players engaged in interpersonal communication with members of their own or the opposite team all too often, since they were present at the same place at the same time. Location-based games can achieve a highly successful mix of face-to-face and technologically mediated interaction, resulting in a more complete communicative experience and fostering a common purpose and the emergence of a

The LOCUNET map, showing the placement of objects and info packs

group identity. Instead of two separate existences (one in physical space and one entirely digital), locative media users successfully combine "the best of both worlds", at least as far as communication is concerned: instant access to digital content if so desired, filtering of extraneous or distracting information by virtue of the increased importance of location, and spatiotemporal co-presence, which enables users to interact face-to-face if necessary.

The downside

The prospective users of every new and emerging technology are asked to find the balance between what they will gain by this new technology and what they will have to give up in order to enjoy these benefits.

In the case of location-aware services and location-based games in Greece, the most obvious "barrier to entry" is cost; mobile devices with significant processing power and memory are still not very affordable for the vast majority of Greek users. The LOCUNET appli-

cation described in the previous sections ran on Nokia N95 phones. Developing applications for lower-end devices is a dual challenge. On the one hand, the developer is bound to be constrained by factors such as small screen size, low resolution, or insufficient hardware. On the other hand, the market is quite fragmented, with many phones in circulation and insufficient standardisation - especially in the lower price range. In general, location-aware multimedia applications necessitate the use of medium to high-end phones or PDAs, which impedes wide adoption by the general public (although prices are currently dropping) and

inhibits true platform independence. It is reasonable to expect this technology to arrive at some commonly defined and accepted standards as it becomes more widespread. When the necessary equipment becomes more affordable, the future of location-aware technology will stop being shaped by the so called "early adopters"; this power will pass on to the vast majority of everyday users, as explained by Donald Norman in his 1998 book "The Invisible Computer".

Another issue is the accuracy of the GPS. In many modern urban areas, tall buildings and narrow streets prevent GPS from being fully accurate and reliable. In general, open public spaces are better, but such places are not always available, and many cities (Athens included) are very densely built, so open spaces and parks are really at a premium. Even with the optimal spatial arrangements, however, GPS reliability is not guaranteed. We found, for example, that the GPS module embedded in the Nokia N95 was not ac-

curate enough for the purpose of location-based gaming, even though the Nokia N95 admittedly cannot be considered an affordable handset. We resorted to external GPS modules to improve location detection accuracy, which, in practical terms, is translated to an additional expense of 80-100 EUR per device, driving the costs even higher.

In addition, the simultaneous utilisation of so many of the device's resources for long periods of time is bound to drain battery power quite rapidly. Handsets with long battery life are preferable, which incurs an additional cost. Another often-neglected issue is that of portability. A mobile device is going to be used primarily while on the move. As such, it will have to be as light a burden as possible. What this practically means is that devices based exclusively on stylus use are a suboptimal choice. While a stylus will allow for a more natural and direct use of the device, it will also require both hands. This becomes a significant problem when the user is expected to have at least one hand occupied with something other than using his mobile device.

In summary, the optimal handset for location-based games is one with a large high resolution screen, reliable GPS module, low power consumption (to the extent that it is possible), and increased portability - and all that at a reasonably low price. Not an easy combination.

Concluding remarks

Both non-locative gaming projects as well as the LOCUNET experiment clearly indicate that game-like activities are not only well appreciated by their users, but also offer unforeseen communicational and educational opportunities.

In general, locative media promise to offer a new way of transforming everyday life experience in the city and, ultimately, a different means of communication, while gaming expands aspects of learning theories and models within entertaining products of high technological quality. ■

RTV Slovenia Multimedia Centre

By Christopher G. Wastian, Student, University of Vienna, and Selma Koric, SEEMO

The history of Radio-Television Slovenia (RTV SLO) dates back to 1928, when Radio Ljubljana started broadcasting. Thirty years later, a regularly scheduled television service, shared by other Yugoslav republics, was added. The beginning of digitalisation of broadcasters' services took place in 1986, and regular broadcasting via satellite started in 1998. Finally, at the end of 2001, the new millennium brought about another important milestone in the country's media landscape. In line with the EBU (European Broadcasting Union) guidelines that instructed public service broadcasters (PSB) to diversify their activities and develop into multimedia organisations, RTV Slovenia established the Multimedia Centre (MMC) and entered the new media market. As Zvezdan Martic, head of MMC, points out in his presentation on MMC and the future of new media: "*If the public service wishes to maintain contact with their users, it has to follow the development of media and technology.*"

The MMC started as a corporate portal, offering AOD (audio on demand) and VOD (video on demand) services. At first, the centre used outsourcers and applications bought from other providers, such as ORACLE, but has since moved on to developing its own applications and integration of some exter-

nal solutions. Its main tasks are development of multimedia applications, interactive support to radio and television broadcasts and monitoring of development in the field of multimedia, as well as novelties concerning multimedia and training. Today, its Internet archives contain more than 30,000 audio and video contents. Martic is proud to proclaim that the number of MMC's users is increasingly greater than the number of general web users. As of last year, the new media services of Slovenia's national public broadcasting organisation covered more than 460,000 people, nearly one-eighth of whom are registered users.

With the breakdown of Multimedia Centre's services, one has access to a large variety. To start with, the information-based services do not only include the relatively time-honoured, good old teletext, which was inaugurated in 1984 and still remains RTV Slovenia's most widely read medium (with more than half a million users a day), but also offer subtitling of broadcast for deaf and the hard of hearing, and, of course, on-line services and interactive services. Since May 2004, MMC has provided an informative info channel, an entertainment info channel and a children's info channel. Another novelty in this area is an application "Govorec",

created in cooperation with the Josef Stefan Institute, research organisation in the fields of natural sciences and technology, and Amebis, developer and producer of software in the fields of language technologies, which allows the blind and the visually impaired to listen to the written text.

All MMC applications are very advanced and also advantageous to journalists, who can prepare the news and publish simultaneously on multiple platforms and in multiple formats, such as the Internet, teletext, the mobile portal, and the info channel.

The web portal can be accessed at www.rtvslo.si and it markets itself as youth-friendly. The portal offers categories such as news, culture, sport and entertainment, travel, My Web, and the broadcasting schedule. Under the portal My Web ("Moj Splet"), users have numerous options for creating and publishing their own content, as well as interacting with other portal users. Varieties of applications include blogs published by famous Slovenian personalities, RTV Slovenia journalists and other employees, as well as portal users from the general public. Also available is a discussion forum covering almost all topics offered on the RTV website. Photo, audio and video sections allow users to upload their content and share with others who can vote on what they see. Chat rooms, found in every category of applications on My Web, allow users to connect and interact in real time. For those who like sharing their globetrot-

ting experiences, "Popotnik" and "Ture avanture" are sections designed for travel fanatics that provide space for photographic impressions, travelogues (where they can read and share experience from journeys), a forum intended for discussions, information on destinations (both in Slovenia and abroad), foreign cultures, travel literature, and transportation (means and facilities). Polls, quizzes, e-newspapers and user generated content (UGC) make the web portal even more attractive and popular with users. According to the information obtained from the company presentation brochure, since April 2005, the users of web portal can electronically receive free e-newspapers covering daily, weekly, culture, entertainment and sport developments. This service is intended for those who lack the time to find news on the Internet, yet wish to be informed about current affairs. Services for mobile devices, such as PDAs, include textual and visual information, interactive services, live TV and VOD. These services allow users to; for example, watch one channel of the RTV Slovenia television programme on their mobile phones by visiting WAP portal (wap.rtvslo.si). Web streams are also available, as well as services using such advanced technologies such as RSS (user subscription to syndicated content), audio and video podcasts, P2P (receiving radio and television programme on user's computer), as well as interactive services such as various games, Nostradamus (used for sports betting) and voting, chatting, using entertainment applications via text messaging

(SMS). One thing the portal users, who entrust their data and their content to MMC, can be sure of is that it is always protected.

According to internet research by MOSS (Slovenian audience measurement project) and data on visits to other websites in 2007, the web portal www.rtvslo.si has been the most visited media portal in Slovenia since April 2007, and in 2008 MOSS research revealed more than 60,000 registered users. In 2007, the Multimedia Centre was very successful not only in Slovenia, but also abroad as its application "Moj Splet" ranked fifth at Prix Europa in Berlin. Several other international awards were given to application "Odprti Kop," which automatically generates web pages of video broadcasts allowing easer Internet search on engines such as Google or the internal RTV Slovenia search engine.

In 2008, MMC took its services to the next level by introducing a new virtual location in Second Life where its users can form a community to explore and interact in. According to information on its official website, Second Life is a virtual world developed by Linden Lab, launched in 2003 and is available via the Internet. A free client programme, called Second Life Viewer, allows users to become "Residents" and create this free online virtual world via interaction with each other through avatars. Residents can explore, meet other residents, socialise, participate in individual and group events, create and trade virtual property and services with one another, and travel throughout the world. Second Life also offers solutions to businesses, educational institutions, governments and non-profits to build their virtual presence and offer their services online in a 3D virtual environment.

Excerpt from the official announcement of opening of MMC Island in Second Life:

March 25, 2008, 8:00 AM SLT

LJUBLJANA, SLOVENIA, EU-MMC, new media department of Slovenian public broadcaster RTV Slovenia is entering Second Life on March 29th. The island, called MMC, is an extension of its Multimedia Centre. The purpose of their Second Life presence is to extend its web community into Second Life by allowing users to schedule and hold events. They have partnered with community consultants Artesia and the experienced virtual world architects Beta Technologies in the execution of an ambitious Second Life project.

"We understand the differences between the web and virtual worlds and know the importance of relationships and community in Second Life. That is why we decided to extend our existing web ("Moj Splet") community into Second Life," said Zvezdan Martic, Head of Multimedia Centre at RTV Slovenia.

MMC presence in Second Life includes an island with four distinct locations: sports, entertainment, news and culture. Average number of visitors to these four areas at any given time ranges between 80 and 120. The sports section of the island is dedicated to athletic activities. The entertainment section has a beach used for hold-

ing parties. The news section discusses news and current events, and the culture section includes art and culture displays and events. All locations can play streaming media.

Despite the new competitors and their significant investments in personnel and finances, RTV Slovenia's MMC has remained at the top of the branch by increasing its market share and enlarging its user community. Although attempts have been made, over the past years, to solve problems concerning small and inadequate rooms as well as the employment system relying heavily on part-time associates, sojourning at the top has been no picnic. It's a hard business. After underlining the important role of public service broadcasters in the last decades and the present, Zvezdan Martic, in his presentation on MMC, warily proposes the warrantable question: *"But does the future belong to us?"*

Areas in which MMC definitely has an advantage are its up-to-datedness, advanced infrastructure and applications comparable to other EBU states, credibility, multimediality, and user friendliness. These advantages promise to continue to serve it well in the future. ∎

Since 2008, SEEMO has also presented the Award for the Best Photograph in the Human Rights Field. The first winner of this award (2008) was Maja Zlatevska (*Dnevnik*, Skopje), for the photograph "Zatvor" ("Prison"), her contribution to the human rights struggle in the region. A certificate of distinction was given to Marko Djurica (*Blic*, Beograd/Reuters) for his photograph "Liturgija" ("Lithurgy"). In 2009, the jury picked the photograph titled, "Sudbina" ("Destiny"), by Nebojša Radosavljević-Raus, a freelance photographer from Kragujevac, Serbia for the Award. The winning photograph was chosen from 501 photographs sent in by 118 photographers from 14 South East European countries because of its symbolic context; the photograph shows the fate of animals being slaughtered for human consumption and depicts one animal which manages to escape. In real life, other people often decide the destiny of individuals and sometimes only luck prevents people from dying without the option of deciding their own destiny.

SEEMO also nominated several leading journalists from the region for important international awards. In May 2002, Bosnian-Herzegovinian journalist Željko Kopanja from Nezavisne novine, Banja Luka, received the Concordia Award in Austria after being nominated by SEEMO.

SEEMO Board members (since 2007): Radomir Ličina (Senior Editor *Danas* daily, Belgrade), Agron Bajrami (Editor-in-Chief *Koha Ditore* daily, Pristina), Boris Bergant (Deputy Director RTV Slovenia, Ljubljana, and EBU Vice-President), Pavol Mudry (Co-founder and Board Member SITA news agency, Bratislava), Marta Palics (Editor, RTV Novi Sad, Novi Sad), Jorgos Papadakis (Journalist, Athens) and Zrinka Vrabec Mojzeš (Editor, Radio 101, Zagreb). Milena Dimitrova from Bulgaria should take from 2010 the position of board member instead Jorgos Papadakis. Former SEEMO Board (2002-2006): Radomir Ličina - President, Samra Lučkin (Director, Boram Network, Sarajevo), Stjepan Malović (Director, ICEJ, Opatija), Risto Popovski (Director, Makfax, Skopje), Remzi Lani (Director, Albanian Media Institute, Tirana), Jorgos Papadakis/Mircea Toma (Director, Media Monitoring Agency, Bucharest) and Ognian Zlatev (Director, Media Development Center, Sofia). SEEMO Ethical Committee is represented by Danko Plevnik (commentator for *Slobodna Dalmacija* daily, Split). SEEMO Coordinators are: Albania - Frrok Cupi (director, *Agon* newspaper, Tirana), Bulgaria - Ognian Zlatev (director, Media Development Center, Sofia), Bosnia Herzegovina - Samra Lučkin (director, BO-RAM, Sarajevo), Croatia - Ante Gavranović (former president of the Croatian Journalists Association (HND), Zagreb and of Croatian Publishers Association, Zagreb), Greece - Jorgos Papadakis, Moldova - Alina Radu (director, *Ziarul de Garda* newspaper, Chisinau), Romania - Marina Constantinoiu (editor-in-chief, *Jurnalul National*, Bucharest), Serbia - Veran Matić (Radio TV B92, Belgrade), Montenegro - Željko Ivanović (director, *Vijesti* daily, Podgorica), Kosovo - Haqif Mulliqi (RTV Kosovo, Pristina), Ukraine - Aleksey Soldatenko (Programmes Director, International Institute for Regional Media and Information, Kharkiv).

