



**Montenegro**  
**THE AGENCY FOR ELECTRONIC MEDIA**

# **2014 LOCAL ELECTIONS**

**MONITORING REPORT FOR TARGETED PROGRAMMES OF TV STATIONS IN  
MONTENEGRO**

**Podgorica, June 2014**

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# I INTRODUCTION

On 24 March 2014, the President of Montenegro, Filip Vujanović, passed the Decision to call the elections “for the councillors in the Council of the Capital City Podgorica and councils of the municipalities of Bar, Bijelo Polje, Danilovgrad, Žabljak, Kolašin, Plav, Plužine, Pljevlja, Rožaje, Šavnik, Gusinje”, for 25 May 2014.

This was followed by the submission of candidate lists, subsequently approved by Municipal Election Commissions. Under the provisions of the Law on the Election of Councillors and Members of the Parliament, Municipal Election Commissions certified in total 70 candidate lists as follows: for Bar 8, Bijelo Polje 9, Danilovgrad 5, Žabljak 6, Kolašin 5, Plav 8, Plužine 5, Pljevlja 6, Podgorica 5, Rožaje 5, Šavnik 3 and Gusinje 5 (the overview of all candidate lists is attached to the present Report). Under the Law, the “election campaign” starts with the day a candidate list is approved, when the submitters of candidate lists are allowed to inform the public, through the media, “of their candidates, campaign agendas and activities.”

The present report is a result of the decision taken by the Council to the Agency for Electronic Media to monitor the programmes aired by five TV stations enjoying the status of national broadcasters: one national public broadcaster, Channel 1 of the Television of Montenegro (TVCG 1), and four national commercial broadcasters: TV Atlas, TV Vijesti, TV Pink M and TV Prva. Under Article 71 (1) of the Electronic Media Law, a TV station is to cover at least 75% of the total population in not fewer than 10 local self-governments in Montenegro in order to gain the status of a national broadcaster.

Content-wise, the focus was on selected programme segments and contents of commercial services (advertising, marketing, propaganda, etc.) related to the local elections.

Among the programmes, the **monitoring focused on items related to the elections in primetime current affairs programmes** aired during the pre-election period.

In the area of **commercial AVM services during the election campaign** (the so-called political marketing), present monitoring focused on overall advertising of election contestants (parties, coalitions, candidates, etc.) in the programmes of the above TV stations with the status of national broadcasters over 24 hours a day.

The aim was to collect, process and present the relevant data to have an insight into the facts regarding public information on elections and broadcasters’ compliance with their stipulated obligations.

The monitoring was done between 10 and 23 May 2014, 24 hours a day.

The report is divided into five chapters aiming to present a host of relevant information in a well-systematised and consistent manner, and make such information readily usable.

Following the Table of Contents and the Introduction is Chapter II Context. It presents the scope of the monitoring and against which provisions the programmes were analysed. The relevant provisions are cited in full, although not every paragraph is relevant for present monitoring. Nevertheless, the authors believe that presenting the full texts (rather descriptive) of the relevant provisions is more comfortable and suits the readers’ needs better than quoting strictly the paragraphs that directly relate to the subject at hand. Otherwise, it could lead to ambiguities and confusion not justified easily by the need to have a shorter document.

Chapter III Quantitative Data contains the tabular and narrative parts and the description of the items relevant to local elections aired on primetime current affairs programmes of the broadcasters included in the monitoring exercise. Each section begins with a brief description of the broadcaster, followed by all items aired and their contents. The TV stations monitored are listed in an alphabetical order, and each section focusing on one TV station ends with a summary with tabular and graphic presentation of the items subject to monitoring.

Chapter IV Summary Data features aggregate data on the aired items of all broadcasters, their contents and structure.

Chapter V Final Remarks and Conclusions is the synthesis of the basic assessments and views of authors on the subject of monitoring based on the results presented in the Report. The assessments and views do not pretend to give qualitative assessments or value judgement, except in the case of several general views and conclusions stemming clearly from the monitoring findings.

Finally, it should be borne in mind that such reports are part of a periodic public information activity on the matters relevant for the work of electronic media and aim at creating a more permanent and credible factual basis for better insight, surveys and rendering analyses, syntheses, conclusions possible, noting trends and meeting professional and other needs and interest for this kind of information – primarily for the needs of the media, but also individuals, the expert public and the general public.

Periodic collection, processing and public presentation of data and facts on the operation of electronic media as well as other issues in the area of the AVM services within the remit of the Agency for Electronic Media, have become a regular activity of the AEM as of the fourth quarter of 2014. These are not to be mixed or identified with the ongoing, continuous and daily monitoring of aired programmes of the electronic media with a view of supervising and controlling the compliance with legislation. This part of the regular AEM activities, since its incorporation almost 12 years ago, includes registering (based on own knowledge or upon complaints filed by individuals and/or entities) programmes or shows aired on Montenegrin electronic media whose contents or form are not compliant. The AEM analyses such programmes and conducts a procedure in line with the legislation, and the findings are available on the AEM website immediately upon the completion of the procedure and the adoption of the pertinent decision, publicly accessible also through mandatory annual AEM activity reports.

**Note:** With a view to providing thorough information for the users of the findings of the present Report, two documents are attached:

- An overview of candidate lists for the local elections in 12 municipalities
- the RTCG Reporting Rules when covering the election campaign for the local elections to be held on 25 May 2014 in the capital city, in its two boroughs, and eleven municipalities

## II CONTEXT

### 2.1. Legal framework

The basic provisions governing the operation of electronic media in Montenegro, in the light of the issues in the focus of the current Report, are found in the Media Law (Official Gazette of the Republic of Montenegro 51/02, 62/02 and the Official Gazette of Montenegro 46/10 and 40/11), the Electronic Media Law (Official Gazette of Montenegro 46/10, 40/11, 53/11 and 06/13).

In the present report, the following provisions of the above pieces of legislation were used as the basic criteria for assessments and conclusions regarding the programmes aired.

#### 2.1.1. THE MEDIA LAW

##### Article 1

Media shall be free in Montenegro.

Censorship of media is prohibited in Montenegro.

Montenegro shall provide and guarantee freedom of information at the level of the standards as contained in the international documents on human rights and freedoms (the United Nations, the OSCE, the Council of Europe, the European Union).

This Law shall be interpreted and implemented in compliance with the principles contained in the European Convention for the Protection of Human Rights and Fundamental Freedoms and shall be governed by the case law practice of the European Court for Human Rights.

#### 2.1.2. THE ELECTRONIC MEDIA LAW

##### Article 3

The relations in the field of AVM services shall be governed by the following principles:

- 1) freedom, professionalism and independence;
- 2) prohibition of any form of censure;
- 3) balanced development of public and commercial AVM service providers;
- 4) free and equitable access to all AVM services providers;
- 5) development of competition and pluralism;
- 6) adherence to international standards;
- 7) objectivity, prohibition of discrimination, and transparency.

##### Article 55

(1) A broadcaster is obliged to respect the privacy and dignity of citizens and protect the integrity of minors.

(2) A broadcaster is obliged to publish audio and visual warning for programmes which may impair physical, health, moral, mental, intellectual, emotional and social development of minors and clearly identify such programmes by the presence of a visual symbol throughout their duration and to broadcast such programmes at the time and in the manner in which it is least likely that minors will normally hear or see it.

(3) Transmission of programmes referred to in paragraph 2 above outside the watershed to be established by Council shall be prohibited.

(4) Transmission of programmes containing pornography or whose content emphasise and support violence, drug addiction or similar forms of criminal conduct, as well as the programmes exploiting credulity of viewers or listeners shall be prohibited.

(5) A broadcaster is obliged to store transmitted programmes in line with regulations governing media and regulations governing preservation of cultural assets.

(6) A broadcaster is obliged to contribute to:

- 1) free, true, integral, impartial and timely information of the public of events in the country and abroad;
- 2) respect and promote fundamental human rights and freedoms, democratic values, institutions and pluralism of ideas;
- 3) foster culture of public dialogue and respect for linguistic standards.

(7) Broadcasters are obliged to transmit radio or television programmes in Montenegrin language in Latin or Cyrillic script or in other language in official use, in accordance with the law.

(8) The use of Montenegrin language is not mandatory in case of:

- 1) showing films and other audio and audiovisual works in their original form;

- 2) showing works of music with lyrics partly or wholly in a foreign language,
- 3) programmes partly or fully intended for study of a foreign language and script.
- (9) The use of Montenegrin language is not mandatory in programmes intended for members of minority nations and other minority communities.

#### **Article 85**

- (1) Surreptitious and fraudulent audiovisual commercial communication shall be prohibited.
- (2) Audiovisual commercial communication shall not send messages which might affect the sub-consciousness and which constitute manipulation or are damaging in social and emotional terms.
- (3) Audiovisual commercial communication shall not:
  - 1) prejudice respect for human dignity;
  - 2) promote discrimination based on sex, race, ethnic origin, religion or belief, disability, age or sexual orientation;
  - 3) encourage behaviour prejudicial to health or safety;
  - 4) encourage behaviour grossly prejudicial to the protection of the environment;
  - 5) use visual and audio forms, contents or elements recognisable as major news or announcements (news, headlines, etc.);
  - 6) use recognisability of certain programmes with the intention to mislead the viewer or listener into believing to actually be watching or listening to that programme;
  - 7) discredit or disparage competitors, their products or services;
  - 8) present the competitor programme or service as an imitation or reproduction;
  - 9) use parts of some programmes (headline, logo, music theme, etc.);
  - 10) copy advertising content of some other advertiser, their activity, product or service;
  - 11) enable unauthorised use of trademark or other feature by which a competitor is recognisable;
  - 12) use scenes of death, infliction of injuries, violence or destruction of buildings and nature.
- (4) Advertising sale and purchase of human organs or tissues for transplantation or transfusion shall be prohibited.
- (5) All forms of audiovisual commercial communication promoting tobacco and tobacco products, narcotic drugs, weapons, ammunition and pyrotechnic devices and marketing of goods and services prohibited by law shall be prohibited.
- (6) Audiovisual commercial communications for alcoholic beverages shall not be aimed at minors and shall not encourage consumption of such beverages.
- (7) Audiovisual commercial communication for medicinal products available only on prescription or medical procedures and treatment not compliant to law governing health care shall be prohibited.

#### **Article 86**

Audiovisual commercial communication shall not:

- 1) cause tangible or intangible detriment to minors;
- 2) directly exhort minors to buy or hire a product or a service by exploiting their inexperience or credulity;
- 3) directly encourage minors to persuade their parents or others to purchase the goods or services being advertised;
- 4) exploit the special trust minors place in parents, teachers or other persons;
- 5) unreasonably show minors in dangerous situations.

As regards the rights, responsibilities and the role of the electronic media in the election process, it should be borne in mind that an important element of the legal framework in Montenegro is contained in the Law on the Election of Local Councillors and Members of the Parliament (Official Gazette of the Republic of Montenegro " 4/98 of 18 February 1998, 05/98 of 25 February 1998, 17/98 of 20 May 1998, 14/00 of 17 May 2000, 18/00 of 31 March 2000, 09/01 of 22 February 2001, (FRY) 09/01 of 02 March 2001, 41/02 of 02 August 2002, 46/02 of 10 September 2002, 45/04 of 02 July 2004, 48/06 of 28 July 2006, 56/06 of 07 September 2006, 46/11 of 16 September 2011, 14/14 of 22 March 2014). Even after one decade and numerous amendments, this piece of legislation failed to step out of the partitocratic logic that the opinions, visions and promises of political actors are of prime public interest – of such magnitude to justify the introduction of extraordinary mode of electronic media operation during the election campaign period, particularly concerning the public broadcasters. The compliance with the editorial obligations imposed on the media, the programmes, their forms and duration specially designed for the occasion to ensure that political parties and coalitions receive their respective slots in the name of the right of citizens to be objectively

informed, is controlled by a separate parliamentary body appointed under Article 64 b of the Law specifically for this occasion.<sup>1</sup>

For the local elections for the councillors in the Council of the Capital City Podgorica and the municipal councils in Bar, Bijelo Polje, Danilovgrad, Žabljak, Kolašin, Plav, Plužine, Pljevlja, Rožaje, Šavnik, Gusinje, held on 25 May 2014, the Parliament of Montenegro failed "to set up the Committee for monitoring the compliance with the Law on the Election of Local Councillors and MPs as regards the media".

Given that the AEM is not empowered to check the compliance with this Law "as regards the media", the compliance or incompliance with the provisions of this Law was not in the focus of the present Report.

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<sup>1</sup> By means of a special decision, the Parliament shall set up the Committee for monitoring the implementation of the Law on the Election of Local Councillors and MPs with regard to the media (hereinafter: Committee) .

The Committee shall be composed of 10 members on the parity basis from MPs from the governing parties and the opposition. The Committee Chair and Deputy Chair shall be appointed from among the Committee members.

The Committee shall be set not later than 10 days from calling the elections.

The nominations for the Chair, Deputy Chair and members shall be made by the parliamentary committee responsible for elections and appointments.

The Committee shall be responsible for monitoring and overseeing the compliance with the provisions relating to the obligations of the media during the election campaign, and in particular:

- 1) consider complaints against the media and taking positions and conclusions in this regard;
- 2) warn the media to be compliant with the law and rectify possible irregularities;
- 3) publicise its positions and conclusions;
- 4) inform the Agency for the Electronic Media and the responsible authorities of the media of the violations to the provisions of this law by the media outlets with a view of taking measures from within their scope of competences against the incompliant media outlets.

The Committee shall decide by the majority vote of its members.

The Committee shall oversee the actions of the media from the day of its establishment until the publication of the final elections outcome.

The media are obliged to promptly publish the findings and the conclusions of the Committee by which any noncompliance of the given media outlet with the provisions of this law is established.

The Parliamentary Rules of Procedure shall apply mutatis mutandi to the matters relevant for the work of the Committee not governed by this provision.



## 2.2. Methodological approach

In monitoring the primetime current affairs programmes the table of the following form, structure and contents was used for records and presentation purposes:

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stat ed other source	Duratio n/ Sec
PROGRAMME BLOCK: <b>Topic:</b> <b>Announcement:</b> <b>Method of delivery:</b> <b>Note:</b>														

The table overall has five columns and four separate rows, altogether combining into a single whole.

The columns are as follows:

1. The first column shows the ordinal number of the items on elections aired in primetime current affairs programmes. If, for instance, there were five items in one show, the first column shows the number of items on that day and their chronological order.

2. The second column is entitled "Subject" and aims, through the options available shown in four sub-columns, to define more closely the main subject of activity or event being covered. These options are given in the second row and enable listing subjects as one of the four categories offered: 1. A political party (coalition, candidate list); 2. an NGO; 3. Other organisation or institution (for instance, any of the Election Commissions); 4. Personality. Obviously, more often than not, subjects covered by certain items may be classified under several options, and the one believed to best reflect the realities in the context of the present Report would be chosen.

The third row uses "X" to mark under which of the above options the subject is classified.

3. The third set of units, structured in three sub-columns is headed the "Topic" of the item aired, meaning what the subject is doing or what the character and type of activity and/or event is the topic of the item. The second row subdivides the topic into "general (wider) matters" or a broader angle on the process or an element thereof (for instance, the view of an analyst on the degree of public dialogue of the leading figures on candidate lists). The following option refers to a specific event or activity of the entity (a rally or a similar event), and the third option includes releases (a response, statement or public stating of opinions) or responses.

4. The fourth set, subdivided into four sections, provides information on the type of the journalistic form the aired item takes. It offers four options: news, report, commentary (analysis, review, overview, etc.) and interview. As expected, in practice there were many hybrid forms which made it difficult, sometimes even impossible, to easily and unambiguously classify an item as belonging to any of the options offered. There were many extended pieces of newscast or hybrids of the "a bit of all" type (for instance, extended newscast with some elements of reviews or comments). But, given that when presenting information in a tabular form it necessarily requires reduced number of options for the sake of ease of use and understanding, the items were classified by their predominant features into one of the forms offered. For instance, regardless of the duration, the item focusing on one issue only without any statements "into the camera" was treated as newscast and usually stated in full. The item focusing on several topics or issues or one issue with the statement "into the camera" was regarded as a report. In any case, this principle was consequently followed through which is especially important for these circumstances.

5. The fifth column is entitled "Technical data" and contains three options: 1. "Municipality", given that the elections took place in 12 municipalities and two city boroughs, and indicates which municipality the report refers to, not necessarily the location of the event (although in vast majority of the cases the two coincided). For instance, had a leader of the candidate list for Podgorica given a statement regarding the elections in Podgorica awhile on a visit to, for instance, Tokyo, the indication under the "municipality" column would "Podgorica", not „Tokyo". 2. The second options shows whether any other source was stated (other media outlet, agency, etc.) apart from the information collected by the journalists. 3. The third options shows the duration of an item in seconds. The authors believed it to be more practicable than using minutes or hours as a unit of measurement (for instance, it is much easier, logical and clearer to say that the item lasted 82 seconds than one minute and 22 seconds). In addition, if, as has been the case in several instances, one item includes subjects from two or more political parties, for the purpose of this report and for the reasons of practicality, the slot would be divided equally onto all subjects. Regardless of the fact that each of the subjects was not devoted the same number of seconds, such painstaking measurement and precision would over-complicate both the reading and the presentation, without true benefit or any good reason to do so.

**Horizontally**, the first two rows were already described, alongside the explanations for columns.

The third row consists of empty boxes where the sign "X" or some text (the name of the municipality), or number (duration in seconds) is inserted. When filled out, they constitute the results of monitoring and the data presented individually.

**The fourth row** is the most extensive and potentially unlimited space for entering data of the items aired. Given its scope and diversity, it requires a more detailed description.

If in the primetime current affairs programme the items on election campaigning of individual election contestants were organised in separate programme blocks (such as the case with TVCG, TV Atlas and TV Prva), then the first piece of information in this row is the Programme Block and its name. For researchers and analysts it may be interesting to know whether an item was aired within the "general part" of the show (domestic current affairs, etc.) or as a part of direct and immediate campaign activities aired in a separately designated programme block. In such case, on first entering into the table the programme blocks were marked in footnote with a brief presentation of their organisation, structure, method of delivery, the accompanying jingle, etc.

Then, the part marked as "Topic" follows which talks about what the item refers to, if it is not clear from other elements. If it is clear anyway, this segment is left out.

Then there is the "Announcement". It literally quotes the whole announcement by the anchor (if involving that kind of a show).

This is followed by the "Contents". This briefly presents the main contents of the item, responding to the question "What". If the "Announcement" was already inserted, then the "Contents" would be superfluous and is left out. If it involves an item without the announcement and no one speaking "into the camera", then the section "Contents", as a rule, states the whole item aired.

The following segment is entitled "method of delivery". It is mostly focusing on whether someone spoke "into the camera", i.e. gave the statement which was recorded and shown both in words and in images. In the present report, in such cases we use always the term "into the camera", since the specialised terminology such as "sound bite", "voiceover" and the like is not regarded as adequate for the general public as the target audience. Obviously, if there was no statement "into the camera", this segment is left out.

Finally, if there was a need, the segment marked as "Note" was used. It was most frequently used to show that the item was reproduced in full (always using the phrase "Full item as aired"). Occasionally it was also used to indicate some interesting items and elements which, in the opinion of the authors, were meaningful in the case at hand.

## III QUANTITATIVE DATA

### TV ATLAS

#### A. BASIC INFORMATION

**FOUNDER:** commercial company RTV Atlas.

**PROGRAMME STRUCTURE:** The programmes of the TV Atlas include all genres, particularly the entertainment and sport programmes, as well as current affairs. The talk-shows are also very present.

**CURRENT AFFAIRS PROGRAMMES:** The central current affairs show "FORUM" aired at 18:00, 20:00 and 23:00, with one rerun around 01:00. The average duration is 30 minutes.

**DISTRIBUTION CHANNELS:** The TV programmes of this television have recently started to be distributed through cable systems: BBM, M Kabl, Total TV and Extra TV.

## B: MONITORING RESULTS FOR THE PRIMETIME CURRENT AFFAIRS PROGRAMME

TV station: ATLAS

Show: Forum

Date: Saturday, 10 May 2014

Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1				Momčilo Radulović, analyst	X					X			No	139

**Topic:** The opinions and comments by Momčilo Radulović, an analyst, on topical issues related to the election campaign.

**Announcement:** "The ongoing Ukrainian crisis is increasingly more used in the election campaign for internal political matters. In the European Movement, however, they believe that it should not affect the campaign given that all Montenegrin political parties are pro EU integration."

**Method of execution:** Momčilo Radulović spoke "into the camera".

TV station: ATLAS  
 Show: Forum  
 Date: Sunday, 11 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1		MANS			X			X					No	18

**Topic:** The information about the statement issued by MANS on short-term loans to municipalities on the eve of the elections.

**Contents:** Over the first two months this year, the Ministry of Finance has, through the Equalisation Fund, approved half a million of euros in short-term loans for the four municipalities about to have the elections or where elections were already held, the most recent information from the MANS Research Centre shows. This includes the municipalities of Plav, Danilovgrad, Pljevlja and Berane. As they believe in this NGO, this only confirms the suspicions of misuse of state resources during the election campaigns. The Equalisation Fund is one of the tools for financing the underdeveloped municipalities.

