



Montenegro
AGENCY FOR ELECTRONIC MEDIA

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PRESS RELEASE

The Director of the Agency for Electronic Media Abaz Džafić and his associates have met with a Delegation of the OSCE Office for Democratic Institutions and Human Rights (OSCE/ODIHR), led by Mr Roman Jakič, Head of the OSCE/ODIHR Election Observation Mission.

Mr Jakič presented the Final Report of the OSCE/ODIHR Election Observation Mission on the parliamentary elections, held on 16 October 2016. At the meeting, particular attention was paid to the conclusions and recommendations for improvement of the solutions related to the election campaign and the media.

Representatives of the Agency supported the recommendations and underlined the importance of a comprehensive reform of the framework defining the conditions for preparation and organization of the elections, and especially a clearer definition of rights and obligations of all stakeholders and institutions in its efficient implementation.

The activities already carried out or initiated by Agency, concerning the implementation of the provided recommendations, were presented to the delegation of the OSCE Office for Democratic Institutions and Human Rights.

One of them is publication of a Monitoring Report on the Commercial AV Communications (advertisements) in the Programmes of TV Channels, related to the parliamentary and local elections in Montenegro, held in October 2016.

In addition, the representatives of the Agency expressed appreciation for the support provided by the OSCE Mission to Montenegro in the preparation of an analysis of comparative practice in the regulation of political advertising and media campaigns in the pre-election period. Since the planned analysis should include recommendations for improvement of the legislative framework in this field, mutual expectation has been expressed that both the analysis and the proposed amendments to the legislation would be taken into consideration during the comprehensive electoral reform.

The representatives of the Delegation welcomed the proactive attitude of the Agency and its efforts aimed at improving the legislative framework.

Agency for Electronic Media