SEEMO Advisers: Hari Štajner (former Director of Media Center, Belgrade), Boro Kontić (Director, Media Centar, Sarajevo), Donika Shahini and Shpresa Mulliqi (OSCE Media Department, Pristina), Remzi Lani (Director, Albanian Media Institute, Tirana), Milorad Ivanović (Deputy Editor-in-Chief, *Blic* daily, Belgrade), Saša Lekovic (Investigative journalist, Zagreb) and Mitja Meršol (former Editor-in- Chief, *Delo* daily, Ljubljana).

Current SEEMO staff members are: Krasimira Plachetzky, SEEMO assistant and chief of the office; Sladjana Matejević, SEEMO conference and financial coordinator; and Mirjana Milošević, press freedom and special activities coordinator.

Oliver Vujovic has been SEEMO's Secretary General since SEEMO's foundation in 2000.

S·E·E·M·O

SOUTH EAST EUROPE MEDIA ORGANISATION
AFFILIATE OF THE INTERNATIONAL PRESS INSTITUTE

"A Brand like a Friend" - Henkel´s Communications and Public Relations Strategy in Central and Eastern Europe

By Selma Koric, SEEMO

The history of Henkel dates back to 1876 when the company called Henkel & Cie. was founded in Germany. Ten years later, in 1886, Henkel started selling its first products in Austria, but the first exports of its products to Eastern Europe did not take place until 1984. In the late 1980s and early 1990s, Henkel set up its first subsidiaries in former Czechoslovakia, Hungary and two republics of former Yugoslavia (Slovenia and Croatia). Henkel Austria Group was renamed Henkel Central Eastern Europe in 1998, and in 2002 Henkel changed its corporate design and globally launched its corporate slogan "Henkel - A Brand like a Friend". In 2006 the company celebrated its 130th anniversary..

Today, Henkel is truly an international company, based in Germany and operating in 125 countries worldwide in three main strategic business areas: Laundry & Home Care, Cosmetics/Toiletries and Adhesive Technologies. The main business regions include Western Europe, Central and Eastern Europe, Middle East and Africa, North America including Canada, South America and Asia-Pacific.

Henkel's corporate philosophy is based on its vision and values. This vision includes a leading market position with superior brands and technologies that make people's lives easier, better and more beautiful. Henkel is a company that is customer-driven, not afraid of change. It develops superior brands and technologies, and strives for innovation. At the same time, the company recognizes the importance of the people working for it, dedication to sustainability and corporate social responsibility, and supports an open and active communication.

These values apply to Henkel's activities across the globe and equally so to its business and communication activities in Central and Eastern Europe.

Henkel entered the CEE market more than 20 years ago, after the fall of the 'Iron Curtain'. The management of Henkel in Austria found out, early on, what an exceptional opportunity and advantage for Henkel it would be to start up business in these post-communist states. Consequently, the management was very successful in initiating partnerships with existing companies in CEE and establishing long-lasting relationships. One of the reasons for this success is Vienna's convenient position. From this location it is easier to conduct business with Central and Eastern Europe due to the historical connections that people in this part of Europe have to their neighbours in the East. The Viennese also understand this region better than, perhaps, others from Western European countries.

Henkel's office in Vienna is the headquarters for Central and Eastern Europe (CEE),

Employee magazine *Henkel Life Croatia*

which also includes South Eastern Europe. The number of Henkel employees in CEE has almost tripled in the last ten years; reaching more than 10,000 in 2008. Similarly, the revenues in the region have been steadily growing. Compared to 611 million EUR in 1998, they rose to 2.5 billion EUR in 2008.

Henkel CEE is responsible for 32 countries and covers a market of about 500 million people. In the region of South Eastern Europe these countries include Serbia, Croatia, Slovenia, Bosnia and Herzegovina, Montenegro and Macedonia with total of around 1,330 regional/local employees. The main production sites in South Eastern Europe are Henkel Slovenia, with 700 employees and the production site in Maribor, which is the second largest cosmetics production site within Henkel worldwide, and Henkel Serbia with production sites for detergents and adhesives. Henkel does not have a management office in Montenegro, but covers business activities there through Henkel Serbia. Henkel Croatia has a work force of about 110 employees in Zagreb and since 2004 has been responsible for Henkel's business activities in Bosnia and Herzegovina.

In the region of South Eastern Europe, the business was launched as joint ventures with existing producers. Henkel was looking to enter business partnerships that very often started in the detergent business. One example of such a partnership, turning a joint venture into a successful production site and important part of the Henkel production chain, is Henkel in Zlatorog, Slovenia:, it was in the past, the largest detergent company which today it is one of the biggest and most successful cosmetics production sites of Henkel in Europe - covering both Eastern and Western Europe.

Another milestone in CEE region happened in 2002 when Henkel acquired the largest detergent producer in Serbia called "Merima" and turned it into an important production site for the South Eastern Europe region. Today, this location serves about 50 million inhabitants, not only in Serbia, but also in Montenegro and all the neighbouring countries. It is an important regional hub for the production of detergents such as "Persil". The detergents produced at this site are also exported to other countries, such as Romania. Currently, Henkel has 99% stakes in this production site, which has become Henkel Serbia. In May 2009, a new production plant in Ankara, Turkey was opened and it represents another milestone investment for the company. These examples illustrate successful partnerships, which turned CEE into a very productive region and an important long-term investment for Henkel.

2001 was the beginning of more internationally oriented business activities for Henkel. Consequently, the communication activities have developed in the same direction. When current Head of Corporate Communications, Sabine Schauer, started at Henkel - she was managing corporate communication for Central and Eastern Europe, and had public relations (PR) managers reporting to her from the main countries of the region. Today, her responsibilities also include communication activities for Western Europe and the Middle East and Africa. Understandably, focus of the headquarters in Vienna is still on operations in Central and Eastern Europe and having communication management teams in the main regional sites. Communication teams in individual countries are responsible for developing local communication activities in coordination with the Vienna office. As Sabine Schauer points out, there is always ongoing cooperation among regional PR teams that do not operate in a vacuum or in "their own world", but always with an

Henkel Art Award recipients Ivan Bazak, Miha Struhelj and Andreas Heller with Guenter Thumser, President of Henkel Central Eastern Europe

awareness of communication and PR strategies being implemented in neighbouring countries. In the region of Central and Eastern Europe there are operational differences between various sub-regions, but the communication strategy is being applied to the CEE region as a whole and regional projects, if possible, are always encouraged.

Similarly, the addition of new production sites has also led to an enlargement of the marketing teams. It has called for the change in marketing style leaning more towards high-end product marketing with local brand names kept. But the production quality and packaging has improved.

As Henkel's communication teams understand the importance of tailoring communication and PR practices to the regional needs and framing messages to the local audiences, in the course of daily business Henkel's PR projects and strategies are planned and executed on a very local level. One part of the corporate communication strategy is to introduce and focus on the umbrella brand of Henkel and its variety of products (cosmetics, detergents, adhesives). On the other hand, the strategy also includes communications managers developing brand PR locally through cooperation with PR agencies in the local countries. Compared to other regions of Henkel, CEE is specific regarding the level of demand, interest and involvement of media in the information put out by the companies. Online media is currently very

strong in Eastern Europe and Henkel receives good coverage from the media outlets in the region.

One example of a regional communications campaign in CEE is an initiative called the Henkel Art Award for Eastern Europe. Henkel developed this special art prize for young artists in Central and Eastern Europe as a way to promote their work and with the goal of establishing better connections between people in Austria and the CEE region. Sabine Schauer wanted to find a non-business activity for Henkel in the region as a way to support local residents and local communities in countries where Henkel operates. Eastern Europe has proved to be an ideal place for launching the initiative due to its very lively artist scene and its lack of financial assistance for artists due to insufficient funds allocated to support the arts and artists. The award was initiated in 2002 and since then, year by year, the project has become bigger and more successful. .The jury for the art award is diverse and internationally recognised, consisting of university professors, gallery owners, museum directors, artists, and curators.

This Henkel's initiative has been made possible in partnership with KulturKontakt Austria (KKA), a non-profit organisation specialising in arts and cultural education, cultural dialogue and educational cooperation with Eastern and South Eastern Europe. The Art Award winner is given the

opportunity to exhibit his/her work in their native country, and also receives some financial support. A new development, initiated in 2009, is the partnership with the Museum of Modern Art (MUMOK) in Austria which will allow a winner to also exhibit his/her works in Austria.

The Art Award initiative facilitated smooth communication between KulturKontakt and Henkel, and also resulted in good working relationships with the artists in the region. Winners often came from countries such as Serbia, Croatia, and Slovenia. In 2004, the winner of the Henkel Art Award from South East Europe was Croatian artist Ines Vlahovic in the category of experimental design, in 2005 Petar Mirkovic of Serbia in the field of modern drawing, and in 2008 Slovenian artist Miha Strukelj also for modern drawing.

From the PR perspective, Henkel's priority is to communicate the existence of this prize primarily to regional artists, and secondly to Henkel's consumers, so they may become aware of the way the company supports their local culture, by encouraging and promoting their artists. The 'žat home' exhibition of the winner's work usually gets some coverage in the local media resulting in good PR exposure for Henkel.

As a result of this project, in 2006, Henkel Vienna received an award in Germany for the best international PR strategy; so the efforts of this and other similar projects have been recognized.

One of the values mentioned earlier and outlined by the company is its dedication to sustainability and corporate social responsibility. One of the projects developed to communicate and realise this dedication is a project called Henkel Smile initiative that was originally based in Germany, but later had an international rollout and became an important part of Henkel's work in the CEE region. The core of the initiative is Henkel's support for employees who, in their spare time, work on social programmes in their communities. Employees are eligible to apply for finan-

cial support and the jury decides how much backing the winning projects will get, depending on the need and the involvement of the employee. In Serbia, for example, many projects, such as help for an orphanage or a housing project, have been supported. In 2008 Henkel Serbia undertook renovation of a sports gym in a school for children with special needs in the town of Krusevac in central Serbia, as well as renovation of facilities at the care centre for the mentally disabled at the Sveta Petka Monastery, near the town of Paracin.

Henkel Smile in Slovenia and Croatia consists of projects for children who are socially deprived offering them equal access to things such as computers at school, therapy in companionship with žnormal' children and other care and support.

For 2009, among other projects in the pipeline, Henkel is planning to donate new equipment for a Multimedia room of an elementary school and helping construct an info-centre for disabled persons and a new ice-skating rink in the town of Krusevac in Serbia. The idea of an ice-skating rink came out of the desire to do something for young people and create a positive spirit and attitude towards Henkel as a company.

In addition to Henkel Smile, event sponsorships are another part of Henkel's corporate communications strategy. Since 2008, the company has supported and sponsored the Beach Volleyball M-Tel Beach Masters Tour in Bulgaria, which took place for the first time in 2007. For many years, Henkel has been supporting similar Beach Volleyball events in Paris, France and Klagenfurt, Austria, as well as, many national and international sporting events. These projects are done in cooperation with marketing and communications departments, so there is a synergy between product brand and corporate brand.

An additional component of Henkel's communication undertaking is its effective internal communication with employees. Its goal is in helping them understand the

strategy of Henkel, understand the corporate brand and do employee branding through communication activities. Besides regular ongoing PR activities, PR managers in each regional country are also responsible for internal company communications.

One example of the company's internal communications tools in the CEE region is the employee magazine called *Henkel Life* that is being used as basis for employee identification with the company, and as an information platform for local, regional and international contents. Due to Henkel's wide corporate design guidelines,

Henkel volleyball sponsorship

communication teams in every country have to work with the same layout for the magazine, but provide tailored content specific for Henkel in that country. To illustrate this, let us examine the *Henkel Life* magazine in Croatia that aims to bring activities of the company and its employees closer to the readers. The content of one of Croatian editions includes, for example, interviews with employees of Henkel Croatia who spent time at the headquarters in Vienna, reports about events and celebrations related to Henkel product lines, stories about Henkel's participation in and donations to corporate social responsibility events, and reports about future strategies and goals resulting from a meeting of Henkel executive board with the leading company managers. *Henkel Life* is published regularly in local languages.

Additional publications distributed by Henkel, but not specifically aimed at the CEE region, include the Research and Development magazine *In View of Tomorrow* that communicates news about latest innovations in the world of Henkel brands and technologies. It is a useful source of information about the R & D projects of Henkel scientists resulting in a further development of company products. Similarly, Henkel communicates its global activities in the area of sustainable development via its annual *Sustainability Report*. The report focuses on ecological and social themes and covers various challenges to sustainable development and corporate social responsibility encountered in the course of the company's business activities. Just how important the topic of sustainability is to Henkel is demonstrated by the fact that the company presents both its *Annual Report* and *Sustainability Report* to the media in a press conference.

Bringing the focus back to PR strategies in CEE, in the last 12 months Henkel made significant improvements in all countries of the region. In 2008, the bulk of improvement was related to the quality of PR agencies the company uses locally, as some of them still lack the corporate understanding of communication strategies while focusing strongly on the marketing aspect. But Henkel is slowly overcoming these obstacles through improved communication of its PR goals and priorities combined with networking and better working relationships with PR agencies. Today, there are also many affiliates of the Austrian PR companies establishing themselves in the CEE, which is another indication that there is a lot of development happening in the region. The current goal of Henkel communications team is to reach a very high professional level of communication and PR activities in as many countries in the region as possible and maintain successful outcomes in the future. ∎

Media Scene of the Romani Community in Austria

By Tunde Kiss
Student, University of Vienna

This issue of deScripto introduces the media scene of the Romani community in Austria, mainly concentrating on publishing print media, but also active in its various cultures via radio and online media.