To this day, the TV Atlas was unable to get any response from the Ministry of Finance regarding the allegations made by MANS."

**Note:** Full item as aired.

TV station: ATLAS  
 Show: Forum  
 Date: Monday, 12 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	SNP The Positive DPS			Zlatko Vujović, an analyst	X					X			No	Around 180

**Topic:** Although not recorded, the first 10-15 seconds of the item shows that it seeks to find the answer to the question whether local elections may, in case the DPS is not the winner, be the catalyst of wider changes and extraordinary parliamentary elections.

**Announcement:** „... early elections are the only realistic option for changes which, as they stated, are urgently needed in Montenegro. The DPS, they say, is ready to stand for a test, but that the opposition should re-examine what effect the changes they stand for would do to the country.”

**Method of delivery:** Zlatko Vujović (an analyst), Velizar Kaluđerović (SNP), Srđan Perić (the Positive) and Miodrag Vuković (DPS) spoke “into the camera”.

TV station: ATLAS  
 Show: Forum  
 Date: Tuesday, 13 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	48
PROGRAMME BLOCK: LOCAL ELECTIONS 2014 <sup>2</sup> <b>Announcement:</b> "The leader of the <i>Za evropsku Podgoricu - Milo Đukanović</i> candidate list and the candidate running for mayor's office, Slavoljub Migo Stijepović, visited today with his team the recycling centre at Konik. This is a recent project launched by the Capital, the Government of Montenegro and the European Bank for Reconstruction and Development. Stijepović said the centre was a proof of the DPS resoluteness to continue developing Podgorica as a European city." <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".														
2	DF Bošnjak						X	X				Podgorica	No	26
PROGRAMME BLOCK: LOCAL ELECTIONS 2014 <b>Topic:</b> Release by the DF. <b>Contents:</b> "The Democratic Front accused the Democratic Party of Socialists, as well as their candidate running for the Mayor's office, Slavoljub Stijepović, of not knowing even the names of institutions they were visiting. The candidate running for a local councillor, Branka Bošnjak, stated that the official website said they visited the recycling centre in Konik, although there is no such thing, the official name being <i>Deponija d.o.o.</i> She pointed out the DPS could learn the basics." <b>Note:</b> Full item as aired.														

<sup>2</sup> The beginning and the ending of the programme block is announced by a 5 second jingle, with the 2014 LOCAL ELECTIONS sign across, and accompanied by a specific tune. The block is structured as a single whole composed of a series of consecutive items on party campaigns, without any announcements between different items, with an "off" by journalists with (possible) excerpts from statements.

3	SDP/POZ Bogojević				X				X			Podgorica	No	76
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> „The <i>Evropsko lice Podgorice</i> coalition shares European values, hence, has the right to the European future, says Azra Jasavić, a candidate running for the local council at the press conference while presenting the <i>women candidates on the Evropsko lice Podgorice</i> list. The candidate list leader Dragan Bogojević said that Podgorica had always had its peculiar and recognisable charm, never dependant on who was occupying the mayor’s office or the governing structures, and that his coalition showed the same kind of charm.”</p> <p><b>Method of delivery:</b> Dragan Bogojević spoke “into the camera”.</p>														
4		CDT GA			X	X			X				No	147
<p><b>Topic:</b> A report from the press conference held by the CDT and the Civic Alliance.</p> <p><b>Announcement:</b> “The Centre for Democratic Transition in cooperation with the Civic Alliance is launching the campaign <i>Vote Freely</i> which aims, according to the CDT, in the context of shattered public trust in the elections, to remind the citizens to vote solely according to their personal beliefs.”</p> <p><b>Method of delivery:</b> Darko Ivanović (GA) and Dragan Koprivica (CDT) spoke “into the camera”.</p>														
5		MANS					X	X					No	18
<p><b>Topic:</b> A press release by MANS regarding the Voter Registers.</p> <p><b>Contents:</b> „Municipalities and the Ministry of the Interior continue with gross fabrications of the Voter Registers, claims MANS. This NGO stated that some 11,000 people were entered into the Voter Register since the presidential elections based on their nationality, which is, according to them, beyond comprehension.”</p> <p><b>Note:</b> Full item as aired.</p>														



TV station: ATLAS  
 Show: Forum  
 Date: Wednesday, 14 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	The Positive DF SNP DPS				X					X		Podgorica	No	156
<p><b>Topic:</b> The item refers to the overview of ideas from contesting parties how to improve the tourism offer of Podgorica.  <b>Announcement:</b> „We asked the representatives of political parties contesting in the 25 May elections what they would do to improve the tourism offer of Podgorica.“  <b>Method of delivery:</b> Srđan Perić (The Positive), Branka Bošnjak (DF), Danilo Šaranović (SNP) and Vladimir Rajčić (DPS) spoke “into the camera”.</p>														
2	DPS Stijepović					X				X		Podgorica	No	71
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Announcement:</b> „The candidate running for mayor’s office on behalf of the <i>Za evropsku Podgoricu – Milo Đukanović</i> coalition, Slavoljub Stijepović, visited today the site at Donja Gorica intended for the construction of a nursing home. On the occasion, Stijepović reiterated that his goal was to have a balanced development of all parts of the city. He invited the citizens of Podgorica to vote for the candidate who would solve their problems, and not for those whose primary goal was to destabilise the government.“  <b>Method of delivery:</b> Slavoljub Stijepović spoke “into the camera”.</p>														

3	DF							X				Podgorica	No	42
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Topic:</b> A press release by the DF.</p> <p><b>Contents:</b> „The DF requested today from the Municipal Election Commission for Podgorica to prevent any misuse of state assets for party purposes. In the letter sent to the Municipal Election Commission, the State Election Commission and the EU Delegation to Montenegro, the DF explained that it referred also to the visits by candidate lists leaders to state institutions, particularly the DPS and Slavoljub Stijepović currently holding the office of the Education Minister. The Democratic Front requested from the addressees to be actively involved in the election process and to examine in detail all the allegations made by their political alliance on the misuse of resources for party purposes, as well as the ones reported by the media propounded by some nongovernmental organisations or other political parties.“</p> <p><b>Note:</b> Full item as aired.</p>														
4	The Positive						X	X				Podgorica	No	18
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Contents:</b> „The Positive Montenegro requested from the Ministry of Labour and Social Welfare the data on non-recurrent transfers of social benefits. The Positive, as stated by an MP from its ranks, Azra Jasavić, demanded the information requested to be made available as soon as possible since the public has the right to know how the taxpayers' money is spent.“</p> <p><b>Note:</b> Full item as aired.</p>														

TV station: ATLAS  
 Show: Forum  
 Date: Thursday, 15 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	54
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "The leader of the DPS list and the candidate running for the mayor's office on behalf of the <i>Za evropsku Podgoricu - Milo Đukanović</i> list, Slavoljub Migo Stijepović, on the occasion of visiting a site for the construction of a preschool at Zagorič said that the experience of developed countries showed that children who start attending preschool at an earlier stage achieve better learning outcomes and do better in work and in life in general. Therefore, as he pointed out, they decided to build four preschools more in Podgorica". <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".														
2	DF Lekić					X			X			Podgorica	No	34
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "If citizens place their trust with the Democratic Front, the candidate list leader, Miodrag Lekić says that means they would take a political action. They will show contrast between the city government and the central government, said Lekić". <b>Method of delivery:</b> Miodrag Lekić spoke "into the camera".														

3	The Positive DF						X	X					No	24
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents 1:</b> „The leader of Positive Montenegro Darko Pajović believes Montenegro needs a third path, which is and different from those offered by the DPS and the DF, since, as he stated, there was no essential differences between the two.”</p> <p><b>Contents 2:</b> „There is no third path in Montenegro” says the Democratic Fund, but only those who are against the government and those who side with them. The DF added they were doing all within their power to win the absolute majority in Podgorica on their own “.</p> <p><b>Note:</b> Full item as aired.</p>														
4	DPS						X	X					No	20
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> “The DPS stated that the leader of the Positive, faced with a drastic and constant loss of votes, attempted to hide the true face of his party openly and unambiguously revealed by his party colleagues Dritan Abazović and Mladen Bojanić, by stating that the DF was the natural ally to the Positive in the local elections in Podgorica.”</p> <p><b>Note:</b> Full item as aired.</p>														
5			Parliamentary committee					X					No	53
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> “The Anticorruption Committee members Mladen Bojanić and Koča Pavlović requested from the Committee Chair, Predrag Bulatović, to convene a session as soon as possible to discuss the allegations and proofs of purchase of identity documents, which requires, as they stated, the control hearing of the Supreme State Prosecutor a.i. Veselin Vučković and the Police Director Slavko Stojanović. They believe it unnecessary to state any reasons for such urgency in calling the Committee session, given that the local elections will be held in 10 days, so they propose only one item on the agenda - to adopt the decision on holding a control hearing of the Supreme State Prosecutor a.i. Veselin Vučković and the Police Director Slavko Stojanović regarding the activities their respective institutions were taking with a view of detecting and preventing organised purchase of IDs.”</p> <p><b>Note:</b> Full item as aired.</p>														
6			EU Stano				X						MINA Agency	42
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> “The European Union, including its delegations, does not interfere with internal election matters of individual countries, the office of the Commissioner for Enlargement Stephan Fule stated... We have no intention of providing further comments to this matters, stated the spokesperson for Commissioner Fule, Petar Stano to the MINA news agency.”</p>														

TV station: ATLAS  
 Show: Forum  
 Date: Friday, 16 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1			Prosecution Office				X		X				No	228
<p><b>Topic:</b> Report from the press conference held by the Supreme State Prosecutor a.i. Veselin Vučković.  <b>Announcement:</b> "The Supreme State Prosecution Office will state today or tomorrow the results of the investigation regarding the alleged purchase of votes by the DPS for the elections in the Capital City, announced the Supreme State Prosecutor a.i. Veselin Vučković."  <b>Method of delivery:</b> Veselin Vučković spoke "into the camera".</p>														
2				Ranko Krivokapić Parliament's Speaker and the SDP president	X				X				No	165
<p><b>Topic:</b> An overview of the statements given by Ranko Krivokapić, the SDP President, on the "Živa istina" show on the TV Atlas.  <b>Announcement:</b> "The Speaker of the Parliament Ranko Krivokapić said that after the elections the first interlocutor would be whoever was the strongest, since, as he said, that was how things were done in democracies. Being the guest on the <i>Živa istina</i> show he said there would be no changes of the government and of power without the elections".</p>														
3	DPS Stijepović					X			X			Podgorica	No	54
<p>PROGRAMME BLOCK: ELECTIONS 2014  <b>Announcement:</b> "Today at the campaign headquarters the leader of the candidate list and the DPS candidate for mayor, Slavoljub Migo Stijepović, with his team and volunteers from the DPS Youth Council read the letters sent by citizens of Podgorica over the previous week on the occasion of the World Letter Day."  <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														

4	SDP/POZ					X		X				Podgorica	No	20
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PROGRAMME BLOCK: ELECTIONS 2014

**Contents:** "The Coalitions Koalicija *Evropsko lice Podgorice* organised a campaign *Let's Return the Linden Trees to the Hercegovačka Street*, and on the occasion a young linden tree was brought and symbolically placed in the midst of the Hercegovačka Street. The leader of the candidate list, prof. Dr Dragan Bogojević, pointed out that as a mayor, together with his team he would return the line of trees to this street, once adorning the *Mirkova varoš*".

**Note:** Full item as aired.

5	SNP Milić					X			X			Bar	No	50
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PROGRAMME BLOCK: ELECTIONS 2014

**Announcement:** "At the rally held last night in Bar, the SNP President Srđan Milić stated there were many more of them than back in 2010 and stated that there would be no government in Bar without the SNP."

**Method of delivery:** Srđan Milić spoke "into the camera".

6	DF					X		X				Podgorica	No	12
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PROGRAMME BLOCK: ELECTIONS 2014

**Contents:** "Each capital should have its soul and the harmony between the new and the old Podgorica needs to be found. To that effect, Stara Varoš is particularly important, it was stated at the round table held by the *DF Civic Club*."

**Note:** Full item as aired.

TV station: ATLAS  
 Show: Forum  
 Date: Saturday, 17 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1		MANS					X		X				No	44
<p><b>Contents:</b> "The actions taken by the Prosecution Office in the vote purchase case show that they intend to cover up, conceal and under no circumstances allow the prosecution of the organised commission of crimes, MANS declared. The Prosecution Office established there were no grounds for suspicion enough to instigate criminal proceedings in the case of the alleged purchase of votes by the Democratic Party of Socialists for the elections in the capital city, as well as that the MANS failed to cooperate during the investigation. The statement by the Supreme State Prosecutor that the DPS activists were only joking when offering money for identity cards removes any doubt whether the Prosecution Office was corrupt or just ignorant, said at MANS. The most absurd of all accusations, as they continued, was the one by the Supreme State Prosecutor that MANS failed to cooperate with the Prosecution Office."  <b>Note:</b> Full item as aired.</p>														
2	DPS Stijepović					X			X			Podgorica	No	34
<p>PROGRAMME BLOCK: ELECTIONS 2014  <b>Contents:</b> "The leader of the candidate list and the DPS candidate for mayor, Slavoljub Migo Stijepović, talked last night at Stari aerodrom with citizens, volunteers and DPS activists from that neighbourhood. In direct communication with citizens, Stijepović presented the programme propounded by the coalition <i>Za evropsku Podgoricu</i> relevant for Stari aerodrom. Among other things, a waste water treatment plant will be built, thus putting in place the conditions for durable solution for processing waste water in all urban areas, and in addition the primary collectors and a section of the secondary network will be built in the <i>Veljka Vlahovića</i> and <i>Zmaj Jovina</i> Streets"  <b>Note:</b> Full item as aired.</p>														

3	SDP/POZ					X			X			Podgorica	No	40
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The Coalition of the Positive of Montenegro and the SDP is the new, fresh, true quality, wishing to take the right path, said Dragan Bogojević, the leader of the candidate list. At the rally held in Konik he said that the Coalition had the courage, the wisdom and the youth to bring changes for a better living, that it had both the Montenegrin and the European image. It has the people who can pull it all through, since institutions are made of people, and people are in no short supply in the Coalition, said Bogojević. The candidate running for the councillor, Azra Jasavić said it was only the citizens who would decide whether to cast votes for those who offered false promises to Konik and cheated the common people so many times, and only took care of filling their own pockets with the money of all citizens."</p> <p><b>Note:</b> Full item as aired.</p>														
4	DF Lekić					X			X				No	20
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The DF leader, Miodrag Lekić said that the word <i>integration</i> was the idea underpinning their campaign. As he pointed out, the integration of Montenegro and Podgorica is working, stressing that he was very proud of the fact that among the first ten candidates on the list they had a Montenegrin, a Serb, a Bosniac and an Albanian."</p> <p><b>Note:</b> Full item as aired.</p>														



TV station: ATLAS  
 Show: Forum  
 Date: Sunday, 18 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Đukanović					X			X			Podgorica	No	76
PROGRAMME BLOCK: ELECTIONS 2014 <b>Topic:</b> A report from the DPS rally in Zeta, Golubovci. <b>Announcement:</b> "The DPS leader, Milo Đukanović, believes that the DPS is contesting in the Podgorica elections with the best offer possible for the mayor's post, Slavoljub Stijepovićem, and that that is the only reasonable and the best solution the DPS could offer. He also adds that whatever is being done for the tourism promotion or tourism development of Montenegro is particularly important for the residents of Zeta." <b>Method of delivery:</b> Milo Đukanović and Slavoljub Stijepović spoke "into the camera ".														
2	SDP/POZ Bogojević					X			X			Podgorica	No	57
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The members and candidates running for councillors on behalf of the <i>Evropsko lice Podgorice</i> coalition took a walk toady and visited the sights at the Stara varoš neighbourhood. The leader of the candidate list for the <i>Evropsko lice Podgorice</i> coalition, Dragan Bogojević said that Stara varoš, as a jewel of the old Podgorica, mirrored the lack of care and disinterestedness of the local government for what the city is to be represented by." <b>Method of delivery:</b> Dragan Bogojević spoke "into the camera ".														

3	SNP Milić				X	X		X			Danilovgrad	No	35
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Announcement:</b> "The SNP leader, Srđan Milić, sent a message from the rally held in Danilovgrad that Montenegro needed unity, but also breaking away from those who managed to turn Danilovgrad into a town of failed companies being only a transit stop on the way to Podgorica and Nikšić. He added that citizens needed one day of freedom when they would say <i>Enough!</i> to all those ignorant of the history, not knowing who and what they were."</p> <p><b>Method of delivery:</b> Srđan Milić spoke "into the camera".</p>													
4	DF Lekić				X			X			Podgorica	Agency MINA	45
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Announcement:</b> "The DF's Chief Whip Goran Danilović, in his statement provided to the MINA news agency, said that the DF abolished the idea of having a music event out of commiseration for those affected by the floods in the region."</p> <p><b>Method of delivery:</b> Miodrag Lekić spoke "into the camera".</p>													

TV station: ATLAS  
 Show: Forum  
 Date: Monday, 19 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Đukanović					X			X			Plav	No	54
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "The DPS has always cherished loyalty, unlike SDP – the SDP which committed political adultery in Plav and joined the Bosniac Party, said the DPS leader Milo Đukanović, at the DPS rally in Plav." <b>Method of delivery:</b> Milo Đukanović spoke "into the camera".														
2	SDP/POZ					X		X				Podgorica	No	21
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> „The <i>Evropsko lice Podgorice</i> coalition organised the <i>One stop shop</i> event simulating a quick response office in front of the Local Self-Government Secretariat. A candidate running for the local Council, Marija Blagojević, said the main aim was to draw attention to the current inefficiency and inertia in the work of some local self-governments." <b>Note:</b> Full item as aired.														
3	DF Lekić					X			X			Danilovgrad	No	47
PROGRAMME BLOCK: ELECTIONS 2014 <b>Topic:</b> A report from the DF rally in Danilovgrad. <b>Announcement:</b> "The final DF rally in Danilovgrad and the interest generated show that the time for the true living, the time for changes and new people and ideas has come to turn this town into a place of quality and prosperous life, was the message sent from the rally. The DF leader Miodrag Lekić said that the opposition would triumph in all towns." <b>Method of delivery:</b> Miodrag Lekić spoke "into the camera".														

TV station: ATLAS  
 Show: Forum  
 Date: Tuesday, 20 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1			Parliamentary committee					X					No	40
<p><b>Contents:</b> "The Anticorruption Committee session to decide on the control hearing of the Supreme State Prosecutor a.i. and the Police Director regarding alleged activities on detection and prevention of purchase of IDs was not held due to the lack of quorum. The session called by the Chair, Predrag Bulatović, was attended by the representatives of the DF and the Positive, who asked for the session to be held, but that was not the case with the Committee members coming from the DPS. It was stated that the SDP member, Mićo Orlandić, announced his absence, while Dragoslav Šćekić from the SNP resigned in order to assume the office of the Mayor of Berane."</p> <p><b>Note:</b> Full item as aired.</p>														
2	DPS Stijepović					X			X			Podgorica	No	58
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Announcement:</b> "The candidate running for the Mayor of Podgorica on behalf of the <i>Za evropsku Podgoricu – Milo Đukanović</i> coalition, Slavoljub Stijepović, said on the occasion of the visit paid to the activists of the <i>Youth Council</i> of the <i>DPS</i> Podgorica, raising aid for the areas affected by disastrous floods in the neighbouring countries, that Montenegro and its citizens did not forget the solidarity and the aid selflessly provided following the disastrous 1979 earthquake."</p> <p><b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														

3	The Positive Pajović					X			X			Tuzi	No	47
<p><b>Announcement:</b> "Mersudin Hadžajlić and Albin Hot, suspected of having assaulted the Positive candidate from the Evropsko lice candidate list in Tuzi last night, deny the allegations. According to them, they only harshly responded verbally to a provocation. The Positive, however, said they would respond to violence and cowardice with persistent, uncompromising and courageous fight for democracy."  <b>Method of delivery:</b> Darko Pajović spoke "into the camera".</p>														
4	DF Lekić					X			X			Bar	No	28
<p>PROGRAMME BLOCK: ELECTIONS 2014  <b>Announcement:</b> "The DF leader, Miodrag Lekić, declared last night at the final rally in Bar that the alliance was offering an extended hand of cooperation with all political actors willing to bring about changes in the town. The incumbent Government, says Lekić, managed to bring the economy of the most prosperous town in the country to a halt."  <b>Method of delivery:</b> Miodrag Lekić spoke "into the camera".</p>														
5	SNP Milić					X			X			Pljevlja	No	27
<p>PROGRAMME BLOCK: ELECTIONS 2014  <b>Announcement:</b> "The SNP leader, Srđan Milić, said at the rally in Pljevlja that the DPS and the SDP staged conflicts and, as he said, pretended to wage wars within the governing coalition, and, he continued, deserve support of no one."  <b>Method of delivery:</b> Srđan Milić spoke "into the camera".</p>														

TV station: ATLAS  
 Show: Forum  
 Date: Wednesday, 21 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	The Positive SNP DF DPS			Dragan Koprivica, an analyst	X					X		Podgorica	No	202

**Topic:** A review of the election campaign so far.

**Announcement:** "The election campaign for the local elections in Podgorica, to be held on Sunday, is slowly entering its final stage. The analysts believe there were no major differences compared to the previous campaigns, except that this time the focus was on the young, and was marked by the active use of social networks.

The opposition said that the present elections would be a watershed at the political arena, while the governing coalition said that during the opposition campaign, nothing new was heard."

**Method of delivery:** Srđan Perić (The Positive), Danilo Šaranović (SNP), Branka Bošnjak (DF), Miodrag Vuković (DPS) and Dragan Koprivica (CDT) spoke "into the camera".

2	DPS Đukanović					X			X			Bijelo Polje	No	39
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PROGRAMME BLOCK: ELECTIONS 2014

**Announcement:** "The DPS president, Milo Đukanović, said at the rally in Bijelo Polje that on the eve of the 25 May elections no real dilemma was posed before the municipality in the sense of who the residents of Bijelo Polje would cast a vote for. They had, Đukanović continued, long since decided not to opt for the ethnic camps."

**Method of delivery:** Milo Đukanović spoke "into the camera".

3	SNP Milić					X		X				Bijelo Polje	No	22
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The SNP held a rally in Bijelo Polje. The Party leader, Srđan Milić, said that had the government known any better, Montenegro with its population of 650,000 would have become Switzerland in the Balkans. He added that he had not come to Bijelo Polje to tell stories, rather they were being told that at the DPS rally. He also noted that the citizens of Bijelo Polje failed to see the miracle made in that town that the DPS was talking about"</p> <p><b>Note:</b> Full item as aired.</p>														
4	DF					X		X				Podgorica	No	30
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The DF leaders announced at the final rally in Podgorica that extraordinary parliamentary elections would be held before the end of the year. The coalition MPs Slaven Radunović and Branko Radulović announced the parliamentary elections to be held by 01 December and not later than by the end of this year Montenegro would be free of Milo Đukanović's regime. The DF leader, Miodrag Lekić reiterated that Podgorica was an opposition city, as shown in the presidential and parliamentary elections, and that the true change of Montenegro should start there."</p> <p><b>Note:</b> Full item as aired.</p>														
5	SDP/POZ					X		X				Podgorica	No	22
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The <i>Evropsko lice Podgorice</i> coalition organised a concert by Crvena jabuka within the local election campaign, where the candidate list leader Dragan Bogojević said that the elections were an opportunity for Montenegro to do away with the divisions and pursue the idea of decent living for each citizen. Bogojević explained they wanted to revive brotherhood-unity and for Podgorica to finally see its solidarity day."</p> <p><b>Note:</b> Full item as aired.</p>														

TV station: ATLAS  
 Show: Forum  
 Date: Thursday, 22 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	SNP					X			X			Podgorica	No	62
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "Having greeted the auditorium with <i>Zdravstvuj Podgorica</i> , the SNP leader Srđan Milić sent a message from the final rally in Podgorica that the SNP would bring to the Capital youth combined with knowledge, attitude and wisdom to lead Podgorica, embodied in their candidate running for mayor, Aleksa Bečić." <b>Method of delivery:</b> Aleksa Bečić spoke "into the camera".														
2	DPS Stijepović					X			X			Podgorica	No	52
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The leader of the <i>Za evropsku Podgoricu - Milo Đukanović</i> coalition, Slavoljub Stijepović, visited a neighbourhood in Podgorica known as Blok 5, and, as released from his headquarters, spoke to the local residents. This party declined the second invitation to participate in the televised debate on the TV Vijesti, under the pretext of that media outlet conducting an anti-DPS campaign and interfering with the election process. To illustrate that, they stated that on the same day when they decided not to take part in the debate due to the absence, as they put it, of even the basic elements for holding a TV debate, as is a standard democratic practice, since it is staged by a TV station whose sole purpose is slanted information about their politics, the owner of the media outlet published a text entitled Why is it a Shame to Cast a Vote for 5. The TV Vijesti responded by saying that the door was open for the DPS candidate and that a chair would be waiting for him." <b>Note:</b> Full item as aired.														



3	SDP/POZ					X						Podgorica	No	47
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "At noon, the <i>Evropsko lice Podgorice</i> coalition organised an event entitled the <i>Podgorica Tunnel</i>. At the entrance to Gorica hill, a board with stickers was placed for citizens to give ideas what else the money intended for building the tunnel could be used for. <i>We see the town park Gorica as the green heart of Podgorica. We must not allow for the degradation of the symbol of Podgorica by which it got its name. The Capital City may put to better use the 11 million intended for the construction of the tunnel. The money may be used for building new preschools, a nursing home or a long since promised swimming pools</i> – said dr Đorđe Suhih, the Coalition's candidate running for the local Council. Another candidate for a councillor, Luka Rakčević, said the aim of the campaign was to show to what extent the construction of a tunnel within the green lungs of the city would degrade the life of the residents of Podgorica."</p> <p><b>Note:</b> Full item as aired.</p>														
4	DF						X					Podgorica	No	47
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The opposition led by the Democratic Front will win in all the municipalities in which Miodrag Lekić won at the presidential elections, stated the Nova leader Andrija Mandić. He said that by having Slavoljub Stijepović running for the mayor of Podgorica, the DPS leader Milo Đukanović decided to humiliate the residents of Podgorica. We do everything within our powers in the Democratic Front to have such a result to be in position to form the government on our own, since that would remove any possible ambiguities in the days immediately after the elections, said Mandić. DF protested against the final DPS campaign rally taking place at the Sport Centre "Morača" in Podgorica, believing that it involved putting state and local resources to party purposes."</p> <p><b>Note:</b> Full item as aired.</p>														

TV station: ATLAS  
 Show: Forum  
 Date: Friday, 23 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1					X			X					No	41
<p><b>Contents:</b> the information that the election silence starts at midnight and general information about the elections: the number of municipalities where elections are to be held, the number of polls, the number of registered voters etc.</p>														
2				Zlatko Vujović, an analyst	X						X		No	299
<p><b>Topic:</b> Analysts as guests and their assessments of the campaign, summing up the campaign activities, predicting the outcome and the post-election developments.  <b>Announcement:</b> "On the occasion of the local elections on Sunday, the guest on the Forum show at the TV Atlas is Zlatko Vujović from CEMI."  <b>Note:</b> The analyst was in studio and responded to the anchor's questions.</p>														
3				Milo Đukanović, DPS president	X	X			X				No	234
<p><b>Topic:</b> The item contains the statement by Đukanović while taking part in the <i>Živa istina</i> show aired on this television.  <b>Contents:</b> "The Democratic Party of Socialists is positive of winning the absolute majoritz in Podgorica, says the DPS leader Milo Đukanović. If it, however, does not happen, they will invite into coalition the ones whose manifestos are most similar to theirs, and these are the SDP and the Positive, stated Đukanović on the <i>Živa istina</i> show at the TV Atlas."</p>														

4	DPS Đukanović					X			X			Podgorica	No	75
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The DPS leader Milo Đukanović said that the residents of Podgorica were deciding on the Sunday elections whether to follow the footpaths of the chetnik vojvoda or the vision of European development. At the closing DPS rally in Podgorica he claimed the campaign for the 25 May elections was unusual and different from all the ones before. Throughout the time at the political arena there was only one team and one candidate running for mayor, said Đukanović, adding that all the rest seemed to have missed the point."</p> <p><b>Method of delivery:</b> Milo Đukanović spoke "into the camera".</p>														
5	SDP Krivokapić					X			X			Bijelo Polje	No	62
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> The SDP president Ranko Krivokapić said that with the 25 May elections the era of the DPS domination would end. Krivokapić said that those who thought that in 2014 they could behave in the 1990s fashion would from 26 May until the end of the year be held accountable for the things they had done. At the closing SDP/LP coalition rally in Bijelo Polje, Krivokapić reminded that in 1990s the SDP and the LSCG were in government in that town."</p> <p><b>Method of delivery:</b> Ranko Krivokapić spoke "into the camera".</p>														
6	DF							X					No	22
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The Democratic Front and its leader Miodrag Lekić bring the ultimate and actual changes to the benefit of Montenegro and all its citizens, the alliance believes. The DF official Dragan Koprivica said that one true benefit of the final DPS rally in Podgorica was that citizens would be able to see at a single spot all the main culprits who should leave for the benefit of the country."</p> <p><b>Note:</b> Full item as aired.</p>														
7	SNP					X		X				Žabljak	No	35
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The consequences of the actions taken by the Montenegrin government against Russia are highly negative which is being hidden from citizens, said the SNP president Srđan Milić. Speaking at the campaign rally in Žabljak, Milić reminded that Montenegrins used to pay their love for Russia even by incarceration at Goli Otok. I invite the Tourism Minister, the Director of Montenegro Airlines, the Director of the National Tourism Organisation to say how many charter flights from Russia were cancelled due to, as he said, the stupidity and insanity of the Government of Montenegro imposing sanctions against Russia, Milić pointed out."</p> <p><b>Note:</b> Full item as aired.</p>														

## C: PRIMETIME CURRENT AFFAIRS PROGRAMME - SUMMARY

Between 10 and 23 May 2014, in its primetime current affairs programme the TV Atlas aired **56 items** related to the local elections, of the **overall duration of 3.659 seconds**, or 1 hour and 1 minute.

### C1: NUMERICAL COVERAGE OF MUNICIPALITIES

In the section concerning the elections, as a part of the primetime current affairs programme, the numerical (number of items) and temporal (duration of items) **coverage of the municipalities about to have elections** is shown in the table below (Table 1), and the difference in the total score, i.e. the quantified shares (the differences in temporal coverage) of the election campaign issues in the above municipalities, are shown in Chart 1.

TV ATLAS	numerical coverage														
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	TOTAL
Bar							1				1				2
Bijelo Polje											1		1		2
Danilovgrad									1	1					2
Gusinje															
Kolašin															
Plav										1					1
Plužine															
Pljevlja											1				1
Podgorica				3	4	2	3	2	3	1	1	3	4	1	27
Rožaje															
Šavnik															
Žabljak													1		1
Golubovci															
Tuzi											1				1

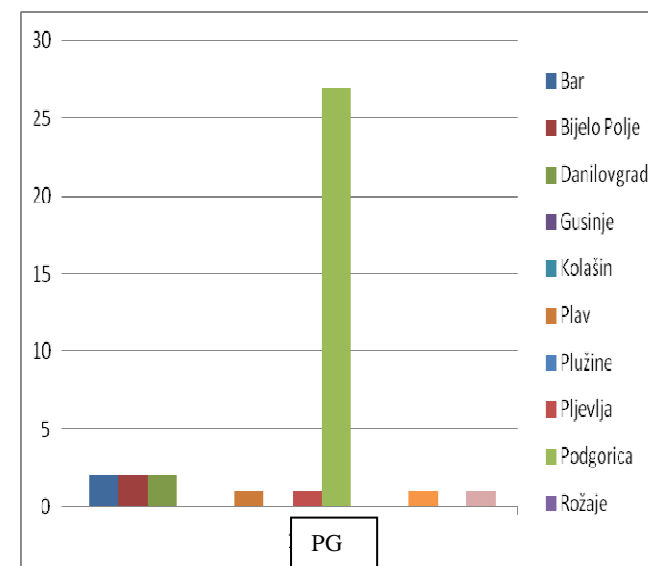


Chart 1. Graphic presentation of the findings in Table 1

Based on the table and the accompanying graph, it is noticeable that over the period observed, in the primetime current affairs programme on the TV Atlas, in the section devoted to the local elections, the number of items focusing on election campaign issues in the municipality of Podgorica exceeds by almost three times the pertinent items focusing on all other municipalities put together. There was no coverage of the campaign activities in the municipalities of Gusinje, Kolašin, Plužine, Rožaje, Šavnik and Golubovci as a borough within Podgorica.

## C2: TEMPORAL COVERAGE OF MUNICIPALITIES

The respective shares regarding the number of items on campaign activities by municipality logically correspond to the shares expressed in total time devoted to these events, i.e. the duration of the items covering them. The table and the chart below show that.

TV ATLAS	temporal coverage (sec)														
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	TOTAL
Bar							50				28				78
Bijelo Polje											61		62		123
Danilovgrad									35	47					28
Gusinje															
Kolašin															
Plav										54					54
Plužine															
Pljevlja											27				27
Podgorica				150	287	88	86	74	178	21	58	254	208	75	1479
Rožaje															
Šavnik															
Žabljak														35	35
Golubovci															
Tuzi											47				47

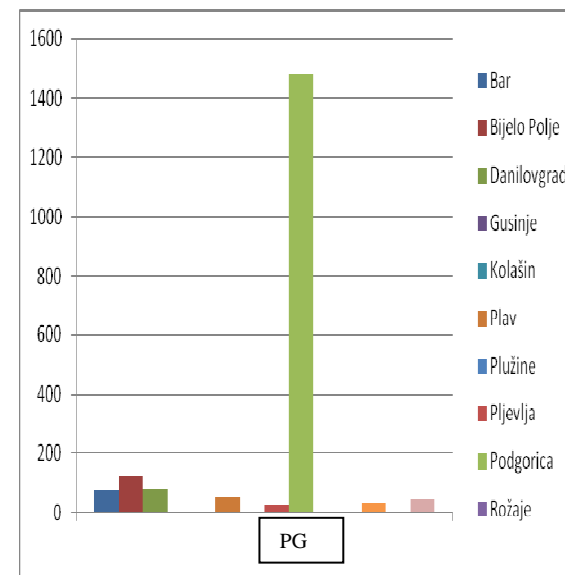


Table 2. Total duration of items on campaign activities by municipality.

Chart 2. Graphic presentation of the findings in Table 2

Over the period observed, on the TV Atlas, within the primetime current affairs programme, in the section devoted to the local elections, the items covering the activities in Podgorica lasted in total 1,479 seconds, and from all other municipalities put together 392 seconds – almost 3.5 times more.

Hence, the primetime current affairs programme of this TV station was dominated, both in terms of the number of items, and of their total duration, by reporting on the campaign activities in Podgorica.

As regards the numerical coverage by different contestants (parties, coalitions, candidate lists, etc.), and the corresponding duration of items in the programme observed over the given period, the data are contained in the tables and the charts below.

### C3: NUMERICAL COVERAGE OF CONTESTANTS

The number of items on **election contestants** and their shares of the total are shown in the table and the chart below.

TV ATLAS	numerical coverage														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
DPS			1	2	2	2	1	1	1	1	1	1	1	2	16
SDP							1							1	2
ELP				1			1	1	1	1		1	1		7
DF				1	2	2	1	1	1	1	1	2	1	1	14
THE POSITIVE CG			1		2	1					1	1			6
SNP			1		1		1		1		1	2	1	1	9

Table 3. Numerical coverage of contestants – number of items

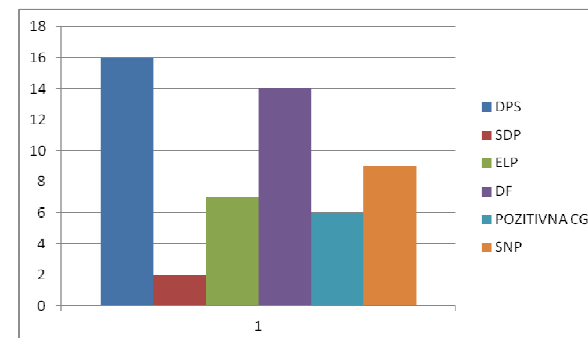


Chart 3. Graphic presentation of the findings in Table 3

The monitoring has shown that the largest share of items aired on the TV Atlas concerned the activities of the DPE, i.e. the coalition led by it, and only somewhat less the Democratic Front.

### C4: TEMPORAL COVERAGE OF CONTESTANTS

The duration of items, i.e. the shares of times by **election contestants** is shown in the table and the chart below.

TV ATLAS	temporal coverage (sec)														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
DPS			60	48	111	74	54	34	76	54	58	89	52	309	1019
SDP							165							62	227
ELP				76			20	40	57	21		22	47		283
DF				26	82	46	12	20	45	47	28	80	47	22	455
THE POSITIVE CG			60		58	12					47	50			227
SNP			60		40		50		35		27	72	62	35	381

Table 4. Duration of items covering different contestants (coalitions, candidate lists).

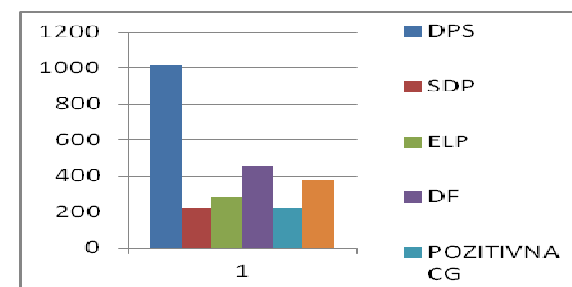


Chart 4. Graphic presentation of the findings in Table 4

The duration of items devoted to campaign activities of the Democratic Party of Socialists, compared to others, exceeds the same share as seen by the number of items.

## C5: TOPICS COVERED

For citizens and the general public, it is significant for the election campaign coverage, particularly in primetime current affairs programmes of national broadcasters, as a rule of high viewership ratings, not to come down to mere transmission of promotional and advertising messages of the election contestants on the "supply side" (political parties, coalitions, candidate lists, etc.), but rather to provide relevant information on other significant matters and aspects of the election issues.

For the sake of more thorough understanding, the table below (Table 5) categorises all the items aired into two groups: "campaign activities of election contestants" and "other news and topics". The campaign activities of contestants are not further segmented, while other topics are grouped under five headings for the sake of a more thorough understanding: considering the issues touching upon the wider aspect of the elections, overviews of the current state-of-play and the "political demand and supply" in the municipalities holding the elections, the analyses of some topical issues, educational campaigns and the NGO activities, the information and activities of other bodies with regard to the elections, and the like. The variety and the spread of topics and forms as regards the overall election issues (not just election campaign of individual contestants) may be regarded as a positive contribution of the media.

The table and the charts below feature the numbers, duration, topics and respective shares of items devoted to election campaigns on one side, and to overall election issues, on the other.

TV Atlas	CANDIDATE LISTS	OTHER TOPICS					Total
	Campaign activities	Broader context of issues	Municipal overviews	Analyses/ analysts	NGOs	Other bodies and organisations	
Number	41	/	/	4	4	7	56
Duration	1809	/	/	820	227	803	3659

Table 5. Number and duration of items on the activities of contestants and other topics

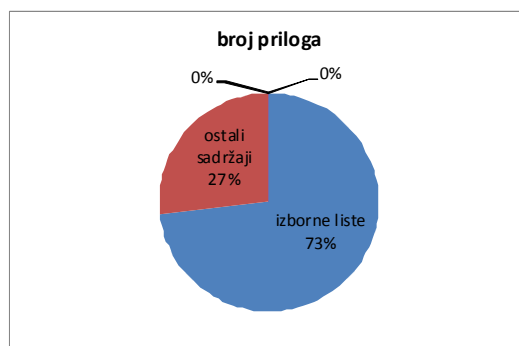


Chart 5. Shares of campaign coverage vs. other issues covered

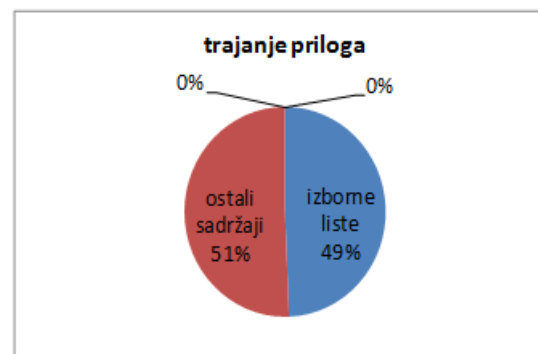
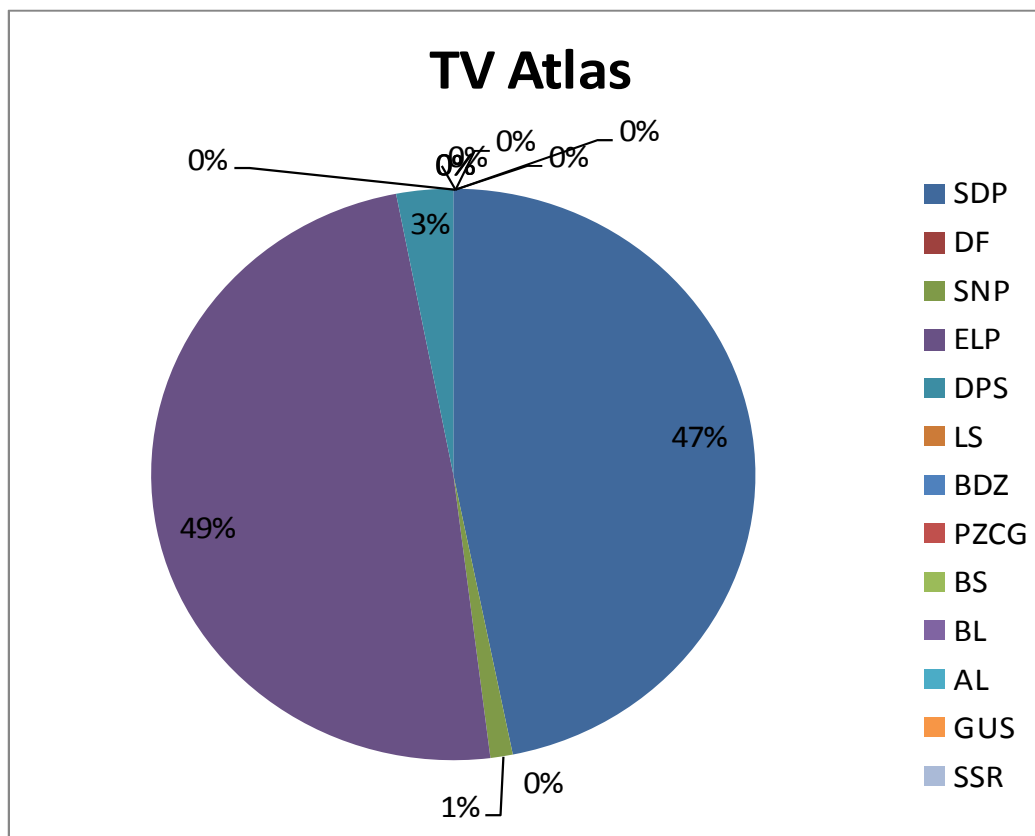


Chart 6. Shares regarding the duration of items covering campaigns vs. other issues

As shown in the table and the charts above, when covering the elections in its primetime current affairs programme, the TV Atlas devoted close to one third of the total number of items aired to the issues not directly related to election campaigns, and in temporal terms more than one half of the total time of the programmes aired.