Most of the print content comes out bilingually, that is to say in Romany and German, except for *Romano Kipo*, which can only be read in German. "*We want to reach the public at large at home and abroad*," explains Andreas Sarkoezi, editor of *Romano Kipo*.

The language of the Roma has widespread roots depending on the origin country of the Romani community. So even when the magazine is published in Romany, not every Rom can read it. Variations in language, for example, between Roma who emigrated from Romania or those from Hungary are very frequent - because they adopted at least the spelling of the respective country.

Nevertheless, the majority of the Romani community considers their language to be a part of their cultural heritage and as such very important to maintain. Two magazines in particular, *d|ROM|a* and *Romani Patrin* focus on Romany and its development. But first let us introduce *Romano Kipo*, which means Romani Picture.

Since 1994, the informative magazine *Romano Kipo* has come out as a quarterly. As stated on the magazine's homepage (*http://www.kv-roma.at/frames/rudolf sarkoezi.htm*), its contributors support a better understanding and an unprejudiced attitude towards Roma.
The editorial office includes the manager Rudolf Sarkoezi, his wife Helga Sarkoezi and their son Andreas Sarkoezi. Rudolf Sarkoezi was born in Burgenland (in 1944 in the concentration camp Lackenbach) and is a member of the Romani community. His wife is Viennese.
Regarding the editorial structure, the magazine is affiliated with the Cultural Association for Austrian Roma (Kulturverein Oesterreichischer Roma). "*Since our association is small, we don't have the usual news office and editors. We write the articles ourselves and sometimes guest writers also contribute. It doesn't matter whether the editors are Roma or belong to different communities or to the majority population. The content of the articles should have journalistic quality and lead to a positive reception - that's what's important,*" underlines Andreas Sarkoezi, one of the editors.
Further, *Romano Kipo* cooperates with diverse print magazines but also with *ORF*, the main Austrian broadcasting company. Its topics concentrate on activities of the cultural association, any kind of events concerning the Romani community in Austria or the cooperation with *ORF*, for example, the extensions of TV programming for diverse communities living in Austria. They also report on current affairs in the Romani community.

Apart from *Romano Kipo*, there are also *d|ROM|a*, *Romani Patrin* and *Romano Centro*, which are all print magazines published bilingually.
As mentioned above, *d|ROM|a* and *Romani Patrin* focus, among other things, mainly on the language: Romany. Both of these magazines have their editorial office in the province of Burgenland.

Since Burgenland is the area of Austria closest to Hungary, *d|ROM|a* reports on main events in Hungary and the whole of Central Europe. Unlike *Romano Kipo*, it doesn't limit its content to Austria or the association *Roma Service* that is the publisher of *d|ROM|a*.
In the current issue of the magazine, for example, there is an article about ethnic problems in Hungary, including a series of violent acts towards the Roma, as well as the official and political apathy connected to these events (despite the fact that the Romani community is the largest minority in Hungary and deserves to be protected.)

Editors of *d|ROM|a* also publish a blog by the same name, which includes articles depicting incidents in Hungary. For example, they wrote about the political party MCF-Romani Union which ran in the European Union elections on June 7, 2009. The blog of *d|ROM|a*- also provides links to radio streams of *Radio Sam* and *Radio Kaktus*, two radio programmes that we will talk about in more detail later.

Apart from events in Central Europe, the print issue of *d|ROM|a* also informs it readers about events of interest to the Romani community in Austria, like the tour of *Cirque Noël*, a circus with Romani members that performed in Graz from December 12, 2008 till January 6, 2009.
Furthermore, it announces activities of the magazine itself, as well as news of cooperation with *ORF Burgenland*, and offers language lessons, so that the community can learn and improve their Romany skills.

Romani Patrin, *bilingual magazine for Romani history*, *language and culture* is also published in Burgenland, in a town called Oberwart. Every issue has about 16 pages and reports mostly on current events and writes about institutions that offer advisory service and help for members of the Romani community. Each number also includes an interview with a member of the Romani community, as well as in-depth portrayals of people involved in the positive development of the Romani community in Austria; people like Johanna Orthofer. She is very busy organising extracurricular activities and learning support for Romani children. Another portrait of a Romani community member is that of Iovanka Gaspar, in the October 2006 issue. This article also presents demographical statistics of an estimated 70,000 Roma living in Vienna and divided into 15 Romani associations. Immigrants from Romania, Serbia and Macedonia make up the largest groups. The last magazine issue, now available as a PDF file, was published in December 2008 (download at *http://romani.uni-graz.at/ romani/patrin/rp-03-04.de.shtml*).

Regarding the editorial staff of *d|ROM|a* and *Romani Patrin*, some of the writers belong to the Romani community, but not all of them. As Andrea Haerle, employee in the *Romano Centro A Association* and contributor to the magazine of the same name said "*a large number of contributors to diverse magazines or media editions are not Roma*". Except for Ilija Jovanovic, an editor of *Romano Centro*, who "*is a famous Roma writer in Austria*" as Haerle mentioned. He emigrated from Ex-Yugoslavia in the seventies.

Romano Centro magazine is also concerned with international topics so that every issue prints at least one article about occurrences abroad.
Each issue also features the story of a role model, of a Rom with a successful career in Austria. In this context, Andrea Haerle mentions the difficulties that members of the Romani community face. Many people of Romani origin do not attach much importance to education. As a result, children and young people have difficulties with language skills, which later lead to problems with job applications and interviews.

Apart from international topics, each issue of *Romano Centro* publishes a Romani fairy tale, which represents an important part of
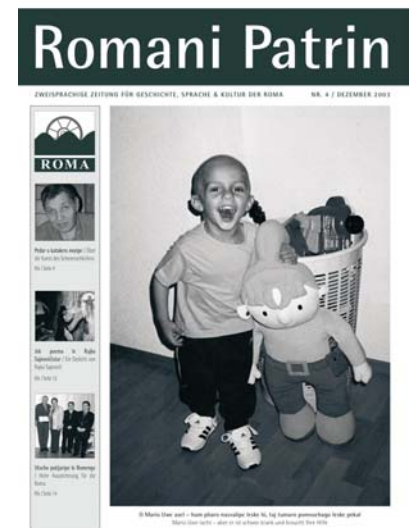
Romani culture. Moreover, one can also read additional information concerning the respective fairy tale and its language and dialect.

All print magazines mentioned in this article receive a portion of their budget through funds for ethnic and minority groups of the Federal Chancellery (Bundeskanzleramt). For example, d/ROM/a, with the print circulation of 2000 copies, receives 12,000 EUR per year.

In addition to print media for the Romani community there are also two radio broadcasting programmes: *Roma Sam* and *Radio Kaktus* that are both part of *Radio Burgenland*, which also belongs to *ORF*.

As published on the *http://burgenland-roma. at/soziobgld/Selbstbewusstsein/A118radio.htm*, *Roma Sam* has been broadcast every Monday at 20:45 since 2003. It is aired for 15 minutes and includes information from home and abroad. It focuses on current news in the area of Burgenland and Oberwart. *Roma Sam* broadcasts exclusively in Romany.

Radio Kaktus was founded in 1997. Apart from event announcements and commentary it also reports on political, social and cultural events. One can hear the weekly radio show every Friday from 20:00 - 20:30 and the rerun every Saturday from 20:30 - 21:00. Gilda Horvath, who also works for ORF, is responsible for its organisation. Emmerich Gaertner- Horvath, who also works and writes for the print magazine and blog *d|ROM|a*, contributes to the online edition. Both editors are of Romani background. More information is available on *http:// 1476.orf.at/volksgruppen/vguebersicht.html*.

Despite the problems mentioned, like difficulties with education and language, members of the Romani community are represented at all socio-economic levels and in all types of jobs, as the example of Gilda Horvath demonstrates. She took part in the initiative "Thara" that helps members of the

Roma Media Contact Information:

Romano Kipo:
Inhaber, Verleger und Medieninhaber:
Kulturverein österreichischer RomaVerein
Devrientgasse, A- 1190 Wien
Tel: +43-1-310 64 21 or +43664-5201444
E-mail: office@kv-roma.at;
Web: www.kv-roma.at

d|ROM|a:
Eigentümer & Herausgeber:
Verein Roma- Service
Gartenstraße 3, A- 7511 Kleinbachselten
Tel: +43 (0)3366 78634
E-mail: office@roma-service.at
Web: www.roma- service.at

Romani Patrin:
Medieninhaber und Herausgeber:
Verein Roma Oberwart
Spitalgasse 4, A-7400 Oberwart
Tel: +43-(0)3352-330 59
 E-mail: office@verein-roma.at
Web: www.verein-roma.at

Romano Centro:
Medieninhaber:
Romano Centro- Verein für Roma
Hofmannsthalgasse 2, Lokal 2, A- 1030 Wien
Tel: +43-1-749 63 36
E-mail: office@romano-centro.org
Web: www.romano-centro.org

ORF Burgenland
Herausgeber: Österreichischer Rundfunk
Funkhaus Eisenstadt, Buchgraben 51,
A- 7000 Eisenstadt
Tel: 02682/646 02
E-mail: radio.burgenland@orf.at
Web: http://burgenland.orf.at/

Heimat, fremde Heimat
Herausgeber: Österreichischer Rundfunk
Minderheitenredaktion, ORF-Zentrum,
Würzburgg. 30, A- 1136 Wien
E-mail: hfh@orf.at
Web: http://volksgruppen.orf.at

Romani community find employment and confront their so-called "Roma identity". Due to her knowledge of this community and its dilemmas, she was quite successful in the PR department for the "Thara" initiative. The number of participants in the initiative doubled within a year (*http://der standard.at/?url=/?id=1234508642859*).

Beyond the already introduced media, younger members of the Romani community have created their own online networks. As Gilda Horvath mentioned in an interview: "*Networks like the online platform ning (http://www.ning.com) are especially popular, where users can easily create networks like on myspace. There you mainly discuss internal cultural topics, announce parties, marriages, deaths. People also talk, for example, about encroachments on the Roma community by the police; incidents like the ones in Hungary. A demonstration in Vienna protesting against the prejudice connected to these events has also been announced on the Internet. I myself am hosting a news channel on ning.*"

As far as TV programmes go, there are none exclusively for the Romani community. From time to time some reports or news are broadcast on *Okto.tv*, a non-commercial television channel or the *ORF* TV programme *Heimat, fremde Heimat* ("Homeland, foreign Homeland"). Both TV shows focus thematically on diverse communities living in Austria.

In spite of a wide range of print magazines for members of the Romani community, the general feeling is that the media offer is insufficient. "*Sometimes its quality leaves much to be desired,*" remarks Gilda Horvath. Another critical point represents the lack of media coverage on TV or radio. As she underlines, "*Roma prefer listening. Reading is not at the top of their list. Besides, word- of-mouth- recommendations are still a powerful source of information. So in regard to the media being offered, TV is in first place, Internet and radio come second and third. Print media is still last on the list.*" ∎

Media Productions for Diverse Communities

Interview with Petra Herczeg, Assistant Professor at the Faculty of Journalism and Communications in Vienna.

By Tunde Kiss
Student, University of Vienna

Petra Herczeg was born in Güssing (in Burgenland) and grew up bilingual in German and Croatian. She studied Journalism and Communications at the university in Vienna and worked, among others, for ORF, Austria's public broadcaster, as well as for BBC Wales, where she prepared the project "Bilingualism in Europe". Furthermore, she participated in diverse projects concerning multilingualism and migration in Europe.

Is there a common ground on which to base the media scene for diverse communities?

There are different reasons for creating media geared towards ethnic groups, minorities or immigrants. One reason is to preserve the language and culture of those communities. In that case, the content addressing specific communities is presented in that particular language. However, such media productions want to show the general public that there are "other kinds" of media available apart from mainstream media - some kind of fringe media.

Do such media productions result in better reciprocal understanding and integration of culture, language, and so on?

In this context, one needs to be careful how one uses the word "integration". For example, ethnic groups are already integrated. So there is no need for integration but for representation of their culture as well as their language, meaning that media targeting ethnic groups undertake different projects to reproduce the language of the ethnic group.

Another concern is how conscious the majority of population is about ethnic groups. In order to gain better appreciation, the media scene is not only obliged to reproduce the language and the culture of those ethnic groups, but also to represent more intensely these particular groups in mainstream media. This leads to better awareness.

How does the assumed audience react to such media programmes and publications? Are members of different communities also interested?

Unfortunately, we don't know much about the utilisation of media for ethnic communities in Austria. There are some studies - but they are not representative. Although we don't know much about their reactions, we still have to try to reach a wide audience. This is also a question of the definition of good linguistic ability. What does this mean? Is it good active or good passive linguistic abilities? Which level do we start at?
With this in mind, we still have to assume that the audience is willing to look up some words and is interested in the content of the reports as well as articles.

There are some problematic points of departure: On the one hand, people with migrant backgrounds, or those who immigrated themselves, have different linguistic abilities in both German and their native language. Most of the members of ethnic communities do not have very distinct linguistic abilities. In this regard, the question remains: On which linguistic level can editors base their articles? They risk using a speech level which some members won't understand or an unfamiliar vocabulary. One cannot assume a homogeneous group. On the other hand, the particular languages developed in different ways: in the new country the members of each particular ethnic group created new words.