## D. CONTESTANTS IN POLITICAL ADVERTISING

Over the period observed, on TV Atlas **the shares of advertising airtime by contestant** was as follows:



*Chart 7. Political advertising by the election contestant on the TV Atlas*

The **Evropsko lice Podgorice** coalition and the **SDP** accounted for the greatest share of advertising on the TV Atlas, with **49%**, and **47%** respectively. The **DPS** accounted for **3%**, and the **SNP** for **1%** of the total political advertising.



# TV VIJESTI

## A. BASIC INFORMATION

**FOUNDER:** commercial company TV Vijesti.

**PROGRAMME STRUCTURE:** the programme structure of TV Vjesti predominantly includes current affairs programmes, serials and entertainment programmes.

**CURRENT AFFAIRS PROGRAMMES:** the primetime current affairs programmes starts at 18:30, and lasts over 30 minutes. Similar current affairs programme is aired each day at 22:00.

**DISTRIBUTION CHANNELS:** Apart from the broadcasting over the network of terrestrial transponders, the TV Vijesti programmes are also distributed via cable systems: BBM, M Kabl, Cabling, Extra TV and Total TV.

## B: MONITORING RESULTS FOR THE PRIMETIME CURRENT AFFAIRS PROGRAMME

TV station: TV VIJESTI

Show: Vijesti u pola 7

Date: Saturday, 10 May 2014

Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1		MANS							X				No	175
<p><b>Topic:</b> A report from the press conference held by the MANS.</p> <p><b>Announcement:</b> "The Network for the Affirmation of the Nongovernmental Sector (MANS) published the second part of the audio recording of Dragoljub Boljević and the alleged activists of the Democratic Party of Predrag Vasović, speaking about the purchase of IDs before the local elections on 25 May. The daily Pobjeda published that all these recordings were actually framed by the representatives of MANS, which was denied by this NGO. MANS added that the state authorities continued to investigate into how such recordings became public, rather than punishing those who take part in political corruption."</p> <p><b>Method of delivery:</b> Vanja Čalović and Vuk Maraš, of MANS spoke "into the camera".</p>														
2	SDP/POZ Bogojević					X				X		Podgorica	No	92
<p><b>Topic:</b> Reporting on the campaign activities of the SDP/POZ in Podgorica.</p> <p><b>Announcement:</b> "The leader of the SDP and the Positive coalition in Podgorica, Dragan Bogojević, described as absurd the accusations brought by the DPS leader, Milo Đukanović, that possible cooperation between that coalition and the opposition following the elections might destabilise Montenegro. Bogojević said he was leading the coalition composed of two equal parties who cherish the Montenegrin state and the results of the 21 May, while on the other hand the DPS was running the city in coalition with the People's Party and the Democratic Serbian Party who ask for the revision of the 21 May and the abolishment of Montenegro's independence. The leader of the <i>Evropsko lice Podgorice</i> coalition presented the project for the construction of the second general secondary school in Podgorica, as one of the priorities on the agenda of that coalition."</p> <p><b>Method of delivery:</b> Dragan Bogojević spoke "into the camera".</p>														

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Sunday, 11 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	SDP DF The Positive					X			X			Podgorica	No	134

**Topic:** A report on the campaign activities by three different parties.

**Anchor announcement:** "The local elections campaign is entering its last two weeks, and the contestants focus on Podgorica mostly. The sunny Sunday was an opportunity for the candidates running on behalf of the Democratic Front, the SNP and the SDP and the Positive Montenegro coalition to present their agendas."

**Introduction by the journalist, author of the item:** "The campaign is in full swing, and 14 days before the polls, promises come from all contestants.

Thus in the SNP they promise that if they win on the 25 May, they would reduce the utility prices by 10% and make the utilities into sound companies."

Aleksa Bečić spoke. (27 seconds for the SNP)

"By a symbolic walk, the DF candidates drew attention to the part of their agenda referring to the protection of green areas."

Branka Bošnjak spoke. (26 seconds for the DF)

"Similar accents came from the SDP-the Positive coalition which accentuated, by the action of putting in order the basketball courts in Zabjelo, that by doing similar things to all other neighbourhoods following 25 May Podgorica will have a European face."

Dragan Bogojević spoke (13 seconds for the SDP/POZ)

**Method of delivery:** Aleksa Bečić (SNP), Branka Bošnjak (DG) and Dragan Bogojević (SDP/POZ) spoke "into the camera".

**Note:** Although this is a single item speaking of the activities of three contestants, for the sake of final records their individual airtimes are presented.

2	DPS Stijepović				X			X				Podgorica	No	36
<p><b>Contents:</b> "The leader of the DPS list for the Podgorica elections, Slavoljub Stijepović, received today, on the International Letter Day, several dozens of letters from the residents of Podgorica indicating their expectations from the future mayor. Accompanied by young residents of Podgorica, Stijepović walked through different parts of the town, and stated that he respected each citizen, that he was there for them and that as a future mayor he believed his basic task to be, apart from the development of the city, to address the issues faced by its residents. Stijepović particularly highlighted the fact that Podgorica needed more jobs for the young."  <b>Note:</b> Full item as aired.</p>														
3	SDP Rastoder				X		X	X					MINA Agency	42
<p><b>Contents:</b> "The Vice-President of the Social Democratic Party, Rifat Rastoder said that the significant changes necessary for Montenegro were not possible in the conditions and with the relations in which the governing coalition was operating, and that extraordinary parliamentary elections were a realistic scenario. Asked whether following the upcoming elections the restructuring of the relations in the governing coalition at the state levels was inevitable, Rastoder responded to the MINA Agency that he was not sure that would be possible without the new parliamentary elections. He believes that Montenegro and its citizens deserve a more balanced both the political arena and the government, and that multi-decennial single-party domination has never come to anything good anywhere."  <b>Note:</b> Full item as aired.</p>														
4					X						X		No	208
<p><b>Announcement:</b> "Over 25,000 people with disabilities live in Montenegro. Those who have the suffrage are unable to cast their votes like other citizens of age since the polling stations are wheelchair inaccessible, and often the secrecy of vote is breached for them. The new election legislation introduced certain changes, but the Association of the Young with Disabilities is unhappy with these and they announce the constitutional review of the Law on the Election of MPs and Councillors."  <b>Method of delivery:</b> Miroslava Mima Ivanović, Milan Šaranović and Marina Vujačić, members of the Association of the Young with Disabilities, spoke "into the camera".</p>														
5		MANS			X		X	X					No	26
<p><b>Contents:</b> "For the first two months this year the Ministry of Finance approved the disbursement of a half million euros from the Equalisation Fund as short-term loans for the four municipalities where the local elections are about to be held or were already held, the findings of the MANS Research Centre indicate. This NGO says that this only confirms their suspicions of the misuse of state resources before the elections. The loans were approved for Plav, Danilovgrad, Pljevlja and Berane."  <b>Note:</b> Full item as aired.</p>														

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Monday, 12 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	SDP Konjević						X		X				No	136
<p><b>Topic:</b> A report on the reaction by Raško Konjević, the SDP Vice-president, to the statement by Milo Đukanović, the DPS President.  <b>Announcement:</b> "While the election campaign is in full swing, the SDP Vice-President Raško Konjević stated that his party, just like the Positive Montenegro, would never bring into question Montenegrin independence. Regarding the statement by the Prime Minister, Milo Đukanović, of the supposed intention by the DF to corrupt Evropsko lice Podgorice coalition, Konjević referred the relevant institutions to the Mayor of Podgorica, Miomir Mugoša."  <b>Method of delivery:</b> Konjević spoke "into the camera".</p>														
2	DF Boris Pejović					X			X			Podgorica	No	104
<p><b>Topic:</b> A report on the DF campaign activities in Podgorica.  <b>Announcement:</b> "They are aware at the Democratic Front that young people are a huge resources, but could also become a huge societal problem unless the youth policy is changed. Thus, towards the elections in Podgorica, they presented the package of youth measures."  <b>Method of delivery:</b> Boris Pejović and Nikola Bajčetić spoke "into the camera".</p>														

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Tuesday, 13 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS	MANS			X				X				No	201
<p><b>Topic:</b> A report on the public debate between the DPS and MANS on alleged purchase of IDs for the purpose of election fraud. The issue was covered in the respective press conferences held by the MANS and the DPS. The item is a collage of alternate presentations of statements and conflicting views by the DPS and by the MANS on the contested issue.</p> <p><b>Announcement:</b> "Some ten days before the local elections, the war between the DPS and MANS is climaxing. The strongest party accuses the most powerful nongovernmental organisation of lies and framing of the purchase of IDs affair, all for the needs of the Democratic Front. MANS renounces the accusations and says that they would continue discovering election frauds and misuse."</p> <p><b>Method of delivery:</b> Vladan Vučelić (DPS) and Vuk Naraš (MANS) spoke "into the camera".</p>														
2			daily DAN		X		X	X					No	40
<p><b>Topic:</b> The report contains excerpts from response by the daily Dan to the allegations coming from the DPS.</p> <p><b>Contents:</b> "The deputy editor-in-chief of the daily, Nikola Marković responded to the allegations by the DPS. He said that the DPS was spreading obnoxious lies against the Dan's desk and that it was yet another proof of the panic caused by the <i>Tape-recording affair</i> and all the proofs stemming from it among the representatives of the governing party. Marković believes that the fact that the main requirement for Montenegro placed by the European Commission to provide legal and political examination of the <i>Tape Recording affair</i> is the best confirmation of the veracity and quality of what the Dan journalists did. Marković said that the Dan journalists would continue to investigate and publish all cases of misuse of state resources, which had been the practice of the governing party for many years now."</p> <p><b>Note:</b> Full item as aired.</p>														
3		MANS			X				X				No	172

	Subject		Topic		Journalistic form				Technical data			
<p><b>Topic:</b> A report from the press conference held by MANS devoted to the analyses of voter registers.</p> <p><b>Announcement:</b> "MANS today reiterated the alleged irregularities in voter registers in the towns about to have the elections on 25 May. They accuse the municipalities and the Ministry of the Interior of continuing with brutal fabrications and that the lists abound in double entries, the deceased and phantom voters."</p> <p><b>Method of delivery:</b> Vuk Maraš and Veselin Radulović (MANS) spoke "into the camera".</p>												
4		CDT GA		X				X			No	141
<p><b>Topic:</b> A report from the press conference held by the NGOs Centre for Democratic Transition and the Civic Alliance.</p> <p><b>Announcement:</b> "Other NGOs also deal with the elections. Thus, the CDT and the GA launched a <i>Vote Freely</i> campaign, inviting the citizens to cast their votes on 25 May without fear and according to their free beliefs. To that purpose, they made a promotional spot trying to affect the increase of civic awareness in the country."</p> <p><b>Method of delivery:</b> Darko Ivanović (GA) and Dragan Koprivica (CDT) spoke "into the camera".</p>												

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Wednesday, 14 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1		MANS			X		X	X					No	32

**Contents:** "The Network for the Affirmation of the Nongovernmental Sector (MANS) requested from the parliamentary Anticorruption Committee to hold a control hearing of the Supreme State Prosecutor a.i. Veselin Vučković, and the Police Director Slavko Stojanović, due to the cases of purchasing IDs for the DPS. In the letter sent to the Committee, MANS indicated to the fact that the NGOs and the media kept discovering an increasing number of cases of purchasing IDs conducted in an organised fashion on behalf of the governing party with the aim of preventing the voters who do not support the governing party from casting their votes."

**Note:** Full item as aired.



TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Thursday, 15 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1			EU Stano		X		X	X					MINA Agency	31
<p><b>Topic:</b> The item contains the statements by Peter Stano regarding the earlier statement by the Prime Minister Đukanović.</p> <p><b>Contents:</b> "The spokesperson to the European Commissioner for Enlargement, Stephan Fule, Peter Stano, said that the EU does not interfere with the election campaign in Montenegro. Reacting to the claims by the Prime Minister Milo Đukanović that the Head of the EU Delegation to Montenegro, Mitja Drobnič, with his most recent statements got involved in the campaign and sided with the opposition, Stano said to the MINA Agency that the Union, including its field delegations, does not interfere with the internal election matters of any state. Stano added there would be no further comments on the matter from Brussels."</p> <p><b>Note:</b> Full item as aired.</p>														
2	The Positive Pajović DF Vučurović				X		X		Report				MINA Agency	58
<p><b>Topic:</b> Excerpts from the interview by Darko Pajović, President of the Positive Montenegro to the MINA Agency.</p> <p><b>Announcement:</b> "The leader of the Positive Montenegro, Darko Pajović said that there were no essential differences between the DPS and the DF, and that Montenegro needed a third path, different from the politics made by either the DPS or the DF."</p> <p><b>Contents:</b> The statements made by Darko Pajović are followed by the reaction of Jovan Vučurović to the statement.</p>														

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Friday, 16 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1			Supreme State Prosecutor Vučković		X				X				No	181

**Topic:** A report from the press conference held by the Supreme State Prosecutor a.i. Vučković.

**Announcement:** "The Supreme State Prosecutor a.i., Veselin Vučković, announced that not later than by the following day the position of the Prosecution Office on the alleged case of purchasing IDs, as published by the daily Dan, would be known. This refers to the recording of the conversation between Dragoljub Boljević and the alleged DPS activist Predrag Vasović, arranging the trading in IDs."

**Method of delivery:** Veselin Vučković spoke "into the camera".

**Note:** The press conference focused also on other matters not related to the local elections.

2		MANS			X		X	X				X	No	151
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**Topic:** The allegations made by MANS on "adjusting" the construction completion dates and using infrastructure facilities for campaigning.

**Announcement:** "The Network for the Affirmation of the Nongovernmental Sector accused the Agency for the Construction of Podgorica of adjusting the completion dates for large infrastructure projects in the capital to coincide with the campaign for the 25 May elections. This involves not fewer than four streets being built or reconstructed, worth over one million euros in total. Although the works were supposed to have been completed the year before, the Agency published a call for tenders only a few months ago at a much higher price than the one envisaged by the Public Procurement Plan for the previous year. We were unable to receive any response from the Agency regarding such allegations."

**Method of delivery:** Dejan Milovac, MANS spoke "into the camera".

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Saturday, 17 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1		MANS			X				X				No	171
<p><b>Topic:</b> A report from the press conference held by MANS.  <b>Announcement:</b> "MANS believes that the "We Record – We Solve" campaign in the capital city, in which citizens provided the information on their social and economic status, and the flourishing illegal construction on the eve of the elections are just some actions devised by the DPS to affect the voters. MANS also criticised harshly the position of the Prosecution Office rejecting the criminal report made by this NGO, saying that there were no grounds for bringing criminal charges against Predrag Vasović on the count of the alleged purchase of IDs for the DPS."  <b>Method of delivery:</b> Ines Mrdović and Dejan Milovac, MANS spoke "into the camera".</p>														
2	DF The Positive				X					X			No	181
<p><b>Topic:</b> The feature prepared by this media outlet on illegal construction before the elections.  <b>Announcement:</b> "The allegations of illegal construction on the outskirts of Podgorica before the elections to be held on 25 May are almost unprecedented. It is largely speculated that those citizens would vote DPS in the elections in exchange for the legalisation of their buildings. The governing party is renouncing such allegations, while the institutions responsible for suppressing construction keep silent. The opposition parties responded by filing criminal reports."  <b>Method of delivery:</b> Branka Bošnjak (DF) and Azra Jasavić (the Positive) spoke "into the camera".</p>														

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Sunday, 18 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS DF SNP SDP	CDT			X					X			No	201

**Topic:** An investigation into how much the election contestants would spend on the campaign.

**Announcement:** "We continue also with the issue of costs, this time about the election campaign costs. Although the election contestants claim to have opted for a more modest campaign for the coming local elections, most of them take loans, awaiting the money from the municipal budgets. According to the provisional estimations, these range from some 70,000 euros for opposition parties or the SDP to over 200,000 euros available to the DPS."

**Method of delivery:** Milica Kovačević (CDT), Branko Čavor (DPS), Goran Danilović (DF), Vladimir Vujović (SNP) and Marko Stanić (SDP) spoke "into the camera".

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Monday, 19 May 2014  
 Slot: 18:30

		Subject			Topic			Journalistic form				Technical data		
No.	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DF					X			X			Podgorica	No	148
<p><b>Announcement:</b> "The candidates for councillors on behalf of the Democratic Front walked the streets of Podgorica in order to remind of all the buildings torn down over the previous years. Their route included, among other things, former Crna Gora Hotel and the Kultura Cinema. This was followed by the sale of books by the DF leader, Miodrag Lekić, and the money raised from sale would be used for medical treatment of Kristina Veljović from Podgorica, unable to walk due to muscular atrophy."</p> <p><b>Method of delivery:</b> Ljiljana Vicković, Slaviša Čurović, Omer Šarkić and Miodrag Lekić spoke "into the camera".</p>														

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Tuesday, 20 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	The Positive Pajović						X		X			Tuzi	No	159
<p><b>Topic:</b> A report from an extraordinary press conference held by the Positive Montenegro following the assault against one of their members in Tuzi.  <b>Announcement:</b> Several days before the local elections the first assault took place. The Positive Montenegro stated from Tuzi, from the place where their candidate running for a councillor, Amar Šabotić, was attacked allegedly by the DPS supporters, that they would respond to violence with persistent fight for democracy. At the extraordinary press conference held at Karabuško Polje, the leader of the Positive, Darko Pajović, said that the assault was a sign of powerlessness and cowardice. The suspects meanwhile denied having assaulted Šabotić."  <b>Method of delivery:</b> Darko Pajović spoke "into the camera".</p>														
2			Parliamentary committee		X				X				No	177
<p><b>Topic:</b> A report from the session of the parliamentary Anticorruption Committee.  <b>Announcement:</b> "Due to the alleged purchase of IDs on behalf of the DPS on the eve of the coming local elections, the Anticorruption Committee was supposed to decide today whether to hold a control hearing of the heads of the Prosecution Office and of the Police, Veselin Vučković and Slavko Stojanović, respectively. It, however, did not take place since there was no quorum for the session, and the DF and the Positive, as the proponents of the control hearing, accused the DPS of obstructing the work of the Committee and deepening the mistrust in the election process. The DPS, for its part, accused the DF, and the NGO MANS, of politicising the work of that parliamentary committee."  <b>Method of delivery:</b> Poslanici Mladen Bojanić (The Positive), Koča Pavlović (PZP), Predrag Bulatović (DF) and Obrad Stanišić (DPS) spoke "into the camera".</p>														
3	SNP Bečić						X	X				Podgorica	No	45

		Subject	Topic			Journalistic form				Technical data			
<p><b>Contents:</b> "The leader of the SNP list for the local elections in Podgorica, Aleksa Bečić, has undergone a surgery at the Clinical Centre of Montenegro late last night after the completion of the first televised debate on the TVCG1. The appendix surgery was successfully completed."  <b>Method of delivery:</b> Bečić on a phone from the hospital.</p>													
4	DF				Announcement		X				Podgorica	No	9
<p><b>Contents:</b> "The closing DF rally in Podgorica will be held tonight at 20:00 near the monument to St. Petar Cetinjski."  <b>Note:</b> Full item as aired.</p>													
5	SDP/POZ				Announcement	X	X				Podgorica	No	22
<p><b>Contents:</b> "The <i>Novo lice Podgorice</i> coalition will not have a closing rally, but will be organising of concert of the <i>Crvena jabuka</i> band at the Stadion malih sportova. This is a gift for our citizens for the Independence Day, and this will be a charity event for raising relief for the people affected by floods in Serbia and the BiH. The concert will start at 22:00"  <b>Note:</b> Full item as aired.</p>													

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Wednesday, 21 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Vešović				X		X	X				Podgorica	No	72
<p><b>Topic:</b> The statement by the DPS that Slavoljub Stijepović will not take part in the debate of candidates running for the Mayor of Podgorica, on the Načisto show, on 22 May on TV Vijesti.</p> <p><b>Contents:</b> "Slavoljub Stijepović, the leader of the „Koalicije za evropsku Podgoricu Milo Đukanović“ candidate list will not be participating in the debate which the TV Vijesti will organise tomorrow evening, stated Caslav Vešović, the head of the campaign media team".</p> <p><b>Note:</b> Anchor reading the release.</p>														
2			TV Vijesti				X			X		Podgorica	No	138
<p><b>Topic:</b> The response by Petar Komnenić, the author of the Načisto show, to the statement by the DPS from the previous item.</p>														
3			TV vijesti		X		X					Podgorica	No	22
<p><b>Topic:</b> The excerpt from the previously aired show "Načisto" intending to show that Stijepović already then accepted to participate in the debate.</p>														



4		MANS			X				X				No	196
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**Topic:** The report on the claims by MANS that there are fiscal manipulations in municipalities where elections are to be held on 25 May.