So, with this in mind, editors have to find a way to reach the ethnic group as well as all interested people and to use the particular language in a creative way. They may need to use different strategies in order to appeal to different target audiences. ∎

Petra Herczeg
Copyright: Johannes Czak

Strategy for Success

Veran Matic, CEO and Editor-in-Chief of B92, talks about the present and the future of the media group.

By Selma Koric, SEEMO

T In his text entitled "Convergence as the Strategy for Success", Veran Matic discusses the philosophy behind B92's steady progress through synergy of multiple media platforms:

"*Research findings show that credibility is B92's biggest value. I knew that such value, in countries like this one, could only be preserved through multiplication in different media and expressions... That was, first and foremost, promoting the idea of convergence of media we operated with: radio, television and web. We connected this idea with organisation through superdesk, which means organisation requiring every journalist to work for all platforms B92 operates with: radio, television, wap, teletext, web, podcast... Synergy of all this*

Veran Matic, CEO and Editor-in-Chief of B92

media was increasingly important for me. I've always seen them as a whole and not as individual elements, as they were probably seen by people working in some media."

This move towards multiplatform journalism, as well as utilisation of new technologies and strong social involvement have been at the core of B92's advancement to the media leader in Serbia and the region.

Mr. Matic, how would you conceptually present B92?

B92 is first and foremost a media group consisting of radio that is the leader is Serbia, television that is the number two commercial TV station and a website that is the most visited in the region. B92 is fully aware of the role and responsibility it plays in society. The key to our success is the overwhelming trust we enjoy with our audience. This is the direct result of our professional conscientiousness and independence. Our moral and aesthetic attitude, which we cultivated from the very beginning, is also very important. Therefore, we try to simultaneously have the best informative programme, and also the best documentary and investigative programmes. We were also successful in connecting the most popular programmes such as "The Big Brother" with the basic values we support. This is a unique result in the business in which we operate. We multiply our results by convergence of the three mediums and organisation which, via superdesk as the largest news producer, serves all media platforms, from mobile phones, over teletext to the web, radio and television.

What major problems did B92 have in the past? What challenges does it face today?

In the past the biggest problem was the regime that banned us, closed us down and tried to disable our work by all means including disconnecting our transmitter and electronic hindrance. Instead of such difficulties, today we face the problem of monopolisation of our media space, occasional political pressure and the rough attacks and threats of anonymous extremists.

How did you get the idea for actions such as "The Safe House for Women"? What motivated that and similar humanitarian actions by B92? How do such initiatives fit into your business model?

In today's environment, corporate social responsibility and social involvement is becoming a part of every serious business company. Today in the world, so to speak, there isn't a single large company which has not developed this segment of its activities. In our case, however, it is not just the simple transplantation of this model, but the natural development of our social involvement which was always a very strong motivation for all our journalists. Namely, in the core of the B92's involvement there is a mission: to be the "watchdog" of public interest. That is perhaps an even broader concept than the usual understanding of corporate social responsibility. Very often, in addition to the criticism we are obliged to

make, we feel a direct need to take part in fixing, changing or helping along the lines of different issues, which results in us undertaking permanent actions. We are well aware of the fact that important changes in the social culture are impossible to achieve just via government or relevant institutions, but must come through the participation of the broader community and individuals.

B92 is one of the media pioneers in using a new style of web communications in the form of blogs, podcasts (RSS technology) and content offered through the mobile telephony. How does the use of these technologies fit into your overall concept?

B92 was among the first media companies to start using Internet as a medium, and not just as a technological possibility. While we were under repression, we were forced to find various possible methods of programme broadcasting in order to beat that oppression, and we discovered an opportunity for absolute freedom and indestructibility in this new medium more than ten years ago. If we talk about the content, we mostly develop what our audience expect from us. Blogging is a completely normal form of communication, which in our case became important as an additional source of information. I would like to point out that the B92 Blog does not have a solely political content, but is based on the specific information and the latest findings in the sphere of science, economics, medicine, art, etc... Some of the most exciting posts on the blog were from areas such as astrophysics, numbers theory, but also on exceptional travel reports, stories, recipes, poetry. In this way, we can enrich our informational potential and satisfy the very specific needs of various consumers. No doubt, in the future we will need to develop even more specific 'information niches' in order to satisfy the growing diversity and new demands of our audience.

Recently, we launched a new portal *www. b92.fm*, which is the evolution of radio into

new technology. We basically dismissed theories about the end of radio as a medium and instead worked to make it better.

Your audience can actively participate in an exchange of information and, at the same time, create new content through participation in blogs, forums or by sending their videos to the show "Reporters Without Borders". What is your main goal in this type of communications with the public?

The main goal is broadening the field of information beyond the standard areas, going on to being more scientific or even educational. This is a way to expand the field of activities and impact a much broader audience. This strategy is a means of forming a new, young audience that will lead this country in the future.

Citizen journalism is a way of complementing our work. It is impossible for us to cover all the events and to always recognise what is important for the audience. Therefore, we have invited our consumers to become authors themselves, leaving us in the role of consumers and emitters. It is an excellent mix and it gives our content additional credibility. I wish to soon be

able to use this material for 24-hour programming.

What does the future development of B92 look like? Where do you see your media company in the next five to ten years?

We will try to be leaders in all of the platforms we are using. Of course, I don't mean only in Serbia, but in a wider region - everywhere where the language we use can be understood. Although, it is very imprudent to predict something like this. Political and economic conditions in the entire region are such that troublesome surprises

Inside B92

can still possibly jeopardise peaceful democratic growth and freedom of information. Actually, the real media revolution is just ahead. Here, I am primarily thinking about the transfer from analog to the digital system. That will make many things easier. The development of cable television also means a big opportunity for us. Parallel with that, I expect to further develop our website, which for a long time already has been the most visited and the most influential site in Serbia. Commercialisation of the Internet is a certainty and on this front we are the farthest ahead. Beyond a doubt we will remain the leaders in this field. ∎

Dr. Erhard Busek SEEMO Award for Better Understanding

The South East Europe Media Organisation (SEEMO), a network of editors, media executives and leading journalists from South East Europe and an affiliate of the International Press Institute (IPI), is pleased to announce the winner of the Dr. Erhard Busek-SEEMO 2009 Award for Better Understanding in South East Europe.

After careful deliberation, the international jury has chosen Boris Bergant, born in April 1948 in Maribor, Slovenia, in recognition of his continuous and outstanding contribution for better communication, exchange and cooperation between the public services in different countries in the South East European region. The jury based its decision on the integrity and personal dedication of Boris Bergant in carrying out his work.

Boris Bergant is the co-founder of the broadcasting project, Alpe Adria 1983, the oldest European trans-border radio and TV project still in operation. He has been involved his entire life in the issue of national minorities and established the first pan-European TV co-production, Minorities-the Wealth of Europe (1983-1986), with 14 countries participating.

With the support of the International Federation of Journalists (IFJ), IPI and UNESCO, Boris Bergant established a regional centre for professional assistance and humanitarian help in Ljubljana, Slovenia, during the war in ex-Yugoslavia (1991-1995).

In his work for the European Broadcasting Union (EBU) in Central, Eastern and Southeastern Europe, Boris Bergant co-organised the establishment in 1999 of the new independent RTK Kosovo, where he is still a member of the Board of Directors.

During his career, Boris Bergant has received many awards for his work as a journalist, including the Tomsiceva Award for journalistic achievement in Slovenia, and prizes at TV festivals in Monte Carlo, New York and Leipzig.

The Dr. Erhard Busek - SEEMO Award for Better Understanding (2000 EUR) is sponsored by Dr. Erhard

Boris Bergant, former EBU Deputy President and RTV Slovenija Deputy Director, will receive the Dr. Erhard Busek SEEMO Award for Better Understanding on 16 October 2009

Busek, Jean Monnet Professor ad personam, President of the Institute for the Danube Region and Central Europe, Coordinator of SECI - Southeast European Cooperative Initiative, former Special Coordinator of the Stability Pact for South Eastern Europe, and President of the European Forum Alpbach.

In 2002, the jury honoured the Croatian journalist, Denis Latin, with the award. In 2003, it was presented to Kemal Kurspahic, former editor-in-chief of the Sarajevo daily *Oslobodjenje*. Brankica Petkovic, Head of the Center for Media Policy at the Peace Institute in Ljubljana, Slovenia, was the recipient of the 2005 award. Danko Plevnik, international relations columnist for the Croatian daily *Slobodna Dalmacija* in Split, was the winner of the 2006 award. Milena Dimitrova, commentator for the Bulgarian daily newspaper *Trud* in Sofia, was the winner of 2007, and Brankica Stankovic, editor for TV B92 in Belgrade, Serbia is last year's winner.

The seventh Dr. Erhard Busek SEEMO Award for Better Understanding in South East Europe will be presented on Friday, 16 October 2009, by Dr. Erhard Busek and by SEEMO Secretary General Oliver Vujovic at Haus der Musik, Seilerstätte 30, 1010 Vienna, Austria.

The jury has chosen the photograph titled, Sudbina (Destiny), by Nebojsa Radosavljevic-Raus, a freelance photographer from Kragujevac, Serbia. The winning photograph was chosen by the jury from 501 photographs sent in by 118 photographers from 14 South East European countries because of its symbolic context; the photograph shows the destiny of animals that are being slaughtered for human consumption and where only one animal manages to escape. In real life, other people often decide the destiny of others and sometimes only luck prevents people from dying without the possibility of deciding their own destiny.

Nebojsa Radosavljevic-Raus was born on 19 April 1960 in Kragujevac, Serbia, and has been working as a professional photographer since 1982. His first photographs were published in the former Yugoslavian student magazines *Pogledi* and *NON*. During his career, Raus worked with various well-known newspapers throughout former Yugoslavia and the daily *Eleftherotypia* in Athens, Greece. He is currently working with the Associated Press Agency and the Serbian daily newspaper *Blic*. He is the author of the book Dogadjanja naroda 1988-2000. Raus has received various awards for his photographs, including the YU PRESS PHOTO in the category people in the news.

About his winning photo, Nebojsa Raus said:

Milorad Ivanovic, Deputy Editor in Chief Blic daily, SEEMO Advisor and Jury member, Radomir Licina, Danas daily editor and SEEMO Board President and Nebojsa Raus

Nebojsa Raus

II SEEMO Human Rights Photo Award presented to Nebojsa Raus

The South East Europe Media Organisation (SEEMO), in cooperation with the BETA News Agency in Belgrade, Serbia presented the 2nd SEEMO Human Rights Photo Award 2009.

"*This photograph was taken in Jagodina (Serbia) in a poultry-processing factory. On that day, we were supposed to shoot the material for the catalog of the company that is manufacturing large cooling systems. My studio team, which is in charge of the advertising photography, prepared the lighting and factory workers for the final scene. The only thing left to do was to take a picture, but in that moment my mobile telephone rang.*

I had to leave the room and behind the entrance doors to the poultry preparation hall there was this scene with the chicken, as if waiting for me. The chicken was sitting mo- *tionless, blinking and watching other chickens being hung on the conveyer belt and taken to the slaughter room. The main photo shoot and my astonished colleagues had to wait while I waited for the right moment and looked for the right site from which to take a photo that I later called "DESTINY".*

Every award for me, and I believe for other photo authors as well, is a surprising but somewhat expected recognition of previous creative period as well as thought and work invested in it. That being said, in every upcoming period awards represent an additional motive and inspiration for even better thinking and creating."

In addition to the 2nd SEEMO Award for the Best Human Rights Photograph, Sudbina (Destiny) received the second prize in the BETA Photograph of the Year 2009 Contest.

For the second time, SEEMO is presenting the award for the Best Human Rights Photograph as part of the BETA Photograph of the Year Contest. The first winner of the SEEMO Human Rights Photo Award in 2008 was Maja Zlatevska (*Dnevnik*, Skopje) for the photograph Zatvor (Prison) and her contribution to the human rights struggle in the region. In 2008, SEEMO also issued a Certificate of Distinction to Marko Djurica (*Blic*/Reuters) for his photograph Liturgija (Liturgy).

This year's SEEMO Human Rights Photo Award was presented during a ceremony held on 22 May 2009 at New Moments Gallery in Belgrade, Serbia, by Milorad Ivanovic, Deputy Editor in Chief, Blic Daily, Radomir Licina, President of the SEEMO Board, and Oliver Vujovic, SEEMO Secretary General. ■

Ljubica Markovic, Director of the news agency BETA and Minister of Culture Nebojsa Bradic at the opening of BETA photo of the year exhibition

> Photos from the 2009 BETA Competition for the Best Newspaper Photograph - selected by SEEMO Jury for the SEEMO 2009 Human Rights Photo Award. In 2009 501 photographs were sent in by 118 photographers from South East and Central Europe and SEEMO Jury selected following photos in the first selection.