**Announcement:** "The city water supply in Podgorica spent 300,000 euros on the rural water supplies the previous year, and this year, which is the election year, 7 to 8 times more, MANS stated. This nongovernmental organisation stated that such a principle of pumping the budget money into the projects in rural areas are applied in almost all municipalities where the elections are held."

**Method of delivery:** Ines Mrdović (MANS) spoke "into the camera".

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Thursday, 22 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1		MANS			X				X				No	196
<p><b>Topic:</b> A report from the press conference held by MANS on the alleged purchase of IDs.  <b>Announcement:</b> "Only three days before the local elections in 12 municipalities, new allegations against the DPS for purchase of IDs are raised. The Network for the Affirmation of the Nongovernmental Sector recorded two persons talking, and based on their conversation, this NGO claims, it may be concluded that they are acting as intermediaries between the citizens willing to sell their IDs and the DPS activists in Podgorica.            Out of the three conversations in total it is concluded that the current rate for the sale of IDs is 70 euros, and also that it went down recently because there are enough purchased IDs."  <b>Method of delivery:</b> Vanja Čalović (MANS) spoke "into the camera".</p>														
2		MANS			X				X				No	125
<p><b>Topic:</b> A report from the press conference by MANS devoted to fiscal manipulations in the election year and the state-of-play regarding voter registers.  <b>Announcement:</b> "For the first three months this year as much as 19 million euros of the budget money was spent, in one way or another, for the campaign purposes, MANS claims. The most drastic example is the Labour Fund, that over the period spent almost 90% of its yearly budget.            MANS also discovered many illogical details in the voter register. The oldest newly registered voter is 105 years old."  <b>Method of delivery:</b> Dejan Milovac and Vuk Maraš spoke "into the camera".</p>														

3	DPS SNP DF The Positive				X					X		Podgorica	No	192
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**Topic:** Cancelled participation of the DPS candidate list leader for Podgorica in the debate on the TV Vijesti, the explanation by the DPS and the reactions of the opposition officials.  
**Announcement:** "Cancelled participation of the DPS candidate running for the mayor of Podgorica Slavoljub Stijepović, in the debate on our TV was seen by the leaders of the opposition candidate lists as avoiding the democratic dialogue.  
The DPS do not quote today just the selection of topics and the absence of rules as the reasons for Stijepović's failure to appear, as they explained yesterday. In the new release they say that Stijepović would not participate because the owners of the TV Vijesti, and the television itself, with their overall actions showed that they were against the DPS politics."  
**Method of delivery:** Speakers: Aleksa Bečić SNP (by phone), Miodrag Lekić DF (an excerpt from a speech at a rally) and Drako Pajović (The Positive CG) „into the camera“.  
**Note:** Excerpts from the DPS press release are cited.

4	DF				X		X	X				Podgorica	No	36
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**Contents:** "The Democratic Front protested against the closing DPS rally being held at the Sport Centre Morača, seeing this as misuse of state and local structures for party purposes."

5	The Positive					X			X			Golubovci	No	103
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**Topic:** A report from the rally of the Positive Montenegro in Golubovci.  
**Announcement:** "The Positive Montenegro stated in Golubovci that it was time to change the government of the borough, of the capital, and of Montenegro as a whole. The Positive invited the residents of Zeta and all other voters to cast their votes on 25 May of their own free will and conscience, and they also had some messages for the governing DPS."  
**Method of delivery:** Aleksandar Đuretić (list leader), Dritan Abazović and Darko Pajović spoke "into the camera".

TV station: TV VIJESTI  
 Show: Vijesti u pola 7  
 Date: Friday, 23 May 2014  
 Slot: 18:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1					X					X			No	231
<p><b>Topic:</b> The information of the election silence commencing at midnight and some general information about the elections: the number of municipalities, the polling stations, voters, etc. in addition, the chronological overview and summary of events is also given, from calling the elections until the present day.</p> <p><b>Announcement:</b> "The silence before the local elections to be held on Sunday in 12 municipalities and 2 boroughs starts at midnight. Somewhat over 315,000 voters have the right to cast their votes on these elections at 717 polling stations. The most important are the elections in Podgorica, all contestants believe. Where elections are to be held and what happened over the past month on the political arena, the details by Jelena Kulidžan."</p> <p><b>Note:</b> Excerpts from speeches at rallies by leaders of candidate lists and party leaders.</p> <p><b>Method of delivery:</b> Miodrag Lekić (DF), Slavoljub Stijepović (DPS), Dragan Bogojević (SDP/POZ), Aleksa Bečić (SNP), Milo Đukanović (DPS) and Ranko Krivokapić (SDP).</p>														
2					X					X			No	126
<p><b>Topic:</b> An overview and a comment on the practice of the accelerated and increased construction of infrastructure facilities before the elections and other complaints of irregularities.</p> <p><b>Announcement:</b> "Again this election campaign was marked by official opening of rural water supplies and local roads, as well as the allegations of buying votes. Ten million euros was spent on infrastructure in Podgorica only. The opening of all these facilities was accompanied by the well-known government officials and the DPS members."</p>														

3					X					X		Bar	No	162
<p><b>Topic:</b> An overview of the election offers and forecasts for the election outcome in Bar.</p> <p><b>Announcement:</b> "Awaiting the elections in Bar, political parties are convinced of their good results. While the opposition criticizes the government for having stalled the development of this coastal town, the governing party responds that they are the ones to be credited for numerous investments and progress made in Bar."</p> <p><b>Method of delivery:</b> Zoran Srzentić (DPS), Mićo Orlandić (SDP), Snežana Jonica (SNP), Radomir Novaković (The Positive CG) and Srđan Kalinić (DF) spoke "into the camera".</p>														
4					X					X		Podgorica	No	232
<p><b>Topic:</b> The treatment of the Stara varoš, a neighbourhood in Podgorica, in election programmes.</p> <p><b>Announcement:</b> "The election programmes of all contestants for the coming elections in the capital speak of Stara varoš. While experts warn it is the last moment to preserve the historic and the cultural heritage of this neighbourhood, politicians promise their plans to be realistic. They say that in future the Stara varoš, with its peculiarities, will be part of the urban core of Podgorica."</p> <p><b>Method of delivery:</b> Igbala Šabović Kerović (SDP/POZ), Vladimir Vujović (SNP), Nermin Abdić (DPS), Miodrag Lekić (DF), Matija Antonio Aćito (an architect from Italy) and Borislav Vukićević (arhitekta) spoke "into the camera".</p>														
5		MANS			X					X			X	64
<p><b>Topic:</b> A report that MANS discovered the introduction of unscheduled flights from Luxembourg to Montenegro for the "safe voters".</p> <p><b>Announcement:</b> "MANS claims to possess the new proofs of the unlawful spending of the taxpayers' money. They discovered, they claim, that Montenegro Airlines introduced charter flights from Luxembourg to Montenegro, with the return a day or two after the elections. This was posted on the website of the Luxembourg airport, while no such information was featured on the website of Podgorica airport. Meanwhile, the information came from Luxembourg, where many of our compatriots reside, that these flights were cancelled."</p> <p><b>Method of delivery:</b> Vuk Maraš (MANS) spoke "into the camera".</p>														

## C: PRIMETIME CURRENT AFFAIRS PROGRAMME - SUMMARY

Between 10 and 23 May 2014, in its primetime current affairs programme the TV Vijesti aired **41 items** related to the local elections, of the **overall duration of 4,968 seconds**, or 1 hour 22 minutes and 48 seconds.

### C1: NUMERICAL COVERAGE OF MUNICIPALITIES

In the section concerning the elections, as a part of the primetime current affairs programme, the numerical (number of items) and temporal (duration of items) **coverage of the municipalities about to have elections** is shown in the table below (Table 6), and the difference in the total score, i.e. the quantified shares (the differences in temporal coverage) of the election campaign issues in the above municipalities, are shown in Chart 8.

TV VIJESTI	numerical coverage														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
Bar														1	1
Bijelo Polje															
Danilovgrad															
Gusinje															
Kolašin															
Plav															
Plužine															
Pljevlja															
Podgorica	1	2	1							1	3	3	2	1	14
Rožaje															
Šavnik															
Žabljak															
Golubovci												1			1
Tuzi										1					1

Table 6. Numerical coverage of campaign issues by municipality on the TV Vijesti.

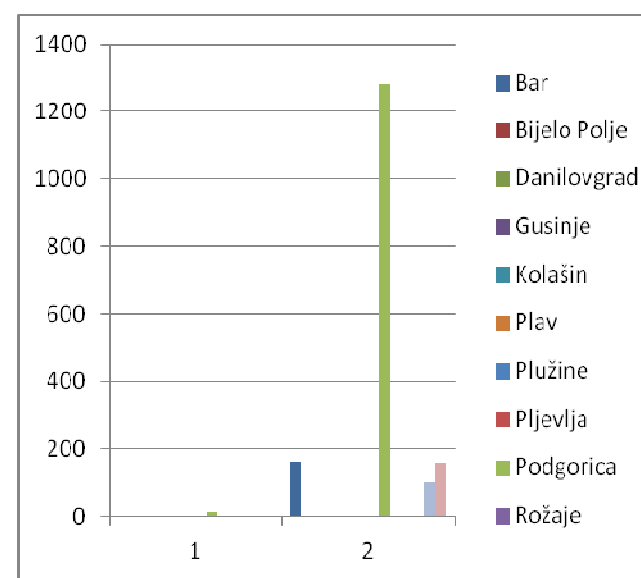


Chart 8. Graphic presentation of the findings featured in Table 6

Based on the table and the accompanying graph above, it is noticeable that over the period observed, in the primetime current affairs programme on the TV Vijesti, in the section on the local elections, the focus was almost exclusively on the election campaign issues in the municipality of Podgorica – over 80%. The scope, structure and contents of the items aired show that this TV station opted for an issue-based approach, rather than following primarily the campaign activities of election contestants. Thus, apart from Podgorica, they aired one item each from Bar, and the two boroughs within the wider Podgorica area, Tuzi and Golubovci.

## C2: TEMPORAL COVERAGE OF MUNICIPALITIES

Similar are the shares expressed in total time devoted to these events, i.e. the duration of the items covering them. The table and the chart below show that.

TV VIJESTI	temporal coverage (sec)													TOTAL	
	10	11	12	13	14	15	16	17	18	19	20	21	22		23
Bar														162	<b>162</b>
Bijelo Polje															<b>0</b>
Danilovgrad															<b>0</b>
Gusinje															<b>0</b>
Kolašin															<b>0</b>
Plav															<b>0</b>
Plužine															<b>0</b>
Pljevlja															<b>0</b>
Podgorica	92	170	104							148	76	232	228	232	<b>1282</b>
Rožaje															<b>0</b>
Šavnik															<b>0</b>
Žabljak															<b>0</b>
Golubovci													103		<b>103</b>
Tuzi											159				<b>159</b>

Table 7. Total duration of items on campaign activities by municipality

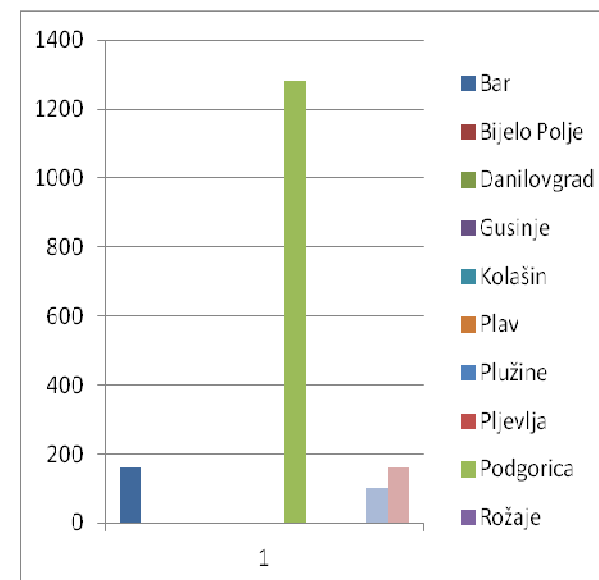


Chart 9. Graphic presentation of the findings in Table 7

Hence, the primetime current affairs programme of this TV station was dominated, both in terms of the number of items, and of their total duration, by the issue of campaign activities within the municipality of Podgorica.

### C3: NUMERICAL COVERAGE OF CONTESTANTS

The numerical and temporal shares of the items aired by **election contestant** are shown in the table and the chart below:

TV VIJESTI	Numerical coverage														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
DPS		1		1					1			1	1		5
SDP		2	1						1						4
ELP	1										1				2
DF		1	1			1		1	1	1	1		2		9
THE POSITIVE CG		1				1		1			1		2		6
SNP									1		1		1		3

Table 8. Numerical coverage of contestants – number of items

The monitoring has shown that the largest share of items aired concerned the activities of the Democratic Front, followed by the Positive, the DPS and the rest.

### C4: TEMPORAL COVERAGE OF CONTESTANTS

The **duration of items**, i.e. the shares of times by election contestants is shown in the table and the chart below.

TV VIJESTI	temporal coverage (sec)														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
DPS		36		201					50			72	48		407
SDP		87	136						50						273
ELP	92										22				114
DF		45	104			29		90	50	148	9		84		559
THE POSITIVE CG		45				29		90			159		151		474
SNP									50		45		48		143

Table 9. Duration of items covering different contestants (coalitions, candidate lists)

The duration of items devoted to campaign activities of different contestants is approximately proportionate to the numbers of items for each.

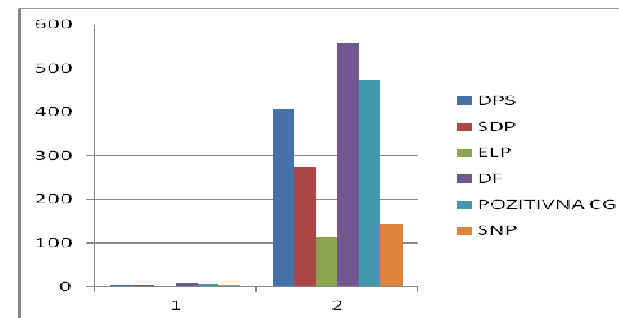


Chart 10. Graphic presentation of the findings in Table 8

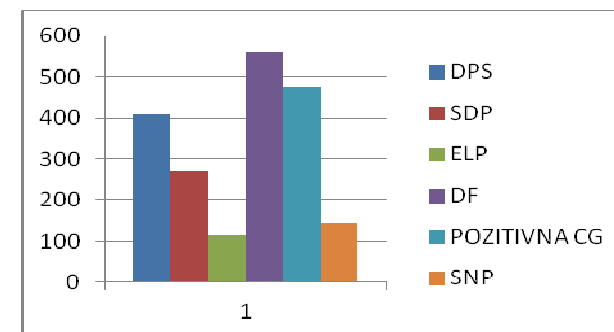


Chart 11. Graphic presentation of the findings in Table 9



## C5: TOPICS COVERED

For citizens and the general public, it is significant for the election campaign coverage, particularly in primetime current affairs programmes of national broadcasters, as a rule of high viewership ratings, not to come down to mere transmission of promotional and advertising messages of the election contestants on the “supply side” (political parties, coalitions, candidate lists, etc.), but rather to provide relevant information on other significant matters and aspects of the election issues.

For the sake of more thorough understanding, the table below (Table 10) categorises all the items aired into two groups: “campaign activities of election contestants” and “other news and topics”. The campaign activities of contestants are not further segmented, while other topics are grouped under five headings for the sake of a more thorough understanding: considering the issues touching upon the wider aspect of the elections, overviews of the current state-of-play and the “political demand and supply” in the municipalities holding the elections, the analyses of some topical issues, educational campaigns and the NGO activities, the information and activities of other bodies with regard to the elections, and the like. The variety and the spread of topics and forms as regards the overall election issues (not just election campaign of individual contestants) may be regarded as a positive contribution of the media.

The table and the charts below feature the numbers, duration, topics and respective shares of items devoted to election campaigns on one side, and to overall election issues, on the other.

TV Vijesti	CANDIDATE LISTS	OTHER TOPICS					Total
	Campaign activities	Broader context of issues	Municipal overviews	Analyses/ analysts	NGOs	Other bodies and organisations	
Number	17	3	1	1	12	4	38
Duration	1569	566	162	201	1650	620	4768

*Table 10. Number and duration of items on the activities of contestants and other topics*

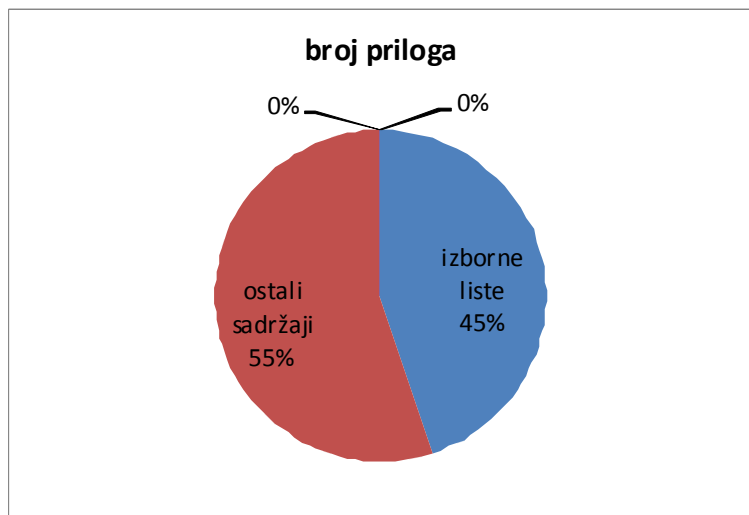


Chart 12. Shares of campaign coverage vs. other issues covered

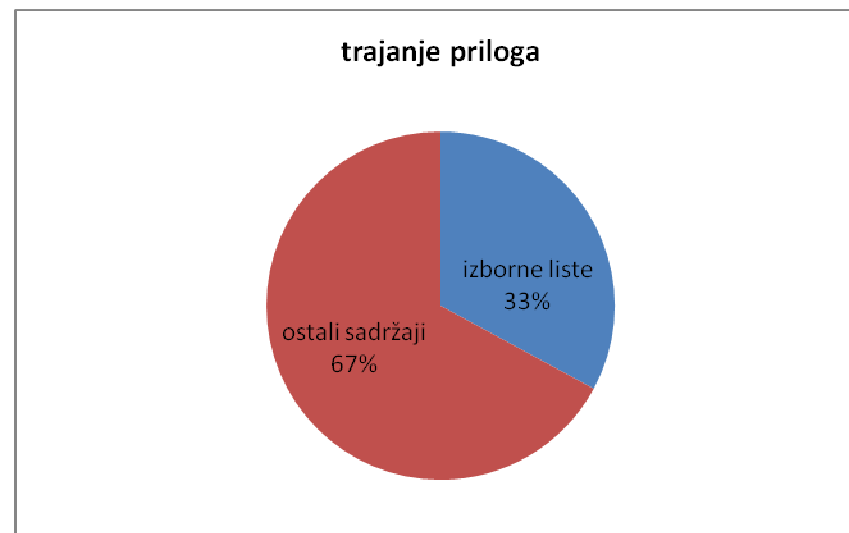
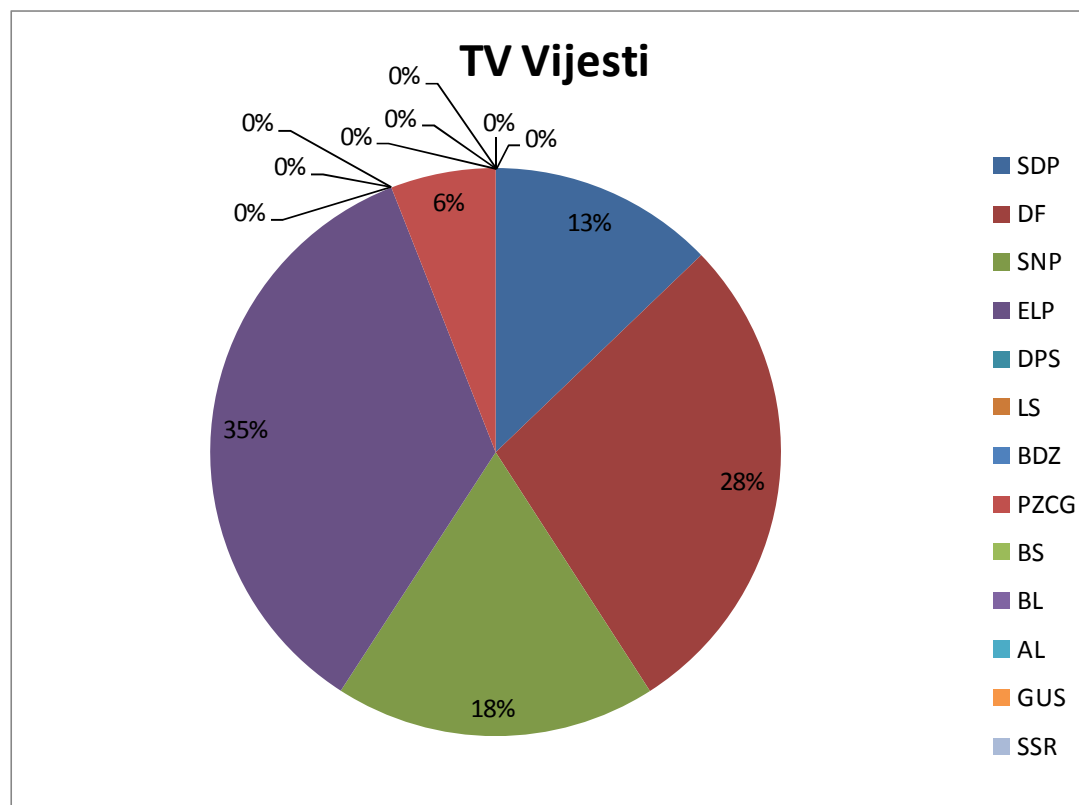


Chart 13. Shares regarding the duration of items covering campaigns vs. other issues

As shown in the table and the charts above, the TV Vijesti devoted more than a half of the total number of items aired to the issues not directly related to election campaigns, and in temporal terms more than two thirds of the total air time. Hence, this TV station gave precedence to that approach over mere information on campaigns.