II SEEMO Human Rights Photo Award 2009, organised by
SEEMO and BETA, one of 23 selected photos from
501 photographs sent in by 118 photographers for the award:
> **Bela Szandelszky**

> **II SEEMO
Human Rights
Photo Award
2009**

II SEEMO Human Rights Photo Award 2009, organised by
SEEMO and BETA, one of 23 selected photos from
501 photographs sent in by 118 photographers for the award:
> **Jasmin Brutus**

II SEEMO Human Rights Photo Award 2009, organised by
SEEMO and BETA, one of 23 selected photos from
501 photographs sent in by 118 photographers for the award:
> **Milos Bicanski**

> Winner of the II SEEMO Human
Rights Photo Award 2009,
organised by SEEMO and BETA:
Sudbina (Destiny),
by **Nebojsa Radosavljevic-Raus**

> **II SEEMO
Human Rights
Photo Award
2009**

II SEEMO Human Rights Photo Award 2009, organised by
SEEMO and BETA, one of 23 selected photos from
501 photographs sent in by 118 photographers for the award:
> **Slavica Panova**

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and BETA, one of 23 selected photos from 501 photographs sent in by 118 photographers for the award:
> Arsen Rizun
Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

> II SEEMO Human Rights Photo Award 2009

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and BETA, one of 23 selected photos from 501 photographs sent in by 118 photographers for the award:
> Anatoliy Stepanov

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and BETA, one of 23 selected photos from 501 photographs sent in by 118 photographers for the award:
> Petr Stojanovski
Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and BETA, one of 23 selected photos from 501 photographs sent in by 118 photographers for the award:
> Nikola Besevic
Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and BETA, one of 23 selected photos from 501 photographs sent in by 118 photographers for the award:
> Jasmin Brutus
Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and BETA, one of 23 selected photos from 501 photographs sent in by 118 photographers for the award:
> Dragan Jevremovic

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

> II SEEMO Human Rights Photo Award 2009

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and BETA, one of 23 selected photos from 501 photographs sent in by 118 photographers for the award:
> Armedija Besevic
Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009,
organised by SEEMO and BETA, one of
23 selected photos from 501 photographs
sent in by 118 photographers for the award:
> **Darko Mihalic**

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award
2009, organised by SEEMO and BETA,
one of 23 selected photos from
501 photographs sent in by
118 photographers for the award:
> **Damjan Tadic**

Copyright: No photo may be used without written
permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009,
organised by SEEMO and BETA, one of
23 selected photos from 501 photographs
sent in by 118 photographers for the award:
> **Louisa Goulimaki**

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

> II SEEMO
Human Rights
Photo Award
2009

II SEEMO Human Rights Photo Award 2009,
organised by SEEMO and BETA, one of
23 selected photos from 501 photographs sent in
by 118 photographers for the award:
> **Mario Ilincic**

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

> II SEEMO
Human Rights
Photo Award
2009

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and BETA, one of
23 selected photos from 501 photographs sent in by 118 photographers for the award:
> **Sergey Starosenko**

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and BETA, one of
23 selected photos from 501 photographs sent in by 118 photographers for the award:
> **Igor Sambolec**

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and
BETA, one of 23 selected photos from 501 photographs sent in by
118 photographers for the award:
> **Maja Zlatevska**

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009,
organised by SEEMO and BETA, one of
23 selected photos from 501 photographs sent in
by 118 photographers for the award:
> Jakov Prkic

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

> II SEEMO Human Rights Photo Award 2009

II SEEMO Human Rights Photo Award 2009, organised by
SEEMO and BETA, one of 23 selected photos from 501
photographs sent in by 118 photographers for the award:
> Danilo Peternek

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009, organised by SEEMO and BETA, one of
23 selected photos from 501 photographs sent in by 118 photographers for the award:
> Armando Babani

Copyright: No photo may be used without written permission by SEEMO and the author (Copyright ©)

II SEEMO Human Rights Photo Award 2009, organised by
SEEMO and BETA, one of 23 selected photos from
501 photographs sent in by 118 photographers for the award:
> Sasa Djordjevic

Copyright: No photo may be used without written permission by SEEMO and
the author (Copyright ©)

Special Focus on CEI Participation in EU Projects

The CEI Executive Secretariat (CEI-ES) has been involved in EU Projects since 2004 when the so-called Funding Unit, later renamed CEI Secretariat for EU Projects was established with the aim to support CEI participation in EU programmes. In its first phase (2004 - 2007), the CEI-ES, was involved in 9 Projects funded under various EU programmes (INTERREG CADSES, INTERRACT, 6th Framework Programme for Research and Development, Culture 2000, Europe-AID, Energy Intelligence Europe, European Programme for critical infrastructure protection 2007).

By participating in EU projects, the CEI-ES contributes to the promotion of horizontal institutional links with countries not directly involved in a given project and vertical links with central governmental authorities; furthermore, it assures know-how transfer and exchange of experience and contributes to the dissemination of project results throughout its region.

Subject to the approval by its management bodies, the CEI-ES makes financial resources available to countries not eligible for EU funding, thus enabling their participation in European projects.

On the basis of this experience, in the framework of the 2007 - 2013 EU programming period, the CEI-ES applied for the first time as Lead Partner in 2008.

Currently, the CEI-ES is Lead Partner in two projects:

● **Central European Initiative InConcerto**, (CULTURE 2007 - 2013);

● **Central European Initiative Research Fellowship Programme (CERES)** , (Seventh Framework Programme for Research and Technological Development).

InConcerto lasting from 2008 to 2013, provides the framework for the activities of the CEI Youth Orchestra. The CEI Youth Orchestra is made up of musicians between 11 and 18 years of age coming from leading Music Schools in the 18 CEI Member States. Around 70 musicians are selected every year and meet on the occasion of the Summer, Autumn and Winter Concert Tours. Young musicians are therefore given the opportunity to develop their full musical and human potential. (*www.ceiyouthorchestra.eu*)

CEI/SEEMO Investigation Journalist Award

Mr. Oliver Vujovic, South East Europe Media Organisation (SEEMO) Secretary General, Mr. Esad Hecimovic (Bosnia and Herzegovina), Mr. Pietro Ercole Ago, Secretary General of the CEI Executive Secretariat, Mr. Besar Likmeta - the CEI Award winner (Albania) and Mr. Stefan Candea (Romania).

CERES is based on a network of 5 research centres of excellence based in Trieste (Italy) and will distribute 30 fellowships in the time-frame 2009 - 2012 among "experienced researchers" (i.e. post-docs) from CEI countries.

In line with the bottom-up approach pursued by all Marie Curie Actions, candidates will have the possibility to choose among different host institutes and laboratories, covering a wide spectrum of fields of scientific research.

The first call has recently been launched with a deadline on 28 June 2009. (*www.ceinet.org/CERES*)

In addition, **SEETAC - South East European Transport Axis Cooperation**, funded under the SOUTH-EAST EUROPE PROGRAMME, was recently approved and will soon start its activities.

Moreover, the CEI is a Partner in the following projects:

- **Sugar - Sustainable Urban Goods logistics Achieved by Regional and Local Policies** (INTERREG IVC Programme). It focuses on the issue of inefficient and ineffective management of urban freight distribution by promoting the exchange and transfer of policies among advanced and less experienced city sites.

- **WINS-ICT - Western Balkan Countries Inco-Net Support in the field of ICT**, (Seventh Framework Programme for Research and Technological Development). It aims at strengthening S&T cooperation between the EU and the Western Balkan countries.

The CEI is also associated **institution (observer)** in the project Sonora - South North Axis, funded under the CENTRAL EUROPE PROGRAMME.

Youth Sports Games

I t all started in 1996 in Split with a tournament in small-sided football which gathered six thousand participants. The following year there were already seven different sports. Throughout the years, the Games have grown above the local level and for the last five years are played on the national level. The aim was to gather children and youth from 7 to 18 years of age in organized sports competitions and other activities free of charge during the summer holidays when they have extra time **what can easily lead to negative consequences**. Therefore, the manifestation is associated with the promotional and educative action **"LIVE LIFE WITHOUT DRUGS, BECAUSE DRUGS TAKE AWAY LIFE"**, while sport and recreation have proved to be the most efficient alternative to all negative vices of our times.

In the 13 years of its existence, Youth Sports Games have grown into an immense national sports manifestation with the primal role of promoting a healthy lifestyle and friendship among children and youth. It is the biggest amateur sports manifestation in this part of Europe, which through its summer sports, recreation and educational programme, enables friendship between children and youth from the whole country through sports competitions and other educational activities, but most of all with fun.

Children and youth from all counties in Croatia have the possibility to compete free of charge **in the competitions**. The most succesfull individuals and teams travel to Split on a free mini-vacation for the finals. Elememtary and high school students can compete in the following sports: small-sided football, which include also girls teams, street basketball, handball, volleyball, tennis, table tennis, beach volley, badminton, chess and the youngest in boarder game.

Throughout the years Youth Sport Games enjoy the support of all the most important sport institutions in Europe as well as in the world: **FIFA, UEFA, FIBA, ITF, FA, HNS, HOO**, a special support is given by Mr. David Richards, president of the Premier League. Among the significant Croatian institutions, we enjoy the support of the **Ministry of science, education and sports and the Ministry of health and social welfare**.

The support provided by world-class athletes, who are important ambassadors of the Games, is considered to be extremely valuable. Besides David Beckham, the international football superstar, who agreed to be the Ambassador of the Games, Mr. Predrag Mijatovic, sports director of the **FC** and Real Madrid also supports the Games.

The famous Russian conductor Mr. Valery Gergiev is also one of the ambassadors, Haness Swoboda, Austrian representative in European Parliament and **the reporter for Republic of Croatia**, Erhard Busek, former regional co-ordinator of the Stability pact for SEE, Sven Goran Eriksson, Mexico's head coach, Lennart Johansson, emeritus president of the UEFA-e and many others.

Under the patronage of the International Olympic Comitee and **International Federation of Association Football**, and with the patronage of the Prime minister of the Republic of Croatia, in 2009 Youth Sports Games will gather more than 40 000 children from elementary and secondary schools.

Last year children from six neighbouring countries participated in the "International days": **Bosnia and Herzegovina, Slovenia, Czech Republic, Montenegro, Serbia, Macedonia and from Russia as a part of the pilot project for the future regionalization of the Games**. The "International days" have been held under the patronage of the enlargement commissioner of the European Union, Olli Renn.

This year in March the organizing committee of the Games visited the Prime minister of Serbia. They discussed the expansion of the Youth sports games onto the Republic of Serbia. **In this occasion Mr. Tadic accepted the patronage of the Games which are expected to be held in Serbia in 2010.**

Marija Sanader, Public relations
press@igremladih.org

Upcoming Events

Österreichische Medientage 2009
Vienna, Austria
7-9 October 2009

Creativity and Innovation Conference
Maastricht, The Netherlands
14-16 October 2009
EJC will run the next conference in our series on innovation, this time focusing on innovations in youth media.

Commission on Radio and Television Policy: Central, East and Southeast Europe "Standards of Evidence"
by Austrian Broadcasting Corporation (ORF), European Forum Alpbach, DeWitt Wallace Center for Media and Democracy, Duke University, Erste Foundation
Vienna, Austria
October 16-17, 2009

Presentation of the Dr. Erhard Busek SEEMO Award for Better Understanding to Boris Bergant
Vienna, Austria
16 October 2009

Status and Problems of Regional Markets, Print Media
Moscow, Russia
16-17 October 2009
Two-day conference hosted by The Foundation for Information Policy with the support of the Federal Agency for Press and Mass Communications. Applications are available from 1. September.

Political Science Research Centre (PSRC) Forum
8th International Conference "Sovereignty in the Age of Globalization"
University of Dubrovnik, Croatia
October 23-24, 2009

More information is available at:
http://www.cpi.hr/index.php?menu=8
(Source: The Political Science Research Center)

Third World Day for Audiovisual Heritage
UNESCO Headquarters, Paris, France
27 October 2009

III South East Europe Media Forum (SEEMF) "Media, Marketing, Business and New Media"
Tirana, Albania,
4-6 November 2009
More information available at www.seemf.org

International Festival of TV Programs and TV Films
Murmansk, Russia
16-21 November 2009
The festival aims are to unite journalists of the northern countries and create all the necessary conditions for penetration of cultural traditions of the different countries; to let people from all over the world learn how people live in the north; give the possibility to reporters and producers from northern countries to increase the amount of their viewers. Also, to allow young reporters to upgrade their professional level in production of TV-programs and films.

Presentation of SEEMO Human Rights Award
Bratislava, Slovakia
10 December 2009
More: www.seemo.org

SEEMO Regional Conference Women, Men, Media
Sarajevo, Bosnia and Herzegovina
14-16 December 2009
More: www.seemo.org

Foreign Correspondent Training Course
Prague, Czech Republic
3 January - 11 January, 2010
This popular nine-day course features practical training from correspondents with first-hand experience of international reporting (for respected media such as the BBC, the Associated Press and the *New York Times*). You'll also take part in a reporting project, researching and writing your own article under the guidance of our trainers.
More information is available at: www.tol.cz

South East Europe Investigative Journalism Forum
Budva, Montenegro
May 2010
More: www.seemo.org

IPI World Congress and SEEMO regional Conference
Vienna, Austria
10-16 September 2010
More: www.seemo.org

****

2009 IAWRT International Awards for Excellence
Invitations are now open for the 2009 International Association for Women in Radio and Television International Awards for Excellence. This is a competition for women journalist/directors who have made a programme with content about women. Program makers have until Friday 16 October, 2009 to submit an entry.
More information is available at:
http://www.ejc.net/events/2009_iawrt_international_awards_for_excellence/

Your Excellencies!

January 2009

Exclusion of certain media by the Orthodox Church in Macedonia (FYROM)

Vienna, 19 January 2009

SEEMO expresses concern about the exclusion of certain media by the Orthodox Church in the Republic of Macedonia / Former Yugoslav Republic of Macedonia

The Vienna-based South East Europe Media Organisation (SEEMO), a network of editors, media executives and leading journalists from South East Europe and an affiliate of the International Press Institute (IPI), is deeply concerned about efforts by the Orthodox Church in the Republic of Macedonia / Former Yugoslav Republic of Macedonia to prevent certain media from properly carrying out their work.

According to information before SEEMO, TV Alfa, TV Sitel and the newspaper *Vecer* have received a notification stating that, as of January 2009, they will need the approval of the Orthodox Church before being allowed to film or take photographs of monasteries and churches, whereas their colleagues from other media did not receive such an notification. Previously, the Orthodox Church stated that they were unhappy with the reporting of the three media in the past. TV Alfa, TV Sitel and *Vecer* said their reporters in no way interfered with the staff of the churches and monasteries and that they were only carrying out their work.

Commenting on the move by the Orthodox Church, Oliver Vujovic, SEEMO Secretary General, said, It is essential that reporters are able to work in an open environment as the media play an important role in a democratic society. After all, the media provide information that is in the public interest and the Orthodox Church should set a good example instead of interfering with that right.

****

Eviction of newspaper TemA from its premises - Albania

Vienna, 20 January 2009

The Vienna-based South East Europe Media Organisation (SEEMO), a network of editors, media executives and leading journalists in South East Europe and an affiliate of the International Press Institute, is deeply concerned about the recent eviction of the Albanian newspaper TemA from its premises by the Minister of Economical Affairs, Genc Ruli.

According to information received by SEEMO, the Minister of Economical Affairs cancelled unilaterally and without any further notice the newspaper's 20-year-old contract for the premises. An unexpected police siege followed and the staff of the newspaper was evicted from their offices. The police gave no official explanation, alleging only that the orders came from Prime Minister Sali Berisha. A lawsuit issued by TemA followed and the Court of Tirana decided in favour of the newspaper on 6 January. However, neither the Minister of Economical Affairs nor the Prime Minister have responded to the Court of Tirana's decision so far.

The eviction of TemA, which has frequently criticized official corruption, is regarded by many as a sign of the growing political pressure exerted by the Berisha government against critical voices in the media. This pressure by the authorities has led to increased self-censorship in Albania.

SEEMO strongly condemns such actions carried out by the authorities against critical media, said SEEMO Secretary General Oliver Vujovic. The media is one of the key pillars of a democratic society. Journalists should therefore be able to express themselves freely and carry out their jobs without State interference. We urge the Albanian government to investigate this matter and demonstrate its commitment to the protection of press freedom in Albania.

****

Brutal assaults on several journalists in Kosovo

Vienna, 21 January 2009

The Vienna-based South East Europe Media Organisation (SEEMO), a network of editors, media executives and leading journalists in South East Europe and an affiliate of the International Press Institute (IPI), is deeply concerned about the current media environment in Kosovo, marked by a recent string of brutal attacks against journalists and other press freedom violations.

According to information received by SEEMO on 8 January, several journalists working for Most TV were attacked by a crowd as they were on the site of a bomb blast in Bosnjacka Mahala/ Mitrovica, which had seriously injured six fire-fighters. Mirjana Nedeljkovic, a news reporter for TV Most, was rushed to the intensive care unit at Mitrovica hospital. Her cameraman, Dejan Tanasijevic, was beaten and his camera broken.

SEEMO has monitored with concern the growing number of assaults against journalists in Kosovo.

Speaking about the situation, Oliver Vujovic, SEEMO Secretary General, said, SEEMO strongly condemns all threats against journalists as they are a violation of the right to freedom of expression. I therefore urge an immediate and thorough investigation into these incidents and call on the authorities to express their commitment to the safety of journalists, and the protection of press freedom in general. By doing so, the authorities will demonstrate their desire to ensure a free media environment, which is a vital aspect of a democratic society.

****

February 2009

Death Threats against Journalists in Bosnia and Herzegovina

Vienna, 4 February 2009

The Vienna-based South East Europe Media Organisation (SEEMO), a network of editors, media executives and leading journalists in South East Europe and an affiliate of the International Press Institute, is deeply concerned over recent death threats made against journalists in Bosnia and Herzegovina.

According to information received by SEEMO, Bakir Hedziomerovic, editor-in-chief of the programme "60 Minutes", broadcast by the television channel FBiH, and one of the country's leading investigative journalists, received multiple death threats in connection with his reporting on alleged links between politicians and organised crime. Another journalist and a colleague of Hedziomerovic, Avdo Avdic, also received death threats linked to his reporting on organised crime in the country. Both Hedziomerovic and Avdic have been placed under police supervision and are trying to carry on with their work as journalists.

"SEEMO is deeply concerned about the reoccurrence of death threats against journalists in Bosnia and Herzegovina," said SEEMO Secretary General Oliver Vujovic. "We are alarmed that the number of threats

against journalists has increased rapidly within the past few months. Therefore, SEEMO urges both the local and national authorities to investigate these cases and to take all necessary steps to protect the lives of journalists and freedom of the press in Bosnia and Herzegovina. A safe working environment for journalists is a fundamental principle of every democratic society and it is in the interest of democratic development in Bosnia and Herzegovina that journalists are free to report and investigate stories without fear or pressure."

****

Outburst Against Media - Turkey

Vienna, 5 February 2009

The International Press Institute (IPI) and the South East Europe Media Organisation (SEEMO) 2 February reiterated earlier calls for Turkish Prime Minister Recep Tayyip Erdogan to refrain from verbal attacks on the media.

This latest call follows the 30 January assault on journalists during a public speech in which the prime minister condemned the press for being biased in their coverage of the recent Gaza conflict. The scene turned chaotic and people in the crowd listening to the prime minister turned on photographers and other journalists.

Although entitled to his opinions, the prime minister should exercise greater restraint when speaking about the media publicly, IPI Director David Dadge said. "Politicians in countries such as Sri Lanka and Venezuela have often courted attacks on the media by their words and the Turkish prime minister should avoid playing the same dangerous game."

The assault occurred during the opening ceremony of an Istanbul metro system station. In his address, Erdogan accused the media of supporting Israel's actions in Gaza, of propagating lies, and of standing by others rather than standing by the prime minister of the Turkish Republic.

These comments stirred the audience to jeer at the approximately 70 reporters of both the national and international media present at the speech, according to correspondents at the scene.

During his talk Erdogan invoked the history of the Ottoman Turks' battle at Canakkale, the Turkish name for the first world war Gallipoli campaign, after which the audience chanted Ask us to shoot, we will shoot, ask us to die, we will die.

Local media report that, following this, a woman shouted a comment in support of Erdogan, which others in the audience apparently misunderstood as criticism. The crowd booed and jostled her, forcing Erdogan's bodyguards to intervene.

Journalists attempted to take pictures of the incident, but the crowd then turned upon them -first verbally with chants of media out!, then physically. The police stepped in, creating a barrier between the mob and the media.

The crowd's attack on the journalists lasted over five minutes but there were no serious injuries. Erdogan made no attempt to calm the angry crowd, instead chastising the journalists for taking pictures of the disturbance rather than doing what they had come here to do, namely reporting on his speech.

These events took place the day after Erdogan angrily stormed off the stage at the World Economic Forum in Davos, following a heated discussion with Israeli President Shimon Peres about Israel's actions in Gaza.

Erdogan has recently made several public attacks on the media.

On 10 September 2008, reacting to media coverage of the Deniz Feneri e.V. charity scandal. Erdogan threatened

the Dogan Media Group with an ultimatum, demanding they reveal their true reasons for reporting on the issue or face Erdogan revealing these himself.

IPI called on the Turkish leader to retract this ultimatum, stating that there is no place for Erdogan to question or criticise the media's right to report on an issue of public importance. Erdogan then attacked IPI at a public rally on 13 September, saying that IPI had no right to criticise him over his treatment of the country's largest news organisation.

Erdogan followed this on 19 September by calling on members of his party to boycott media critical of the government, and not to take these newspapers to your homes. Several Turkish media organisations - including IPI's National Committee in Turkey - reacted to this pressure by issuing a joint-statement condemning the prime minister's calls for a boycott.

****

Gunfire Attack on TV Station in Athens - Greece

Vienna, 18 February 2009

The Vienna-based South East Europe Media Organisation (SEEMO), a network of editors, media executives and leading journalists from South East Europe and an affiliate of the International Press Institute (IPI), is deeply concerned over the attack on private television station TV Alter in Athens, Greece, on Tuesday, 17 February.

According to information before SEEMO, around 7:15 p.m., four armed men fired shots and threw a suspected explosive device outside the premises of TV Alter's central offices in Athens. Luckily, no injuries were reported. The attack happened before the station's main evening news bulletin was broadcast, when the building was full of employees. Before the gunmen opened fire, they ran into an Alter TV technician and ordered him to leave the scene. It is believed that the gunmen are members of the recently-established group, Sekta Epanastaton" (Revolutionary Sekta - sekta is the Arabic word for team, or group). One week prior to the attack, a letter sent to the daily newspaper Ta Nea threatened to kill well-known journalists working for the country's largest TV stations (TV Alter is among them). Police have yet to release an official statement about the identity of those believed to be behind the shooting.

Commenting on the incident, Oliver Vujovic, SEEMO Secretary General, said, Such attacks are a serious threat to press freedom and the working environment of reporters in Greece and the entire South East European region. SEEMO urges an immediate and thorough investigation into the incident. The media play an important role in a democratic society and attacks such as these constitute a threat not only against the news media, but against democracy itself.

****

Physical Attack on Journalist Abdulhalim Dede during Live Broadcast - Greece

Vienna, 25 February 2009

The Vienna-based South East Europe Media Organisation (SEEMO), a network of editors, media executives and leading journalists from South East Europe and an affiliate of the International Press Institute (IPI), is deeply concerned about the physical attack on journalist Abdulhalim Dede on 19 February while he was on-air during the morning programme, Kalimera Ellada, broadcast by the Athens, Greece-based Antenna TV.

According to SEEMO's sources, the Turkish Ziraat Bank had invited, among others, Dimitris Stamatis, Secretary

General of the Region of East Macedonia and Thrace, to attend the opening of its first branch in Komotini, Thrace, Greece. Stamatis declined because the letter of invitation was written in English and Turkish, but not in Greek, and because the city of Komotini was referred to by its Turkish name only. Abdulhalim Dede, publisher and director of the newspaper Trakyanin Sesi and owner of the radio station ISIK FM in Komotini, was invited by the hosts of Kalimera Ellada to express his opinion live from Kamotini on Antenna TV. During the interview, an unknown man approached Dede, shouted at him using obscene language, and physically attacked him. The main studio in Athens immediately terminated the live broadcasting.

Dede, who was hospitalised, is known for his promotion of the rights of the Turkish-speaking population in Thrace, Greece, and has been the target of various attacks over the years. In 2006, he received the SEEMO Human Rights Award.

SEEMO strongly condemns all physical attacks on journalists, which have no place in a democratic society. Attacks like these must be prevented from occurring in the future, said Oliver Vujovic, SEEMO Secretary General. SEEMO notes with concern this increasing trend of assaults against journalists in the entire region. It calls on the authorities to demonstrate their commitment to the protection of journalists, and press freedom in general, by taking active steps to counter these disturbing developments.

****

Rajko Vasic - Bosnia & Herzegovina

Vienna, 27 February 2009

To: Milorad Dodik, Prime Minister of Republika Srpska

H.E. Milorad Dodik
Prime Minister of Republika Srpska
Ulica kralja Petra Prvog Karadjordjevica
78000 Banja Luka
Bosnia and Herzegovina
Fax: +387 51 331 311

Your Excellency,

The Vienna-based South East Europe Media Organisation (SEEMO), a network of editors, media executives and leading journalists from South East Europe and an affiliate of the International Press Institute (IPI), condemns the accusations made by Rajko Vasic, Secretary General of the Alliance of Independent Social Democrats (Savez Nezavisnih Socijaldemokrata - SNSD) against the Belgrade, Serbia-based BETA News Agency and its correspondent Ljiljana Kovacevic.

On 22 February, in an interview with the local magazine, Fokus, Vasic referred to BETA in vulgar language and implied that the news agency was accepting money from foreign sources to publish false and tendentiousreports aimed at arousing public content.

Such a manner of communication comes as a surprise to SEEMO, since Vasic was himself a journalist in Bosnia and Herzegovina before the war and, from 1998 to 2000, Minister of Information of the Republika Srpska Government.

SEEMO urges Your Excellency, in your capacity as President of the SNSD, to ensure an immediate investigation into this incident and to make public your own view regarding Secretary General Radic's unprofessional behaviour.

We further urge Your Excellency to do everything in your power to provide an environment in which the media are free to report on current events, thereby ensuring the people's right to information.

We thank you for your attention.

Yours sincerely,

Oliver Vujovic
SEEMO Secretary General

****

March 2009

Pressure on media outlets, investigative journalism, and freedom of speech in Serbia

Vienna, 3 March 2009

The South East Europe Media Organisation (SEEMO) is concerned about recent developments in Serbia, where constant pressure is exerted on media outlets, investigative journalism, and freedom of speech.

Political and police pressure were exerted on the staff of the daily newspaper Borba after it published allegedly confidential information about the decision of the Serbian Government to pay one million dollars in the case of Miladin Kovacevic, a Serbian student who fled the United States with the help of a Serbian diplomat in New York after beating up a fellow U.S. college student. SEEMO condemns the pressure exerted on Borba as a violation of editorial independence, and refers to the Law on Public Information, under which the media in Serbia are allowed to publish information of public importance regardless of the manner in which such information was discovered. The same Law ensures that journalists are not obligated to reveal the source of their information.

SEEMO also condemns the decision of the management of the Sava Congress Centre in Belgrade to prohibit a press conference of the Gay-Straight Alliance (GSA) in February. Local media organisations and the GSA, which was forced to hold its news conference elsewhere, accused the directors of the Sava Congress Centre of homophobia and discrimination against the gay and lesbian community, and demanded a public apology. After receiving severe criticism from the public media both Director of Sava Congress Centar, Dragan Vucicevic, and Dragan Djilas, the mayor of Belgrade, apologised for their behaviour according to the Serbian media. However, Boris Milicevic, the President of the GSA insists the authority should take responsibility for its actions as all citizens should be treated equal. Marko Karadzic, State Secretary of the Ministry for Human Rights, agrees with Milicevic and adds the administrative authority should be replaced or should just resign themselves and step down. It would be a moral thing to do.