## D. CONTESTANTS IN POLITICAL ADVERTISING

Over the period observed, on TV Vijesti **the shares of advertising airtime by contestant** was as follows:



*Chart 14. Political advertising by the election contestant on the TV Vijesti*

Between 10 and 23 May, the **Evropsko lice Podgorice** accounted for the greatest share of political advertising on the TV Vijesti with **35%**. It is followed by the **Democratic Front** with **28 %**, the **SNP** and the **SDP** with **18%**, and **13 %** respectively, while other contestants had no adverts on this TV station.

# TV PINK M

## A. BASIC INFORMATION

**FOUNDER:** Pink M Company.

**PROGRAMME STRUCTURE:** The programme structure of Pink M predominantly has entertainment and music contents.

**CURRENT AFFAIRS PROGRAMMES:** The current affairs programme is present through a short form of 3-minute news at each full hour of programme.

The primetime current affairs programme Info Monte is aired daily at 18:00, lasting some 25 minutes on average.

**DISTRIBUTION CHANNELS:** Apart from the broadcasting over the network of terrestrial transponders, the TV Pink M programmes are also distributed via cable systems: BBM, M Kabl, Cabling, Extra TV and Total TV.

## B: MONITORING RESULTS FOR THE PRIMETIME CURRENT AFFAIRS PROGRAMME

TV station: PINK M

Show: Infomonte

Date: Saturday, 10 May 2014

Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1				Milo Đukanović, Prime Minister and the DPS President	X				X				TVCG1	161
<p><b>Topic:</b> Excerpts from the interview with Milo Đukanović, Prime Minister and the DPS President, while being the guest on the "U centar" show at the TVCG1.</p> <p><b>Announcement:</b> "The Democratic Party of Socialists has many reasons for optimism on the local elections in Podgorica and other municipalities, but should also be cautious particularly because of the protracted global economic crisis, the Prime Minister Milo Đukanović said. In the interview given to the TVCG, Đukanović stated that no one, the SDP included, could blackmail the party he leads, supported by almost 90% of the coalition's electorate in the elections, by who would be the suitable candidate running for mayor or for president."</p>														
2	DPS Jelić						X			X			No	76
<p><b>Announcement:</b> "After it has been discovered that the most recent ID purchase affair allegedly done by the DPS members, accompanied by a phone call recording, was actually made in the MANS cuisine, the DPS MP Zoran Jelić called on the responsible authorities to examine the whole case, and prosecute whoever broke the law. The most recent information on the abuse done by MANS is at the same time an appeal to the donors who support the organisation to see how their money is being misused. Jelić reminds that the DPS showed on several occasions that all the affairs were fabricated and false, as reconfirmed by the most recent one."</p> <p><b>Method of delivery:</b> Zoran Jelić spoke "into the camera".</p>														

		Subject			Topic			Journalistic form				Technical data			
3				Srđan Vukadinović an analyst			X	X					No	28	
<p><b>Contents:</b> "Political analyst Srđan Vukadinović says that he would not be surprised if the investigators confirmed that the telephone found with the MANS members was used to call citizens presumed to be the DPS activists and offer IDs. He pointed out that the responsible authorities should react and that they had to do away with thinking about how, if MANS was involved in framing, some ambassador or someone from the Brussels administration would react to that"</p> <p><b>Note:</b> Full item as aired.</p>															
4	SDP/POZ Bogojević						X			X			Podgorica	No	50
<p><b>Announcement:</b> "The leader of the candidate list <i>Za evropsko lice Podgorice</i>, Dragan Bogojević, presented the project for the construction of the general secondary school in Podgorica, as one of the priorities in the coalition's election offer. <i>Any serious state is obliged to cherish judiciary, health and education as the cornerstones of the future societal development</i>, Bogojević stated."</p> <p><b>Method of delivery:</b> Dragan Bogojević spoke "into the camera".</p>															
5	DPS Stijepović							X	X				Podgorica	No	35
<p><b>Topic:</b> A statement by the leader of the DPS candidate list DPS Stijepović, without citing where, when, who to or on what occasion the statement was given.</p> <p><b>Contents:</b> "I see no threat among other contestants for the election outcome that would mean our victory. We know the needs of the city the best and following 25 May we will carry out a number of projects to increase employment and improve the quality of life, said the leader of the candidate list <i>Za evropsku Podgoricu Milo – Đukanović</i>, Slavoljub Stijepović. He points out that in their coalition they are not thinking of any post-election coalitions since, as he said, they would win stable majority, adding that Golubovci and Tuzi should enjoy the status of municipalities with autonomy that comes with it."</p> <p><b>Note:</b> Full item as aired.</p>															

TV station: PINK M  
 Show: Infomonte  
 Date: Sunday, 11 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	49
<p><b>Announcement:</b> "The leader of the candidate list of the <i>Za evropsku Podgoricu</i> coalition, Slavoljub Stijepović, on the International Letter Day received dozens of letters from resident of Podgorica indicating their expectations of the future mayor."  <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
2	DPS Vujošević						X	X				Podgorica	No	32
<p><b>Contents:</b> "There is no dilemma any more that the idea underpinning the election programme of Miodrag Lekić is the destruction of multi-ethnicity, causing unrest, intimidating citizens and hailing another state, stated the candidate on the list of the <i>Za evropsku Podgoricu</i> coalition, Momčilo Vujošević. Basically, that is the recipe tried in Berane, now desired here in the capital. <i>Since in 2006 he failed in denying us the right to self-determination, Lekić is now attempting to jeopardise joint achievements of all those residing in Montenegro,</i> added Vujošević."  <b>Note:</b> Full item as aired.</p>														
3	SNP Bečić					X		X				Podgorica	No	48
<p><b>Contents:</b> "The leader of the SNP candidate list, Aleksa Bečić, stated, in case he won the 25 May elections, he would endeavour to decrease public sector losses since, as he put it, <i>public service companies have to be efficient and prudent if we wish lower utility prices in Podgorica.</i> The SNP candidate list leader added that the management boards of public companies should be de-politicised and run by professionals, not by party interests, as has been the case so far. As regards the fiscal policy, it is high time to introduce the principle of equity in this field, but also to reduce the rates for property tax. Bečić also added that natural resources should be tapped properly, putting an end to degradation for the sake of particular interests of individuals."</p>														

		Subject			Topic		Journalistic form				Technical data		
<b>Note:</b> Full item as aired.													
4		CDT				X	X					No	22
<p><b>Contents:</b> "The Centre for Democratic Transition invited the parties that had not signed the agreement governing the rules of conduct in the election campaign to endorse the document publicly. Since the process of approving candidate lists was completed in all municipalities, the CDT invites those contestants who did not sign the agreement to nevertheless adhere to its provisions, said the CDT director, Dragan Koprivica."</p> <p><b>Note:</b> Full item as aired.</p>													
5	DF				X		X				Podgorica	No	46
<p><b>Announcement:</b> "The candidates running for the local council on behalf of the Democratic Front presented some items on their election agenda referring to the protected areas in the town. Following a short walk through Podgorica, the candidates visited the Gorica hill, stating that the DF would particularly focus on protection of that area."</p> <p><b>Method of delivery:</b> Branka Bošnjak (DF) spoke "into the camera".</p>													



TV station: PINK M  
 Show: Infomonte  
 Date: Monday, 12 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	43
<p><b>Announcement:</b> "On the occasion of visiting one of the largest poultry producers in Montenegro, the candidate running for mayor and the leader of the DPS candidate list, Slavoljub Stijepović stated that agriculture was one of the most lucrative businesses, and that with hard work and in partnership with the Government, good business ideas could be put to life. Stijepović said that the capital city was planning to set up a Business Centre to assist future entrepreneurs, but also those whose businesses are already up and running."  <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
2	DF Čurović					X			X			Podgorica	No	30
<p><b>Announcement:</b> "The candidates running for councillors and the activists of the Democratic Fund walked through the part of the town known as <i>Preko Morače</i>, distributed promotional materials and talked to the citizens. They said that the youth policy was in urgent need of changes and that in case of their victory, they had a set of measures ready for improving the societal status of the young."  <b>Method of delivery:</b> Slaviša Čurović (DF) spoke "into the camera".</p>														
3				Srđan Vukadinović, an analyst	X					X			No	150
<p><b>Announcement:</b> "The early parliamentary elections in Montenegro are inevitable following the local ones, stated Srđan Vukadinović, an analyst. In the statement given to our station, he said that state elections were a good way of weighing the power of all political contestants and added that the SDP would never find a better coalition partner than the DPS."  <b>Method of delivery:</b> The statements given by Srđan Vukadinović were audio recorded and aired with his photo and supplemental footage from the archives as the background.</p>														

TV station: PINK M  
 Show: Infomonte  
 Date: Tuesday, 13 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Vučeljić				X		X		X			Podgorica	No	169
<p><b>Topic:</b> A report from the press conference held by the DPS.  <b>Announcement:</b> "The DPS invited once again the relevant authorities to bring the case of certain media writings of the alleged purchase of IDs and the misuse by the DPS to a closure, they said that for months, orchestrated by MANS and the dailies Dnevne novine and Dan, all for the needs of the Democratic Front, blatant lies and unfounded allegations against the DPS were being published."  <b>Method of delivery:</b> Vladan Vučelić spoke "into the camera".</p>														
2	DPS Stijepović					X			X			Podgorica	No	48
<p><b>Announcement:</b> "The leader of the DPS list and the candidate for mayor, Slavoljub Stijepović, visited today the Recycling Centre and said on the occasion that Podgorica had the most advanced waste treatment and disposal technology, compliant with the European standards."  <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
3	SDP/POZ Bogojević					X		X				Podgorica	No	64
<p><b>Announcement:</b> "Podgorica has always had a peculiar and recognisable charm that never depended on any mayor or the current governments, said the leader of the <i>Evropsko lice Podgorice</i> candidate list, Dragan Bogojević. The best confirmation for that is that it is a list with able and responsible women, ready to take their destiny, the destiny of their town and of their country in their hands, said Bogojević at the <i>Žena i lice (A Woman and a Face)</i> conference."  <b>Method of delivery:</b> Dragan Bogojević spoke "into the camera".</p>														

		Subject			Topic			Journalistic form				Technical data		
4		CDT			X				X				No	31

**Announcement:** "The Centre for Democratic Transition and the Civic Alliance ... (noise) ... reminding the citizens of their constitutional right to cast their votes according to their own personal beliefs. Dragan Koprivica of the CDT said that on the election day the CDT activists would monitor polls in Podgorica and report regularly on any violations of the procedure and the voter turnout."

**Method of delivery:** Dragan Koprivica (CDT) and Darko Ivanović (GA) spoke "into the camera":

TV station: PINK M  
 Show: Infomonte  
 Date: Wednesday, 14 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	31
<p><b>Announcement:</b> The leader of the candidate list <i>Za evropsku Podgoricu - Milo Djukanović</i>, Slavoljub Stijepović, talked to the residents of Donja Gorica, where he presented the idea for building a nursing home for over 200 residents"  <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
2					X					X		Danilovgrad	No	196
<p><b>Announcement:</b> "The last preparations are done before the elections in the Danilovgrad Municipality. The leaders of candidate lists claim their victories and promise, following the triumph, to tackle the upcoming obligations. They state agriculture and infrastructure projects as their priorities, as well as opening new jobs to give a chance to young people to pursue their careers."  <b>Method of delivery:</b> Spasoje Kovačević (SNP), Branislav Đuranović (DPS), Željko Savović (DF) and two citizens spoke "into the camera".</p>														
3					X					X		Kolašin	No	186
<p><b>Announcement:</b> "As regards the election campaigns, we move to the North of Montenegro; the election campaign is gaining speed in Kolašin. Future councillors come from the candidate lists of five parties and citizen groups. The election contestants believe these to be the elections of major importance and invite the citizens to make sure to cast their votes on 25 May."  <b>Method of delivery:</b> Mileta Bulatović (grupa birača), Željka Vuksanović (<i>Evropsko lice Kolašin</i>), Darko Brajušković (DPS), Đuro Milošević (SNP) and Aleksandar Dožić (DF) spoke "into the camera".</p>														

		Subject			Topic			Journalistic form				Technical data		
4				Ivan Vuković, an analyst	X					X			No	197
<p><b>Announcement:</b> "The local elections in 12 Montenegrin municipalities, unlike the previous ones, brought new political figures. Or some already known ones, but in different roles, the political analyst Ivan Vuković said. The novelty of this campaign is the new approach of political parties now more focused on the field work. The thing that does not change, though, is the insistence on the identity issues which, in Vuković's opinion, are of political and symbolic importance but with no true connections with what the campaign is supposed to be about."  <b>Method of delivery:</b> Ivan Vuković spoke "into the camera".</p>														
5	DPS						X			X		Podgorica	No	157
<p><b>Announcement:</b> "The DPS denied that the Argon Kaljaj case was in any way connected with that party. They stated that the most recent case of alleged purchase of IDs indubitably showed that the daily Dan and MANS published things which were not true."  <b>Note:</b> A form that eludes classification: a report/overview/review/ comment– a bit of all.</p>														

TV station: PINK M  
 Show: Infomonte  
 Date: Thursday, 15 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	61
<p><b>Announcement:</b> The candidate list leader for the <i>Koalicija za evropsku Podgoricu - Milo Đukanović</i>, Slavoljub Stijepović, talked to the residents of Zagorič and promised the construction of four pre-schools, in Blok 6, Tuzi, Stari aerodrome and Zagorič. He said that there would be room for over one thousand children, and 7 million euros would be provided for the construction. Stijepović added that over 50 members of staff would take care of the youngest, and that children would enjoy the same conditions as the children in the EU.”</p> <p><b>Method of delivery:</b> Slavoljub Stijepović spoke “into the camera”.</p>														
2			X				X	X					No	24
<p><b>Announcement:</b> “During the elections of 25 May 2014 in 12 Montenegrin municipalities the total of 315,041 citizens will have the right to cast votes, the Election Commissions announced after the finalisation of voter registers. The largest electorate is in Podgorica, 149,087, and the smallest in Šavnik – 1,050 voters.”</p> <p><b>Note:</b> Full item as aired.</p>														
3	DPS Brajušković						X		X			Kolašin	No	192
<p><b>Announcement:</b> “The DPS candidate list leader in Kolašin Darko Brajušković confirmed that some of the building material for the reconstruction of the house of Živko Đurišić from Šljivovica was transported by the official car of the Municipality of Kolašin. The funds for the house renovation were raised through sponsorships, and the only thing the municipality could have provided was the transportation, as was done. This has nothing to do with the campaign, as claimed by the opposition, but basic humanity, said Brajušković.”</p> <p><b>Method of delivery:</b> Brajušković spoke “into the camera”.</p>														

TV station: PINK M  
 Show: Infomonte  
 Date: Friday, 16 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	55

**Announcement:** "The leader of the *Za evropsku Podgoricu* candidate list, Slavoljub Stijepović, in his campaign headquarters, read the letters received in the activity organised around the International Letter Day. Stijepović added that each letter was read, and in order to address problems, he promised to get back to some of the letter authors."  
**Method of delivery:** Slavoljub Stijepović spoke "into the camera".

TV station: PINK M  
 Show: Infomonte  
 Date: Saturday, 17 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1			State Prosecution Office		X				X				No	128
<p><b>Announcement:</b> "As regards the alleged buying of votes by the DPS for the elections in Podgorica, the State Prosecution Office issued a press release stating there was no grounded suspicion the crime was committed, adding that the NGO MANS failed to provide the requested information to enable more information on the case. The DPS stated it was yet another confirmation that MANS was directly involved in the election process. MANS, on the other hand, stated that with such a response the Prosecution Office was mocking the intellect of Montenegrin citizens."  <b>Method of delivery:</b> Zoran Jelić (DPS) and Dejan Milovac (MANS) spoke "into the camera".</p>														
2	DPS Stijepović					X			X			Podgorica	No	37
<p><b>Announcement:</b> "A waste water treatment facility will be built at Stari aerpodrom, thus putting in place durable solutions for disposing of waste water in all parts of the city, said the leader of the <i>Za Evropsku Podgoricu</i> candidate list, Slavoljub Stijepović. Talking to the residents of Stari aerodrom, Stijepović announced that primary collector will also be built and a part of the secondary network in the Velljka Vlahovića and Zmaj Jovina streets. The DPS also announced the reconstruction of the road at Stari aerodrom, solving the storm waters drainage at the same time."  <b>Note:</b> Full item as aired.</p>														
3	SDP/POZ Bogojević					X		X				Podgorica	No	31



	Subject	Topic	Journalistic form	Technical data
	<p><b>Announcement:</b> „Within the cycling lanes campaign, the <i>Evropsko lice Podgorice</i> coalition made several meters of a yellow line intended for cyclists on the road to Tološka šuma, as a symbolic sign of the absence of cyclist lanes in the capital. On the occasion, the candidate list leader, Dragan Bogojević said that their coalition would arrange over a brief period of time for 30 km of cycling lanes for Podgorica, with its 195 sunny days a year.“</p> <p><b>Note:</b> Full item as aired.</p>			

TV station: PINK M  
 Show: Infomonte  
 Date: Sunday, 18 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	75
<p><b>Announcement:</b> "The leader of the DPS list in Podgorica and a candidate running for the mayor's office, Slavoljub Stijepović, at the rally in Golubovci said he would be the mayor of all citizens, and that his campaign agenda would come first. He said he was quite bitter since his political opponents started insulting him not as a candidate, but as a native of Zeta."  <b>Method of delivery:</b> Stijepović spoke "into the camera".</p>														
2	DPS						X		X			Danilovgrad	No	138
<p><b>Topic:</b> A report from the press conference organised by the DPS Municipal Board Danilovgrad.  <b>Announcement:</b> "Full implementation of the promises made during the campaign is a trend noticeable in all local governments where the DPS was victorious, the leader of the candidate list on behalf of the <i>Za evropski Danilovgrad</i> coalition, Mayor Branislav Đuranović said. He stood convinced that the citizens would respond positively to the endeavours of the local government in the coming elections and once again place their trust with that coalition."  <b>Method of delivery:</b> Branislav Đuranović (Mayor of Danilovgrad), Miodrag Đurović (president of the DPS Municipal Board Danilovgrad) spoke "into the camera".</p>														
3	SDP/POZ Bogojević					X			X			Podgorica	No	59
<p><b>Announcement:</b> "The candidate list leader for the <i>Evropsko lice Podgorice</i> coalition, Dragan Bogojević, said that the town's jewel - Stara varoš, mirrors the lack of care and improper relation of the current government towards what Podgorica should stand for."  <b>Method of delivery:</b> Dragan Bogojević spoke "into the camera".</p>														

	Subject				Topic			Journalistic form				Technical data		
4	DPS						X	X				Podgorica	No	55

**Contents:** "The decision made by Miodrag Lekić not to take part in the debate on the public TV is a definite proof he was ignoring the citizens and just being a declaratory candidate, the DPS stated. They said that throughout the campaign Lekić did not devote two sentences to Podgorica, except when he was wishing for the Berane scenario repeated there, that he did not have any agenda which is why he avoided confrontation. At his campaign rallies he spoke only of high politics, not knowing and not saying anything about the needs of the town, the DPS says. This party believes that the idea Lekić propounded to send some of his aides to the debate such as Mandić or Medojević, is not fair, although the three of them are equal in the political sense. The DF has not yet presented a person who would stand ready to work for the benefit of citizens, hence the choice is more than clear, the DPS press release signed by the president of the Municipal Board Vladan Vučelić continues."