SEEMO is also concerned over the threats and attacks made against Vladimir Vjestic, editor-in-chief of Radio BUS in Kovin, Serbia. On 21 February, Vjestic was threatened by a private entrepreneur from Kovin, who accused the station of biased reporting. After Vjestic warned the entrepreneur that he was going to report the threats to the police, the entrepreneur attempted to physically attack the journalist, but was prevented from doing so by the owner and a guest of the restaurant where the incident took place.

SEEMO is alarmed over these cases, all of which involve exerting direct pressure on journalists or limiting freedom of expression. It is vital for journalists and media executives to be able to report freely on current affairs and to carry out their work in safety, Oliver Vujovic, SEEMO Secretary General, said. Any attempts to restrict freedom of expression, whether by way of verbal or physical harassment, or sexual discrimination, are unacceptable in a democratic society.

****

Attacks on the media in Greece

Vienna, 5 March 2009

The Vienna-based South East Europe Media Organisation (SEEMO), a network of editors, media executives and leading journalists from South East Europe and an affiliate of the International Press Institute (IPI), is concerned about the continuous attacks on the media in Greece.

According to information received by SEEMO, during the evening of 26 February 2009 the offices of the Athens-based newspaper Apogevmatini were attacked by a group of masked men throwing rocks and wielding iron. Damage was caused to the premises of the newspaper and to several cars parked outside the building.

Less than two weeks ago, four armed men fired shots and threw a suspected explosive device outside the central offices of TV Alter in Athens.

SEEMO notes with concern this trend of attacks against journalists in Greece. It calls on the authorities to demonstrate their commitment to the protection of journalists, and press freedom in general, by taking all steps possible to counter these disturbing developments.

The media functions as an important pillar of democracy in society by providing information in the interest of the public, said Oliver Vujovic, SEEMO Secretary General, SEEMO calls for the maintenance of a safe working environment for journalists and media outlets in Greece. Any attacks against journalists must be fully investigated and carry consequences.

****

Importance of Free Press in Turkey

Brussels, 10 March 2009

The International Press Institute Monday appealed to European Commission leaders to make press freedom a priority in ongoing membership talks with Turkey amid concern over verbal attacks on news organisations and continued legal hurdles to free expression in the country.

IPI Director David Dadge held meetings with Ollie Rehn, the enlargement commissioner, and other officials to emphasize the European Union's influence in seeking reforms during membership negotiations with Turkey. The meetings follow concerns expressed by IPI and other organisations about Turkish Prime Minister Recep Tayyip Erdogan's public complaints about coverage of his government, and his appeals to supporters to stop buying newspapers that, as he told one rally, stand by others rather than stand by the prime minister of the Turkish Republic.

IPI hopes the European Commission can use its influence to encourage Prime Minister Erdogan to take a step back from his position of criticising the media and calling for boycotts, Dadge said after the meetings. The EU can play a central role in ensuring free expression and pluralistic media in candidate countries such as Turkey.

Dadge also expressed concern about Turkish laws used to prosecute journalists, including Article 301, which bans insults to the Turkish state. Although amended in 2008 to reduce the jail time from three years to one, Dadge said the law risks inciting attacks on journalists by questioning their loyalty. It has been used in the past to punish journalists and intellectuals who criticized government policies, including murdered newspaper editor Hrant Dink.

Article 301 remains a threat to free expression in Turkey, Dadge said.

The European Commission's 2008 progress report on Turkey cites Article 301, anti-terror statutes and other laws as potential infringements on free expression. A new U.S. State Department report on human rights in Turkey also notes that such laws can restrict press freedom.

Dadge met with staff from the offices of European Commissioner for Information Society and Media Viviane Reding and External Relations Commissioner Benita Ferrero-Waldner. Other issues raised during the meetings in Brussels include:

The unprecedented 380-million-euro fine for tax evasion imposed on the Dogan Media Group in February, Turkey's largest media company and a frequent critic of the Erdogan government. Turkish authorities insist that the fine had nothing to do with Erdogan's running feud over the company's news coverage, but Dadge expressed concern about the timing of the fine (which came after months of criticism from the prime minister), and the potential crippling financial impact on the company.

The vital role pluralistic and diverse media can play in assuring skeptical EU countries that Turkey qualifies for EU membership.

Strong media in Turkey provide not only valuable information to a geographically large country, but a release valve for diverse opinions in a country with longstanding ethnic problems and a religious-secular divide.

IPI's affiliate, the South East Europe Media Organisation, also urged EU representatives to ensure freedom of expression a leading condition for potential members of the bloc.

****

**Slavko Curuvija - Serbia
Protest Letter to Minister of Justice of Serbia**

Vienna, 11 March 2009

To: Snezana Malovic, Minister of Justice of Serbia

Snezana Malovic
Minister of Justice
Nemanjina 22-26
11000 Belgrade
Serbia
Via Fax: +381 11 3616-549

Dear Minister Malovic,

The International Press Institute (IPI), the Global Network for a Free Media, and its regional affiliate, the South East Europe Media Organisation (SEEMO), would like to call your attention to the still unsolved murder of Slavko Curuvija, Serbian journalist and publisher killed ten years ago next month.

Slavko Curuvija worked for various publications, including the magazine Evropljanin and the Dnevni telegraf, of which he was the director and editor-in-chief. The journalist, who became a critic of the Slobodan Milosevic regime and of the developments in Kosovo, faced increasing interference with his work starting in 1998. The Dnevni telegraf was banned in October 1998, a large fine imposed on him for his publications late that year, and in early 1999 he only narrowly avoided imprisonment. On 11 April 1999, Serbian Orthodox Easter Sunday, Slavko Curuvija was shot dead by two masked men in front of his home in the centre of Belgrade.

As IPI has highlighted in its Justice Denied campaign (http://www.freemedia.at/justicedenied), and as SEEMO has repeatedly reported over the years, nobody has formally been charged with Slavko Curuvija's murder. The perpetrators of the assassination, as well as its instigators, remain unknown.

Other journalist killings have gone unsolved in Serbia, including that of Milan Pantic, the Jagodina correspondent for Vecernje Novosti, killed on 11 June 2001, and of Dada Vujasinovic, of Duga magazine, killed on 8 April 1994. This lack of progress suggests, at best, a lack of interest in protecting the media by adequately investigating and prosecuting those who attack journalists.

The impending ten-year anniversary of Curuvija's death is a sad reminder of how far some are willing to go to silence journalists. We call on you to reinvigorate investigative efforts into this crime, and so send a strong signal that Serbian authorities will not tolerate such violence.

We thank you for your attention.

Yours sincerely,

David Dadge
IPI Director

Oliver Vujovic
SEEMO Secretary General

****

Slavko Curuvija - Serbia

Vienna, 11 March 2009

Serbian authorities must step up their investigation into the killing of journalist and publisher Slavko Curuvija, the International Press Institute and its affiliate, the South East Europe Media Organisation, said today, one month before the 10th anniversary of his death.

Slavko Curuvija was shot dead by two masked men in front of his home in the centre of Belgrade on 11 April 1999, Serbian Orthodox Easter Sunday. He worked for various publications, including the magazine Evropljanin and the Dnevni telegraf, of which he was the director and editor-in-chief.

Curuvija, who reported extensively on the regime of Slobodan Milosevic and the developments in Kosovo, faced increasing interference with his work starting in 1998. The Dnevni telegraf was banned in October 1998, a large fine imposed on Curuvija for his publications late that year, and in early 1999 he only narrowly avoided imprisonment.

The impending 10-year anniversary of Curuvija's death is a sad reminder of how far some are willing to go to silence critical voices, IPI Director David Dadge and SEEMO Secretary General Oliver Vujovic said in a joint statement. They called on Serbian Justice Minister Snezana Malovic to send a strong signal against such violence by stepping up the investigation.

No one has formally been charged with Slavko Curuvija's murder. Those responsible remain unknown. Other killings of journalists in the country have also gone unsolved, including that of Milan Pantic, the Jagodina correspondent for Vecernje Novosti, slain on 11 June 2001, and of Dada Vujasinovic, of Duga magazine, killed on 8 April 1994.

IPI has called attention to the unsolved killing of Curuvija in its Justice Denied campaign (), and SEEMO has repeatedly reported on the lack of progress in the case. IPI's General Assembly also highlighted the problem of impunity in attacks on Serbian journalists in a resolution passed at its 57th meeting, held in Belgrade in June 2008.

****

Police action against a group of journalists in Macedonia (Republic of Macedonia / FYROM)

Vienna, 12 March 2009

According to information before SEEMO, on Tuesday 3 March 2009, at approximately 18:00, police stopped and searched the car of a group of journalists from the Tetovo-based Albanian-language newspaper, Shqip Media, on the outskirts of the town of Kumanovo. The police officers gave no reason for their actions and told the reporters, who identified themselves as journalists and said they were on their way to Kumanovo to cover the election campaign, to get out of the car and to stand back about two metres while they searched the vehicle and thus ignored their status of being journalists. The search lasted about 30 minutes, after which the police allowed the journalists to continue on their way to Kumanovo.

Naser Pajaziti, editor-in-chief of Shqip Media, who was one of the passengers in the car, said the journalists felt they had been treated like common criminals and complained of the delay in carrying out their assignment due to the police action.

Commenting on the incident, Oliver Vujovic, SEEMO Secretary General said, SEEMO calls on the authorities in Skopje to demonstrate their commitment to the protection of journalists and to press freedom in general. The extended search of a press vehicle by police without any clear reason is unacceptable and an obstruction to the free flow of news and information. Vujovic added, I call on the police officials to provide a reason for their actions and to ensure that journalists in Macedonia (Republic of Macedonia / FYROM) are allowed to pursue their profession without hindrance or fear of harassment.

****

Accusations against Makfax news agency in Macedonia (Republic of Macedonia/FYROM)

Vienna, 13 March 2009

The South East Europe Media Organisation (SEEMO) condemns the recent verbal accusations levelled against the news agency Makfax by a state official in Macedonia (Republic of Macedonia/FYROM).

According to information before SEEMO, on 10 March 2009, Marjan Madzovski, Cabinet Chief of the President of the Macedonian Parliament, accused Makfax of unprofessional behaviour, inaccurate news reporting, and breaching diplomatic protocol.

Makfax had published news about Czech Prime Minister Mirek Topolanek's visit to Skopje based on his official agenda, which clearly specified meetings with President Branko Crvenkovski and Prime Minister Nikola Gruevski. Speaker of Parliament Trajko Veljanovski, who also met with Prime Minister Topolanek, was not mentioned.

When Makfax posted the news of Prime Minister Topolanek's visit to Skopje on its website, no press release had been issued by the Cabinet of the Speaker of Parliament regarding a meeting between the Czech Prime Minister and Speaker of Parliament Veljanovski. The same day, after the meeting was officially confirmed, Makfax published the news on its website.

Makfax has sought an apology from Chief of Cabinet Madzovski for the slanderous accusations, but so far none has been forthcoming.

Commenting on the accusations, SEEMO Secretary General, Oliver Vujovic, said, SEEMO strongly condemns such verbal attacks, as well as any government or state

actions that involve pressure on journalists or threats to the principle of freedom of expression. Vujovic added, It is vital for journalists to be able to report freely on current affairs. Any attempts to influence media independence are unacceptable in a modern society. SEEMO therefore calls on the authorities in Skopje to put an end to political pressure on the media.

****

Physical Assault on TV Cameraman in Kosovo

Vienna, 16 March 2009

SEEMO/IPI Condemns Physical Assault on TV Cameraman in Kosovo

The South East Europe Media Organisation (SEEMO) strongly condemns the recent physical assault on Bojan Kosanin, a cameraman of the TV production Glas Juga and KiM Radio, in Silovo/Shilovo, Kosovo.

According to information before SEEMO, on 13 March, police stopped a press vehicle carrying Marijana Simic and Bojan Kosanin, a reporter and cameraman, respectively, for Glas Juga and KiM Radio, some 200 metres outside the village of Silovo/Shilovo. Kosanin was pulled out of the car by the police officers, who, without asking for his papers, pushed him up against the vehicle and started kicking him in the legs.

After assaulting Kosanin, the police officers searched the car, again without asking for papers. According to media reports, the police had performed a routine motorway check.

It is alarming that the police consider such behaviour a routine check, said Oliver Vujovic, SEEMO Secretary General. He added, An open media environment allowing the free flow of information is a fundamental principle of any democratic society. SEEMO strongly condemns the physical abuse of journalists and other media workers by police officers and urges the authorities to do everything in their power to secure safe working conditions for journalists and to prevent such incidents from happening in the future.

****

April 2009

Serbian president's last-minute cancellation of interview with Austrian TV correspondent

Vienna, 9 April 2009

The South East Europe Media Organisation (SEEMO) is disappointed to learn that on 6 April 2009 the Serbian President Boris Tadic cancelled at the last minute an interview with the accredited correspondent of the Austrian Broadcasting Corporation (TV ORF) in Serbia, Christian Werschuetz.

According to information before SEEMO, the interview between Tadic and Wehrschuetz was scheduled to take place before Tadic's visit to Austria, but was cancelled because one of the questions the journalist planned to ask was considered by the president to be inappropriate and unacceptable. SEEMO was surprised by the president's decision and criticised the practice of his office to ask journalists to provide their questions in advance of all interviews.

Commenting on the matter, Oliver Vujovic, SEEMO Secretary General, said:

SEEMO finds it surprising that the office of President Tadic asks journalists to provide their questions in advance of any interview and that in this particular case the interview was cancelled because of one question. We believe that journalists should be free to decide what kind of questions they would like to ask during an interview with politicians. Especially state officials should be open to answer questions, and should not base their decision on whether or not to grant an interview on the questions they demand to see in advance - a process of communication we consider unsatisfactory for the modern politician.

****

Decision of authorities to stop free movement of journalists - Moldova

Vienna, 10 April 2009

The Vienna based South East Europe Media Organisation (SEEMO), affiliate of the International Press Institute, is disappointed to learn that on 7 April 2009, a group of journalists from Jurnalul Naţional, Evenimentul Zilei, Ziua, Realitatea TV, Associated Press, EPA, France Press, Intact Images, NewsIn, Mediafax and. Reuters, who were travelling from Romania to report from Chisinau, were stopped by the Moldovan authorities at the borders and could not enter Moldova.

Moldavian officials requested different documents from the journalists, like invitations, special healthcare insurances, and accreditations from the Moldovan government. Some of the journalists were not given any explanation as to why they could not enter Moldova.

SEEMO also supports the local journalists associations in Moldova and Romania, like the Independent Journalism Center, the Association of Independent Press, the Investigative Journalism Center, the Acces-info Center, the Young Journalist Center of Moldova, the Union of Journalists of Moldova, Broadcast Media Association and the Federation of Romanian Journalists (MediaSind), who were protesting against the steps against press freedom by the authorities in Chisinau.

According to the SEEMO Secretary General Oliver Vujovic, this is a clear restriction of the free movement of journalists.

I call on the Moldovan authorities to respect the right to the free movement of individuals, journalists and freedom of expression and reporting. Asking for an accreditation or other documents from journalists on the border was against rules, knowing, that foreign journalists need accreditation only if they wish to be accredited as permanent correspondents in Moldova or to have access to official state institutions and representatives, Vujovic added. Vujovic finally said: As I know, EU citizens need only their passport to enter Moldova, and I am asking the authorities in Moldova for a fast investigation of this cases of restriction of press freedom.

****

10 Years Later, Brazen Killing of Serbian Editor Remains Unsolved

Vienna, 11 April 2009

A decade after the murder of outspoken Serbian editor Slavko Curuvija, the International Press Institute and the South East Europe Media Organisation today again called for justice for the journalist, whose killers have not been found.

Curuvija was gunned down on Serbian Orthodox Easter Sunday. In the six months prior to his death, the journalist's relationship with the Slobodan Milosevic regime deteriorated noticeably. Just days before he was shot on 11 April 1999, Mirjana Markovic, wife of the former president, branded him state enemy Number One.

Last month, IPI and SEEMO urged the Serbian Minister of Justice to intensify the investigation into Curuvija's death, but there was no response from the ministry. Curuvija's case is one of 10 highlighted in IPI's Justice Denied Campaign.

With each passing year the trail that could lead to Curuvija's murderers grows colder, IPI Director David Dadge said. If the authorities do not increase their efforts to thoroughly investigate the case, they may soon be unable to find his killers and Serbia will be left with the stigma of the unsolved murder of a courageous and dedicated reporter.

Curuvija is not the only journalist whose murder remains unsolved in Serbia. Little progress has been reported in the investigation into the 2001 killing of Belgrade newspaper report Milan Pantic. It has been fifteen years since the death of Dada Vujasinovic, a magazine reporter who covered the 1990s Balkan conflicts and criminal activity in Serbia. She was found dead in her Belgrade apartment on 9 April 1994. In January of this year, Serbian officials finally deemed her death a murder, having previously insisted that the young journalist had committed suicide.

This week marks two very sad anniversaries for journalism in Serbia, said Oliver Vujovic, secretary-general of SEEMO, IPI's regional affiliate. It is time for state authorities to step up their efforts to solve all of these killings. Letting the perpetrators get away with murder will only further the impression that Serbian authorities have little interest in protecting journalists who dare to report openly.

****

Threats against Correspondent for Belgrade daily in Bosnia and Herzegovina

Vienna, 14 April 2009

The South East Europe Media Organisation (SEEMO) condemns the recent threats directed against Radivoje Gutic, a local correspondent for the Belgrade, Serbia-based daily newspaper *Vecernje novosti* in Trebinje, Bosnia and Herzegovina.

According to SEEMO's sources, Gutic informed the local police in Trebinje that on 9 April 2009 he received two threatening calls on his mobile phone from a person who identified himself as a senior representative of the Serbian Orthodox Church in Trebinje. According to Gutic, who has been a journalist for 25 years, the threats came after he reported in *Vecernje novosti* on different opinions connected to activities of the Serbian Orthodox Church in Bosnia and Herzegovina. The latest articles written by Gutic were published in *Vecernje novosti* on 8 April 2009.

Commenting on the incident, SEEMO Secretary General Oliver Vujovic said:

It is essential that journalists are able to report freely and without fear of intimidation or harassment in order that they can carry out their vital activity of informing the public. He added, The Serbian Orthodox Church must be open to critical reporting and allow the media to present different opinions about its activities.

****

Worrying Trends in Slovakia

Vienna, 15 April 2009

Targeting of the Slovak press through civil defamation lawsuits is causing widespread concern among journalists that they cannot do their jobs without fear of reprisal, the International Press Institute warns in a report published today. The report details other concerns, including a right-of-reply law and verbal attacks on the media made by leading politicians.

In one of the most worrying cases, a Bratislava Regional Court ruled in November 2008 that the privately owned Radio Viva must pay more than EUR 30,000 in libel damages to a Slovak judge in connection with a 2004 report on fraud charges brought against him. The decision was handed down despite the broadcaster's report being based on information from the Ministry of Interior.

IPI's press freedom audit in Slovakia, carried out in March, found that the Radio Viva case was not an isolated one. The same judge is suing at least 10 news organizations for reporting on the same Ministry of Culture information and seeks damages of more than EUR 4.3 million.

"*The Radio Viva ruling has had an impact on other radio broadcasters in the country*", said IPI Director David Dadge. "*The ruling is perceived to have been handed down despite the station operating well within the bounds of fair and balanced journalism. Faith that the judicial system is equipped to deal with such situations has also been drastically undermined*".

In its report, IPI also expressed concern about the right-of-reply clauses in the Press Act of 2008. These obligate newspapers to publish readers' replies to any article they feel has affected their reputation. IPI, joined by its affiliate, the South East Europe Media Organisation (SEEMO), and Slovak journalists, strongly condemned the draft provisions in 2008 and contend that such rules could cost newspapers valuable publication time and space, and infringe on editorial independence.

The report also notes that politicians have used public forums to attack the media. Prime Minister Robert Fico on different occasions has called journalists idiots and compared them to slimy snakes.

"*I would like to see the report ... as the beginning of an open debate on the challenges before the Slovak media, especially since we face constant attacks on our work from the government and the prime minister*", said Pavol Mudry, chairman of the IPI Slovakia Executive Board.

The IPI report outlines a number of recommendations to improve the media environment in Slovakia. These include:

● Encourage dialogue between the media and the judiciary to improve understanding about media matters.
● Remove criminal penalties for defamation from the penal code.
● Amend the press law to remove the right-of-reply provisions.
● Strengthen self-regulatory media bodies, such as the Slovak Press Council, which is currently underutilised.

Dadge said that as a member of the European Union, Slovakia has a responsibility to bring its media regulations in line with international standards. The government must take action to ensure that the media are allowed to do their jobs independent of political interference, and that laws are not used to harass and abuse journalists, he said.

IPI's Slovak audit mission was the first in what will be a series of similar assessments to be carried out in countries in central and Eastern Europe.

For more information, contact:

Colin Peters
Press Freedom Adviser (Europe)
Tel: +43 1 512 90 11
E-mail: cpeters@freemedia.at

Mirjana Milosevic
SEEMO Press Freedom and Marketing Coordinator
E-mail: info@seemo.org

****

Fine handed down to journalist - Serbia

Vienna, 16 April 2009

The South East Europe Media Organisation (SEEMO) strongly condemns the excessive fine handed down 30 March 2009 by the Court in Nis, Serbia, in a defamation case against Dragana Kocic and Timosenko Milosavljevic, journalist and editor-in-chief, respectively, for the Serbian daily newspaper, Narodnih Novina. Together, the journalist and editor-in-chief must pay a fine of 1,000,000 Serbian dinars (approx. 10,760 EUR) for publishing an article that used quotes from official documents. Both defendants have appealed to the High Court.

According to SEEMO's sources, Kocic and Milosavljevic were charged with defamation after publishing an article in April 2008 that used some quotes from official documents they had received. SEEMO condemns the fact that Kocic and Milosavljevic were fined because Kocic had quoted parts of an official document to which she had access as a journalist. Moreover, SEEMO condemns the fact that journalists in Serbia often have to pay fines that are manifestly out of proportion to their salaries, resulting in self-censorship and a decline in investigative journalism.

Commenting on the case, SEEMO Secretary General Oliver Vujovic said:

SEEMO considers this a serious attack on press freedom in general and the ability to carry out investigative reporting in particular. Vujovic continued, For Serbia to continue its domestic reforms and international integration, it is important that the Serbian authorities understand that journalists, especially in smaller communities where journalists are often the only voice of the public, must be able to report freely on matters of public concern. SEEMO would welcome a decision by the High Court to withdraw the penalty.

****

Tenth anniversary of NATO strike on Radio-Television Serbia (RTS)

Vienna, 23 April 2009

Exactly ten years after NATO bombed the headquarters of Serbian state radio and television (RTS), the Vienna based South East Europe Media Organisation (SEEMO), an affiliate of the International Press Institute, today calls for NATO to ensure an independent investigation into the attack.

On 23 April 1999, 16 media workers were killed when NATO bombs fell on the headquarters and studios of RTS in central Belgrade. Those killed were: Jelica Munitlak (28 years old), Ksenija Bankovic (28), Darko Stolmenovski (26), Nebojsa Stojanovic (27), Dragorad Dragojevic (27), Dragan Tasic (31), Aleksandar Deletic (31), Slavisa Stevanovic (32), Sinisa Medic (32), Ivan Stukalo (34), Dejan Markovic (39), Milan Joksimovic (47), Branislav Jovanovic (50), Milan Jankovic (59), Tomislav Mitrovic (61), and Slobodan Jontic (54).

According to Serbian sources, the media workers who died that day were ordered by the then-management of RTS to remain in the building despite a decision by the government that RTS should evacuate its staff and equipment to another location.

In the first step of an investigation by the authorities in Belgrade, Dragoljub Milanovic, the former director of RTS, was sentenced in 2002 to ten years in prison for failing to protect the lives of the 16 RTS employees killed in the NATO strike. However, to this day, NATO has failed to ensure full accountability for this unprecedented attack on a media outlet.

SEEMO Secretary General Oliver Vujovic said, The fact that the Serbian state media was perceived by some as a propaganda tool in the war cannot be used as an argument to justify the bombing of RTS as a legitimate target. Vujovic continued, SEEMO would welcome a full and transparent investigation by NATO, and urges NATO to admit it was mistaken to target a media outlet, in order to ensure that justice is administered and to finally bring some peace to the families and colleagues of the victims.

****

May 2009

Threat against Journalist in Serbia by Serbian Orthodox Priest

Vienna, 7 May 2009

The South East Europe Media Organisation (SEEMO) strongly condemns the threat made by the Serbian Orthodox priest Vlastimir Zlatic against the Serbian journalist Zoran Marjanovic, correspondent for the newspapers *Kurir* and *Glas Javnosti*, in the village of Silopaj, near Gornji Milanovac, Serbia.

According to information before SEEMO, on 3 May 2009, Marjanovic received a threat of violence in a telephone call by the Serbian Orthodox priest Zlatic, who said, translated into English, "You bastard, I will show you my gun and you will end up like Curuvija!" (Slavko Curuvija, a Serbian journalist and newspaper publisher, was brutally murdered in the centre of Belgrade on 11 April 1999. The perpetrators of the assassination remain unknown.(Marjanovic had published an article concerning Zlatic some days prior to the threat.)

SEEMO's Secretary General Oliver Vujovic commented on the incident, "SEEMO strongly condemns the threat against Marjanovic, which, ironically occurred on 3 May, World Press Freedom Day. Because the Church plays an important role in moral development within society, SEEMO urges the Serbian Orthodox Church and its representatives to respect freedom of expression and opinion, and to ensure that journalists and others are not threatened for exercising their right of freedom of speech." Vujovic added, "At the same time, SEEMO would welcome a thorough police investigation into this disturbing incident."

****

Warnings received by Serbian TV channel B92 over Belgrade port allegations

Vienna, 28 May 2009

The South East European Media Organisation (SEEMO) has been informed that the Serbian TV channel B92 received warning letters from the lawyers of the Port of Belgrade days ahead of the broadcasting of the B92 programme, "Insider". The programme was nevertheless broadcast on 25 May 2009 and contained information referring to the Port of Belgrade, Serbia.

The legal representatives of the Port of Belgrade sent letters carrying the title "Warning", which stated that the facts broadcast in the programme about the Port were untrue and that the lawyers would not hesitate to take legal action against B92. An offer by the TV channel, made during the preparations for the programme, to invite a legal representative of the Port as a guest on "Insider" was declined.

SEEMO Secretary General Oliver Vujovic commented, "*SEEMO condemns the warnings sent by the lawyers of the Port of Belgrade as a direct attack on the freedom to broadcast public information. Media outlets must have the right to report freely on all issues of public interest. SEEMO therefore urges the lawyers of the Port to stop exerting pressure on B92.*" Vujovic continued, "*It is unfortunate that the lawyers of the Port of Belgrade declined the offer by B92 to speak during the programme, "Insider", as this would have be a perfect opportunity to have an open debate and for them to make their own case.*"