**Note:** Full item as aired.

TV station: PINK M  
 Show: Infomonte  
 Date: Monday, 19 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Rally					X			X			Plav	No	56

**Announcement:** "On the eve of the upcoming local elections, the Democratic Party of Socialists held a rally in Plav. On the occasion, the DPS president, Milo Đukanović said it was up to the residents of Plav to decide whether after 25 May they would be taking steady mature strides into the future or the past. He said that the DPS made their offer that they vouch for, and that they would continue with a mature policy of developing the town and contributing to further comprehensive development of Montenegro."

**Method of delivery:** Milo Đukanović spoke "into the camera".

TV station: PINK M  
 Show: Infomonte  
 Date: Tuesday, 20 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS					X			X			Podgorica	No	74
<p><b>Announcement:</b> The leader of the candidate list for the <i>Za evropsku Podgoricu - Milo Đukanović</i> coalition, Slavoljub Migo Stijepović, visited today at the premises of the DPS Podgorica Youth Council the activists raising aid for the areas affected by disastrous floods in neighbouring countries. On the occasion, Stijepović said that Montenegro and its citizens would never forget the solidarity and the aid selflessly offered following the disastrous earthquake that hit our country in 1979.</p> <p><b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
2	DPS rally					X			X			Pljevlja	No	53
<p><b>Announcement:</b> "The DPS president Milo Đukanović said he was pleased to see that one of the most important and most promising development programmes in the energy field referred to Pljevlja, meaning the Block Two to the Thermal Power Plant, for which the final decision would be made on 29 May. At the final rally of the <i>Za evropska Pljevlja</i> coalition, Đukanović said that after that a valuable project would be launched that would generate new jobs."</p> <p><b>Method of delivery:</b> Milo Đukanović spoke "into the camera".</p>														

TV station: PINK M  
 Show: Infomonte  
 Date: Wednesday, 21 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Rally					X						Bijelo Polje	No	53
<p><b>Announcement:</b> "Montenegro's Prime Minister and the DPS leader, Milo Đukanović said at the rally in Bijelo Polje that on the Independence Day some opposition leaders had a lot to celebrate. We will be celebrating eight years of independence, but let us also remember those who on 21 May 2006 were on their knees in Washington begging Montenegro be forbidden holding a popular vote, said Đukanović."  <b>Method of delivery:</b> Milo Đukanović spoke "into the camera".</p>														
2	DPS Stijepović					X			X			Podgorica	No	54
<p><b>Announcement:</b> "The leader of the DPS candidate list and the candidate running for mayor, Slavoljub Stijepović, met today with the members of the Association of Veterans and Antifascists in Podgorica. On the occasion Stijepović said that, in cooperation with the Association of Veterans, he would work on preserving the monuments as memorials of our history."  <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
3					X				X	X		Bar	No	223
<p><b>Topic:</b> A report on the election campaign in Bar, the political supply and demand, expectations and forecasts by local politicians and citizens.  <b>Announcement:</b> "A tranquil election campaign, no harsh words or insults, marks the pre-election time in Bar. Political parties, contestants in the local elections, are confident of their good results and expect to be part of the government for the coming four years. They promise to work in the best interest of the citizens, opening new jobs and developing agriculture. They are not thinking much about post-election coalitions, but, as they said to our journalist Bojan Vučinić, they will not abandon their programmatic principles."  <b>Method of delivery:</b> Zoran Srzentić (DPS), Mićo Orlandić (SDP), Snežana Jonica (SNP) and three citizens spoke "into the camera".</p>														

TV station: PINK M  
 Show: Infomonte  
 Date: Thursday, 22 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X		X				Podgorica		13
<p><b>Note:</b> Constant background noise. Based on the news crawler and the image it may be concluded that the item refers to the visit by the leader of the DPS candidate list, Slavoljub Stijepović, to Podgorica neighbourhood known as Blok 5 and talking to citizens. That it has the form of a news item is inferred from its duration and the fact that there were no moving mages (just telop), nor anyone talking "into the camera".</p>														
2	SDP/POZ					X		X				Podgorica		24
<p><b>Note:</b> Constant background noise. Based on the news crawler it may be concluded that the SDP/POZ gave a statement quoting that "the construction of a tunnel through the Gorica hill would jeopardise the life of citizens". Based on that, and the image it may be concluded that the item refers to the activity of the <i>Evropsko lice Podgorice</i> coalition, reported on by other media outlets as well. Judging by its duration and the method of delivery (no moving images from the spot and no statements taken), this is regarded as a piece of news for statistical purposes.</p>														

TV station: PINK M  
 Show: Infomonte  
 Date: Friday, 23 May 2014  
 Slot: 18:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1					X		X						No	18
<p><b>Contents:</b> "In the 12 municipalities the election silence starts at midnight before the local elections to be held on Sunday, 25 May. According to the information provided by the Election Commission, over 315,000 citizens are entitled to cast their votes. The polls will be open between 07:00 and 20:00."  <b>Note:</b> Full item as aired.</p>														
2	DPS rally					X			X			Podgorica	No	210
<p><b>Announcement:</b> „Podgorica decided to take mature strides into the future, the DPS leader Milo Đukanović said at the closing rally of the <i>Zrelo naprijed</i> coalition in Podgorica. He said that with the DPS there were no uncertainties and added that the door to that party was open for all those willing to cooperate and who respected the basic postulates underpinning Montenegrin state policy, something with which, as he pointed out, there would be no calculations."  <b>Method of delivery:</b> Milo Đukanović (DPS President), Miomir Mugoša (Mayor of Podgorica) and Slavoljub Stijepović (leading candidate on the DPS list) spoke "into the camera".</p>														
3	SNP Milić					X			X			Žabljak	No	24
<p><b>Announcement:</b> "The consequences of the actions taken by the Montenegrin Government against Russia are very negative, which is a fact concealed from the citizens, the SNP leader Srđan Milić said. The Tourism Minister should respond to the question of how many charter flights from Russia were cancelled due to the nonsense of the Montenegrin Government imposing sanctions against Russia, Milić said at the SNP rally in Žabljak."  <b>Note:</b> Full item as aired.          The item read by the anchor, no supplemental footage.</p>														



4					X				X			Golubovci	No	177
<p><b>Topic:</b> A report on the election campaign in Golubovci as the borough of Podgorica, the political demand and supply there, the expectations and forecasts of local politicians and citizens.</p> <p><b>Announcement:</b> "The residents of Zeta will decide on 25 May who would be running the office of the president of the Borough of Golubovci. All candidate list leaders expect victory and say, if they win, Zeta is heading into a bright future."</p> <p><b>Method of delivery:</b> Dušan Radonjić (leader of the DPS list for Golubovci), Milan Knežević (leader of the DF list for Golubovci) and Aleksandar Đuretić (leader of the candidate list of the Positive Montenegro for Golubovci) spoke "into the camera".</p>														
5				Milica Kadić Aković, a communication specialist	X					X			No	177
<p><b>Announcement:</b> "Apart from the activities to promote own political agendas and talking to citizens, the present election campaign was marked by one ugly episode – counting the billboards of political opponents."</p> <p><b>Method of delivery:</b> Milica Kadić Aković (communication specialist) and four citizens spoke "into the camera".</p>														
6				Savo Kujundžić, a businessman			X	X				Podgorica	No	28
<p><b>Contents:</b> "A businessman, Savo Kujundžić said he would not have given a cent to the DF leader Miodrag Lekić had he known that he would cooperate with Nebojša Medojević. Kujundžić says he supported Lekić since he was, just like himself, for the preservation of the State Union. Medojević does everything he can against Montenegro. Although I have known him since he was little I was shocked by his most recent appearances where he was ridiculing the misfortune of three million residents of Serbia, Kujundžić said."</p> <p><b>Note:</b> Full item as aired.</p>														

## C: PRIME TIME CURRENT AFFAIRS PROGRAMME – SUMMARY

Between 10 and 23 May 2014, in its primetime current affairs programme the TV Pink M aired **47 items** related to the local elections, of the **overall duration of 3.883 seconds**, or somewhat over one hour.

### C1: NUMERICAL COVERAGE OF MUNICIPALITIES

In the section concerning the elections, as a part of the primetime current affairs programme, the numerical (number of items) and temporal (duration of items) **coverage of the municipalities about to have elections** is shown in the table below (Table 11), and the difference in the total score, i.e. the quantified shares (the differences in temporal coverage) of the election campaign issues in the above municipalities, are shown in Chart 15.

TV PINK M	numerical coverage														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
Bar												1			1
Bijelo Polje															
Danilovgrad					1				1						2
Gusinje															
Kolašin					1	1									2
Plav										1					1
Plužine															
Pljevlja											1				1
Podgorica	2	4	2	3	2	1	1	2	3		1	1	2	2	26
Rožaje															
Šavnik															
Žabljak														1	1
Golubovci														1	1
Tuzi															

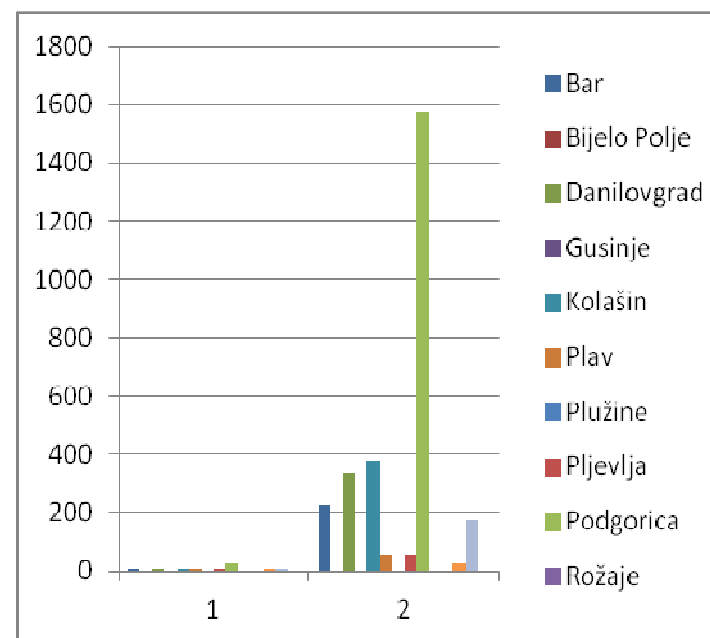


Chart 15. Graphic presentation of the findings in Table 11

Based on the table and the accompanying graph above, it is noticeable that over the period observed, in the primetime current affairs programme on the TV Pink M, in the section devoted to the local elections, the number of items focusing on election campaign issues in the municipality of Podgorica exceeds by 2.5 times the pertinent items focusing on all other municipalities put together. There were no items at all on campaign activities in the municipalities of Bijelo Polje, Gusinje, Plužine, Rožaje, Šavnik and Tuzi as a borough within Podgorica.

## C2: TEMPORAL COVERAGE OF MUNICIPALITIES

The total time devoted to the activities in specific municipalities, i.e. the total duration of all relevant items, is shown in the table and the chart below.

TV PINK M	temporal coverage (sec)														
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	TOTAL
Bar												223			238
Bijelo Polje															
Danilovgrad					196				138						334
Gusinje															
Kolašin					186	192									378
Plav										56					56
Plužine															
Pljevlja											53				53
Podgorica	85	175	73	281	188	61	55	68	189		74	54	37	238	1578
Rožaje															
Šavnik															
Žabljak														24	24
Golubovci														177	177
Tuzi															

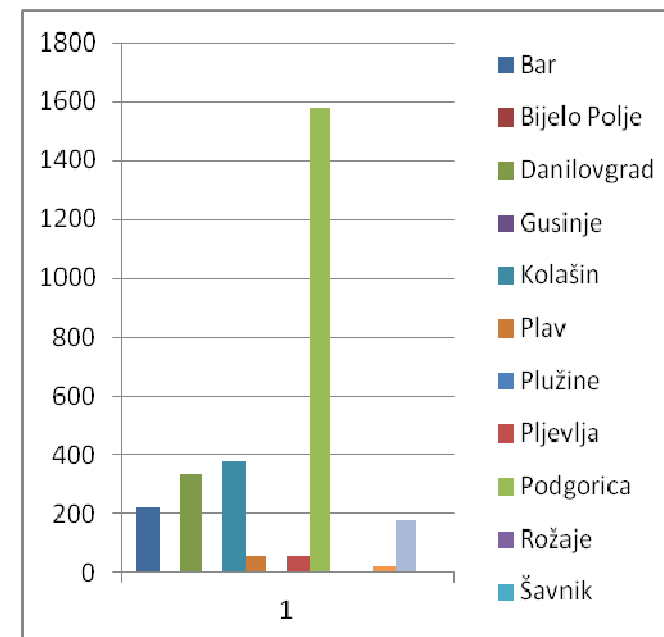


Table 12. Total duration of items on campaign activities by municipality.

Chart 16. Graphic presentation of the findings in Table 12

Hence, over the period observed, on the TV Pink M, within the primetime current affairs programme, in the section devoted to the local elections, the items covering the activities in Podgorica lasted in total 1,479 seconds, and from all other municipalities put together 1,260 seconds.

## C3: NUMERICAL COVERAGE OF CONTESTANTS

The number of items on **election contestants** and their shares of the total are shown in the table and the chart below.

TV PINK M	numerical coverage														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
DPS	3	2	1	2	2	2	1	1	3	1	2	2	1	1	24
SDP															0
ELP	1			1				1	1				1		5
DF		1	1												2
THE POSITIVE CG															0
SNP		1													1

Table 13. Numerical coverage of contestants – number of items

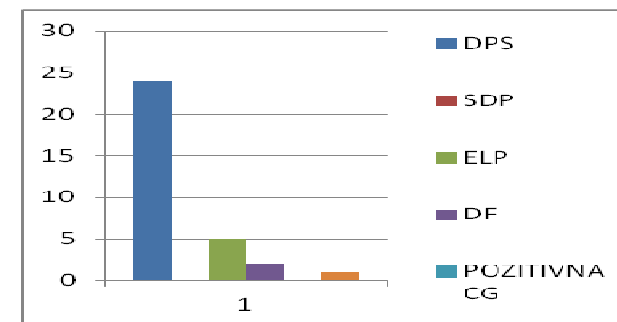


Chart 17. Graphic presentation of the findings in Table 13

The monitoring has shown that the largest share of items aired on the TV Atlas concerned the activities of the DPS, i.e. the coalition led by it – approximately 3.5 times more than all other contestants put together. All items on campaign activities aired focused on 4 contestants only (out of 70 candidate lists approved by Municipal Election Commissions).

#### C4: TEMPORAL COVERAGE OF CONTESTANTS

Similar to the above are the shares of airtime by each contestants, as shown below.

TV PINK M	temporal coverage (sec)														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
DPS	272	81	43	217	188	253	55	37	268	56	127	107	13	210	1927
SDP															0
ELP	50			64				31	59				24		228
DF		46	30												76
THE POSITIVE CG															0
SNP		48													48

Table 14. Duration of items covering different contestants (coalitions, candidate lists).

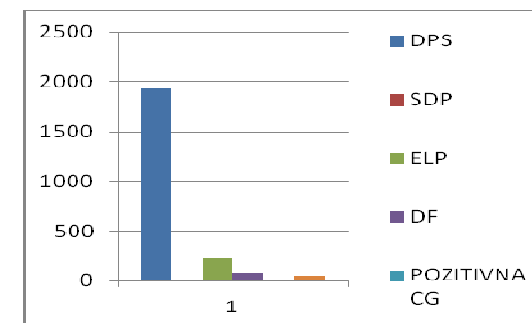


Chart 18. Graphic presentation of the findings in Table 14

As shown above, the duration of items devoted to campaign activities of the Democratic Party of Socialists, compared to others, exceeds the share as seen by the number of items – it is by almost 5.5 times higher than for all the rest put together.

## C5: TOPICS COVERED

For citizens and the general public, it is significant for the election campaign coverage, particularly in primetime current affairs programmes of national broadcasters, as a rule of high viewership ratings, not to come down to mere transmission of promotional and advertising messages of the election contestants on the “supply side” (political parties, coalitions, candidate lists, etc.), but rather to provide relevant information on other significant matters and aspects of the election issues.

For the sake of more thorough understanding, the table below (Table 15) categorises all the items aired into two groups: “campaign activities of election contestants” and “other news and topics”. The campaign activities of contestants are not further segmented, while other topics are grouped under five headings for the sake of a more thorough understanding: considering the issues touching upon the wider aspect of the elections, overviews of the current state-of-play and the “political demand and supply” in the municipalities holding the elections, the analyses of some topical issues, educational campaigns and the NGO activities, the information and activities of other bodies with regard to the elections, and the like. The variety and the spread of topics and forms as regards the overall election issues (not just election campaign of individual contestants) may be regarded as a positive contribution of the media.

The table and the charts below feature the numbers, duration, topics and respective shares of items devoted to election campaigns on one side, and to overall election issues, on the other.

TV Pink M	CANDIDATE LISTS	OTHER TOPICS					Total
	Campaign activities	Broader context of issues	Municipal overviews	Analyses/ analysts	NGOs	Other bodies and organisations	
Number	32	1	4	3	2	4	46
Duration	2142	177	782	375	53	331	3860

*Table 15. Number and duration of items on the activities of contestants and other topics*

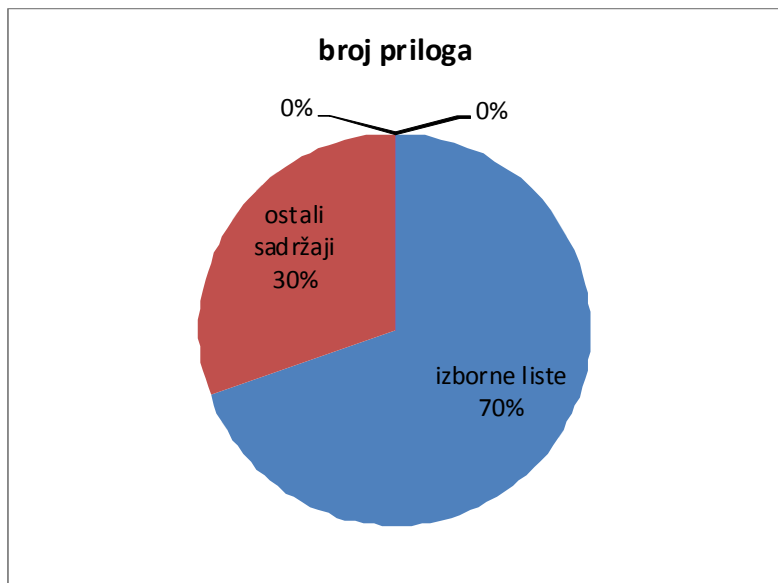


Chart 19. Shares of campaign coverage vs. other issues covered

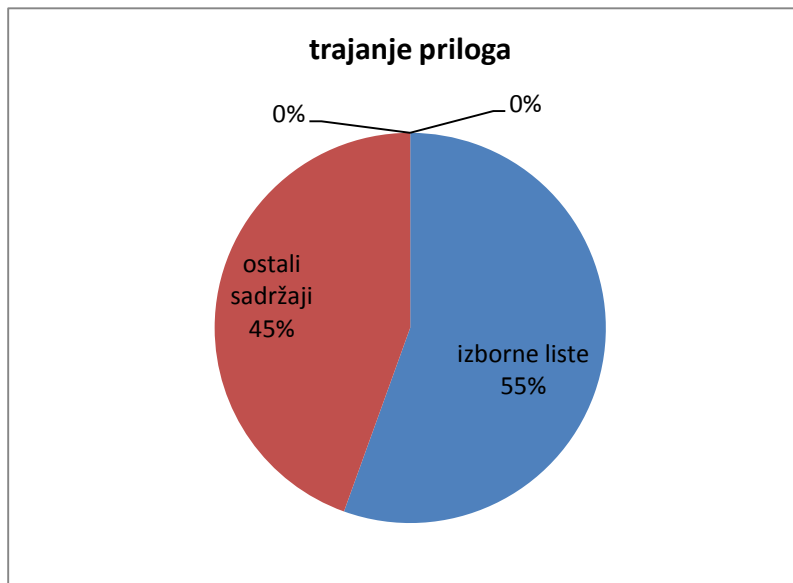
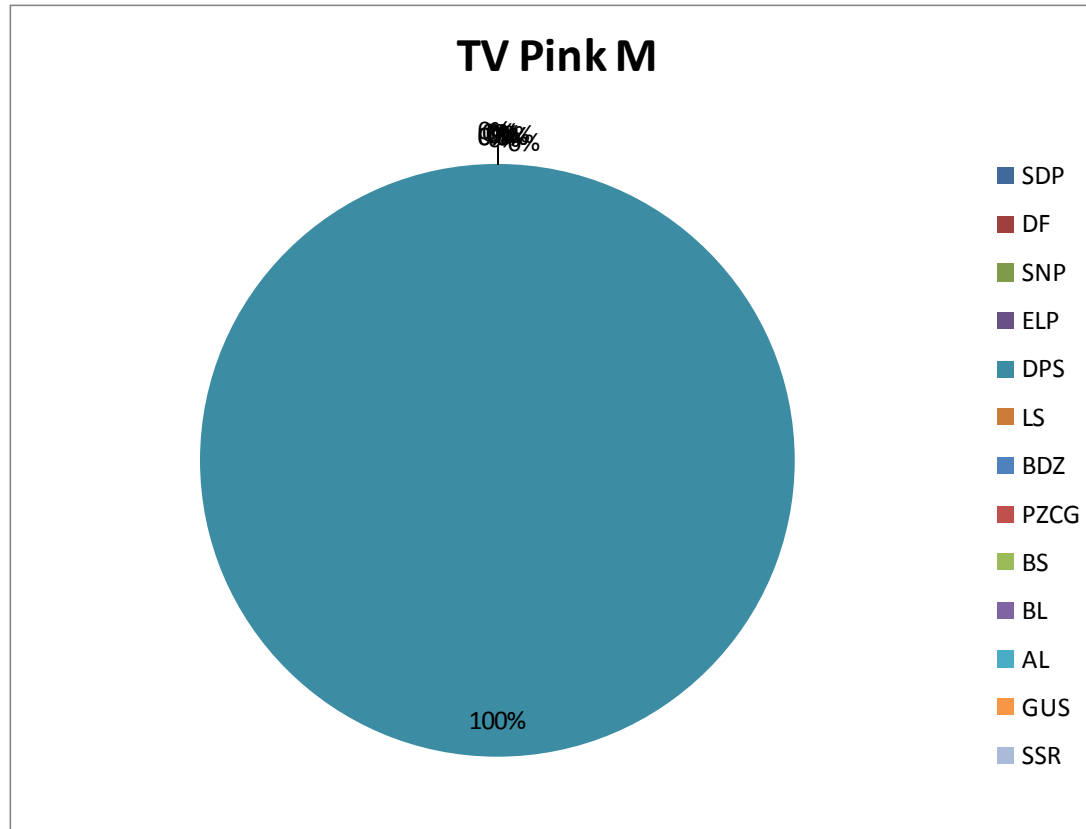


Chart 20. Shares regarding the duration of items covering campaigns vs. other issues

As shown in the table and the charts above, the TV Pink M devoted 70% of the total number of items aired to the issues directly related to election campaigns, and in temporal terms more than one half of the total time of the programmes aired.

## D. CONTESTANTS IN POLITICAL ADVERTISING

Over the period observed, on TV Pink M **the shares of advertising airtime by contestant** was as follows:



*Chart 21. Political advertising by the election contestant on the TV Pink M*

On the TV Pink M, over the period observed, **100%** of the adverts were for the **DPS**. Other contestants did not use this TV station for their adverts.

# TV PRVA

## A. BASIC INFORMATION

**FOUNDER:** AST d.o.o.

**PROGRAMME STRUCTURE:** The TV Prva's programme structure includes primarily entertainment programmes.

**CURRENT AFFAIRS PROGRAMMES:** The primetime current affairs programme Vijesti Prve is aired daily at 19:00 sati, lasting on average around 30 minutes.

**DISTRIBUTION CHANNELS:** Apart from the broadcasting over the network of terrestrial transponders, the TV Pink M programmes are also distributed via cable systems: BBM, M Kabl, Cabling and Extra TV.



## B: MONITORING RESULTS FOR THE PRIMETIME CURRENT AFFAIRS PROGRAMME

TV station: PRVA

Show: Vijesti

Date: Saturday, 10 May 2014

Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
<b>NO COVERAGE INVOLVING THE LOCAL ELECTIONS</b>														

TV station: PRVA  
 Show: Vijesti  
 Date: Sunday, 11 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	52
PROGRAMME BLOCK: ELECTIONS 2014 <sup>3</sup> <b>Announcement:</b> "The leader of the candidate list on behalf of the <i>Za evropsku Podgoricu - Milo Đukanović</i> coalition, Slavoljub Stijepović, for the International Letter Day received symbolically dozens of letters sent by the residents of Podgorica indicating their expectations from the Mayor. Stijepović said that, apart from the development of the city, the main task of the future mayor would be to address the issues faced by the residents. The citizens, among other things, indicated the specific expectations regarding environmental protection and the preservation of the heritage of the historic part of the town." <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".														
2	SDP/POZ Bogojević					X		X				Podgorica	No	18
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The <i>Evropsko lice Podgorice</i> coalition organised the campaign for upgrading the street basket courts in different parts of the town. The candidate list leader, Dragan Bogojević said that in case he would be elected Mayor, Podgorica would become the town of sport, recreation and healthy environment, and that he would be committed to building new and upgrading the existing sport fields." <b>Note:</b> Full item as aired.														

<sup>3</sup> The beginning and the ending of the block is marked by a 7-second jingle, with the heading ELECTIONS 2014, and the specific sound background. Following the general announcement by the anchor, the items within block go unannounced, separated by a 1-second jingle, with the same colour graphic as the introductory/closing one and the sound background. The separation of items makes it easier for viewers to follow.

3	DF					X		X				Podgorica	No	18
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The DF activists and candidates running for the Local Council took a walk through the town centre, distributed their election agenda and talked to the citizens of the issues they were facing in their lives. They say, if they win in Podgorica, they would protect the infrastructure, develop green areas and make them more appealing and attractive."</p> <p><b>Note:</b> Full item as aired</p>														
4	SNP Bečić							X				Podgorica	No	14
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Topic:</b> This item is a piece of news not showing where, when, on what occasion, or in what form (a rally speech, a press conference, a press release, etc.) the statement was given.</p> <p><b>Contents:</b> "The SNP candidate list leader Aleksa Bečić criticised the work of the companies exercising public functions. He promised a change in the way they operated after 25 May, but also a 10% reduction in utility charges."</p> <p><b>Note:</b> Full item as aired.</p>														

TV station: PRVA  
 Show: Vijesti  
 Date: Monday, 12 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1			SEC		X		X	X					Portal Analitika	30
<p><b>Contents:</b> "The State Election Commission operates regularly in the current composition, and why the new Chair and the members to the SEC have not been elected yet is one to be addressed to the MPs, says the current SEC Chair, Ivan Kalezić for Portal analitika. None of the candidates for the SEC Chair has won the support in the Administrative Committee, and the deadline for doing so expired on 21 April, under the provisions of the Law on the Election of MPs and Local Councillors."  <b>Note:</b> Full item as aired.</p>														
2	DPS Stijepović					X			X			Podgorica	No	42
<p>PROGRAMME BLOCK: ELECTIONS 2014  <b>Contents:</b> "The DPS candidate list leader Slavoljub Stijepović visited Kokoti, where he met the local businessmen. He said that partnership among the Capital City, the Government and the business people is needed to implement good business ideas."  <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
3	DF					X		X				Podgorica	No	13
<p>PROGRAMME BLOCK: ELECTIONS 2014  <b>Contents:</b> "The DF candidates running for councillors and activists walked through the Podgorica neighbourhood known as Preko Morače, distributed promotional materials and talked to citizens. The DF believes the youth policy is in urgent need of changing."  <b>Note:</b> Full item as aired.</p>														

		Subject			Topic			Journalistic form				Technical data		
4	SDP/POZ Bogojević					X		X				Podgorica	No	15
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The candidate list leader on behalf of the <i>Evropsko lice Podgorice coalition</i>, Dragan Bogojević, met with the ambassador of Italy to Montenegro. They talked about social and political circumstances in Montenegro and highlighted the importance of the friendly relations of the two nations, the Bogojević's campaign headquarters stated."</p> <p><b>Note:</b> Full item as aired. Supplemental footage – several photographs.</p>														
5	Bošnjačka stranka					X		X				Rožaje	No	18
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The Bosniac Party launched the local elections campaign from the community of Balotići in Rožaje. The BS president Rafet Husović said that, if they had the opportunity, the first investments would start in Balotići, and that Rožaje would be a town serving as an example of multinational and multicultural coexistence."</p> <p><b>Note:</b> Full item as aired. Supplemental footage – several photographs.</p>														

TV station: PRVA  
 Show: Vijesti  
 Date: Tuesday, 13 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1		CDT			X	X			X				No	106
PROGRAMME BLOCK: ELECTIONS 2014 <b>Topic:</b> A report from the press conference held by the CDT and the Civic Alliance. <b>Announcement:</b> "The Centre for Democratic Transition and the Civic Alliance launched a campaign under the slogan <i>Vote Freely</i> aimed at boosting civic courage and inviting citizens to cast their votes freely in the local elections to be held on 25 May." <b>Method of delivery:</b> Dragan Koprivica (CDT) and Darko Ivanović (GA) spoke "into the camera ".														
2	DPS Stijepović					X			X			Podgorica	No	44
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "The list leader and the candidate for mayor on behalf of the <i>Za evropsku Podgoricu – Milo Đukanović</i> coalition, Slavoljub Stijepović, visited the Recycling Centre at Konik. It is a project recently launched by the capital city, the Government and the European Bank for Reconstruction and Development. Stijepović said he would strive for the development of Podgorica as a European city and for improving the living standards of its residents." <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera ".														
3	SDP/POZ					X		X				Podgorica	No	16
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The <i>Evropsko lice Podgorice</i> coalition presented the women candidates on its list. The candidate running for the local council, Azra Jasavić said the coalition would strive for a Podgorica which has the right to a European future. One of their goals is to have more women in the local government." <b>Note:</b> Full item as aired.														

		Subject			Topic			Journalistic form				Technical data		
4	DF					X		X				Podgorica	No	17

PROGRAMME BLOCK: ELECTIONS 2014

**Contents:** "The representatives of the Democratic Front continued with the walks through different neighbourhoods within Podgorica. They presented their election agenda to the residents of Blok 5. They say that neighbourhood needs new pavements and street lighting, better kempt green areas and abolishment of charged parking for the residential part of Blok 5."

**Note:** Full item as aired.

TV station: PRVA  
 Show: Vijesti  
 Date: Wednesday, 14 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	65
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "The list leader and the candidate for mayor on behalf of the <i>Za evropsku Podgoricu – Milo Đukanović</i> coalition, Slavoljub Stijepović, visited the site at Donja Gorica intended for the construction of a nursing home. Stijepović said that his goal was a balanced development of all parts of the town and invited the residents of Podgorica to vote for the candidate who would, as he put it, address their issues, and not for the ones aiming to destabilise the Government." <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".														
2	Bosniac Party					X		X				Rožaje	No	16
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The Bosniac Party leader Rafet Husović said that the party intended to follow through on all their promises if winning the elections in Rožaje. At the rally in Kalači he said that his party had ready project proposals and ideas to revitalise the town." <b>Note:</b> Full item as aired. Supplemental footage – photographs.														



TV station: PRVA  
 Show: Vijesti  
 Date: Thursday, 15 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	63
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "The list leader and the candidate for mayor on behalf of the <i>Za evropsku Podgoricu – Milo Đukanović</i> coalition, Slavoljub Migo Stijepović, visited the site in Zagorič intended for one of the four pre-schools to be built, according to the Government plan. Talking to the local residents, Stijepović pointed out that 7 million euros had already been provided for the construction of preschools according to the European standards." <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".														
2	LP						X	X				Danilovgrad	No	18
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The Liberal Party would run for the local elections in Danilovgrad in coalition with the Democratic Party of Socialists since the DPS strives to keep the pro-Montenegrin course this municipality is steering. As pointed out in the Municipal Board of the Liberal Party, a vote cast for the SDP-The Positive coalition is a vote to those whose hearts were more attached to another state." <b>Note:</b> Full item as aired.														
3			OIK		X		X	X					No	24
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "In the 12 municipalities where local elections would be held on 25 May the total of 315,041 citizens have the right to vote, Municipal Election Commissions stated after closing the voter registers."														

TV station: PRVA  
 Show: Vijesti  
 Date: Friday, 16 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Stijepović					X			X			Podgorica	No	52
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "The list leader and the candidate for mayor on behalf of the <i>Za evropsku Podgoricu – Milo Đukanović</i> coalition, Slavoljub Migo Stijepović, with his team and the volunteers from the Youth Council read the letters sent by the residents of Podgorica. During the day Stijepović talked in person to the citizens who, together with their proposals, provided their phone numbers in the letters." <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".														
2	DF Pavlović						X	X					No	23
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The statements by the leader of the Positive Montenegro, Darko Pajović, that there were no differences between the DPS and the DF, threatens the victory of the opposition in the Pdogorica elections, believes the Vice President of the PZP Koča Pavlović. The DF clearly sees the reason for opening rifts among the opposition in the fact that the most recent opinion polls show a slide in the support for the <i>Evropsko lice Podgorice</i> coalition, said Pavlović." <b>Note:</b> Full item as aired.														
3	SDP/POZ					X		X				Podgorica	No	10
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The <i>Evropsko lice Podgorice</i> coalition launched a campaign under the motto <i>Let's Grow Back Linden Trees in Hercegovacka Street</i> . On the occasion, seven linden trees were symbolically placed in the midst of Hercegovacka Street." <b>Note:</b> Full item as aired. Supplemental footage – photographs.														

TV station: PRVA  
 Show: Vijesti  
 Date: Saturday, 17 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
<b>NO ITEMS ON LOCAL ELECTIONS</b>														

TV station: PRVA  
 Show: Vijesti  
 Date: Sunday, 18 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Đukanović					X			X			Podgorica	No	124
PROGRAMME BLOCK: ELECTIONS 2014 <b>Topic:</b> "A report from the rally in Golubovci, Zeta. <b>Announcement:</b> "It is not a shame to be whoever you are no matter where one lives, said the leader of the candidate list on behalf of the <i>Za evropsku Podgoricu Milo – Đukanović</i> coalition, Slavoljub Migo Stijepović. He, but also the DPS leader Milo Đukanović, pointed out the great development chance that Zeta has in the agriculture sector." <b>Method of delivery:</b> Slavoljub Stijepović and Milo Đukanović spoke "into the camera".														
2	DPS Stijepović					X			X			Podgorica	No	43
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The candidate running for mayor on behalf of the <i>Za evropsku Podgoricu</i> coalition, Slavoljub Migo Stijepović, talked on Sunday with market stall owners and citizens. He pointed out that he planned to build another four green markets as, according to him, the right places to hear first-hand what citizens think." <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".														
3	DF						X	X					No	13
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The closing rallies of the Democratic Front in Podgorica and in Pljevlja will be held without music events. The DF says they have abolished the idea of concerts out of solidarity with the people affected by the floods in the region." <b>Note:</b> Full item as aired.														

	Subject				Topic			Journalistic form				Technical data		
4	LP						X	X				Danilovgrad	No	12

PROGRAMME BLOCK: ELECTIONS 2014

**Contents:** "The leaders of the Liberal Party are convinced of the victory of the *Za evropski Danilovgrad* coalition which will, as they stated, give an additional impetus to the development of the municipality."

**Note:** Full item as aired.

TV station: PRVA  
 Show: Vijesti  
 Date: Monday, 19 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Đukanović					X			X			Plav	No	66
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "At the closing rally of the <i>Za evropski Plav</i> candidate list, the DPS leader Milo Đukanović, said that on the elections on 25 May Montenegro was facing the dilemma of whether going ahead or backwards. Đukanović said that a multi-ethnic community and peace were preserved in Montenegro when peace was nowhere to be found in the neighbourhood, and that the domestic product per capita increased by more than three times over the last ten years." <b>Method of delivery:</b> Milo Đukanović spoke "into the camera".														
2	DPS Stijepović					X			X			Podgorica	No	38
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "The candidate list leader on behalf of the <i>Za evropsku Podgoricu – Milo Đukanović</i> coalition, Slavoljub Stijepović talked to the veterans of women's handball team "Budućnost". He said that, should he be elected the Mayor, he would continue to support the development of sport." <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".														
3	DF					X		X				Podgorica	No	19
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The DF candidates for councillors and activists had a performance and walked the town highlighting points of culture. They visited certain locations which, as they said, were something Podgorica was known for, and which were there no more." <b>Note:</b> Full item as aired.														

	Subject				Topic			Journalistic form				Technical data		
4	SNP and the Movement for Pljevlja					X		X				Pljevlja	No	20

PROGRAMME BLOCK: ELECTIONS 2014

**Contents:** "The SNP, *Movement for Pljevlja dr Novica Stanić and dr Miloje Pupović* coalition presented its election agenda in Pljevlja. They announce that, if they win in Pljevlja, they would strive for proper tapping into natural resources, addressing the issue of water supply, youth employment and development of entrepreneurship."

**Note:** Full item as aired.

Supplemental footage – a photograph.

TV station: PRVA  
 Show: Vijesti  
 Date: Tuesday, 20 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	INTERVIEW <sup>4</sup> with the SDP/PCG candidate Bogojević										X	Podgorica	No	824
PROGRAMME BLOCK: ELECTIONS 2014 <b>Topic:</b> An interview with Dragan Bogojević, running for Mayor on behalf of the candidate list <i>Evropsko lice Podgorice</i> .														
2	DPS Đukanović					X			X			Pljevlja	No	45
PROGRAMME BLOCK: ELECTIONS 2014 <b>Announcement:</b> "The representatives of the <i>Za evropska Pljevlja</i> conference held a rally in Pljevlja. The DPS leader Milo Đukanović said it was a town where one of the most valuable infrastructure projects was about to be implemented – the construction of the Block Two to the thermal power plant. The selected final investor would be known, as he said, on 29 May." <b>Method of delivery:</b> Milo Đukanović spoke "into the camera".														

<sup>4</sup> At the beginning of the 2014 ELECTIONS block within the primetime current affairs programme, over the last 4 days of the election campaign, the Prva TV organised interviews with four leaders of candidate lists contesting on the local elections in Podgorica (Bogojević, Bečić, Lekić and Stijepović). The candidates running for the mayor's office of the capital presented their election agendas and responded to the questions posed by the anchor. At the end of each interview, survey results would be presented on how much and in what context the given candidate was present on social networks over the last days.



3	DPS Stijepović					X			X			Podgorica	No	16
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Announcement:</b> "The leader of the candidate list for the <i>Za evropsku Podgoricu - Milo Đukanović</i> coalition, Slavoljub Stijepović, visited the young DPS activists raising relief for the areas affected by floods in the neighbouring countries."</p> <p><b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
4	DF Lekić					X		X				Bar	No	16
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The DF leader Miodrag Lekić said at the rally in Bar that he would extend the hand of cooperation to all those political entities desiring changes in that town. He said that the DF would be an equal ally regardless of the percentages won in the elections."</p> <p><b>Note:</b> Full item as aired.</p>														
5	SNP Milić					X		X				Pljevlja	No	14
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The SNP president Srđan Milić said at the rally of that party held in Pljevlja that the opposition would continue to be in power even after the elections and would continue to fight for the rights of the local population."</p> <p><b>Note:</b> Full item as aired. Supplemental footage – photographs.</p>														

TV station: PRVA  
 Show: Vijesti  
 Date: Wednesday, 21 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	Interview with the SNP candidate Bečić										X	Podgorica	No	71

PROGRAMME BLOCK: ELECTIONS 2014

**Announcement:** "The guest of the Vijesti on TV Prva tonight was supposed to be the leader of the SNP candidate list for Podgorica, Aleksa Bečić. However, given that Bečić is still in the hospital, following the appendix surgery, he was unable to attend, but nevertheless you can find out to what extent and in what context he was mentioned in the social media over the previous days".

2	DPS Đukanović					X			X			Bijelo Polje	No	98
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PROGRAMME BLOCK: ELECTIONS 2014

**Announcement:** "In four years Bijelo Polje became the hub of the economic development in the Northern region, although many doubted the DPS could pull it through, the message was sent from the rally of the *Za evropsko Bijelo Polje* coalition held in Bijelo Polje. The DPS leader Milo Đukanović pointed out that the current government in the town did more than the whole opposition in all municipalities where they made the government, and that therefore on 25 May the residents of Bijelo Polje had an easy choice to make."

**Method of delivery:** Aleksandar Žurić candidate running for the mayor's office) and Milo Đukanović spoke "into the camera".

3	DPS Stijepović					X			X			Podgorica	No	47
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Announcement:</b> "Slavoljub Migo Stijepović, the leader of the candidate list for the <i>Za evropsku Podgoricu – Milo Đukanović</i> coalition, visited on 21 May, the Independence Day, members of the Association of War Veterans and Antifascists. Stijepović said he would do his utmost to restore the antifascist monuments."</p> <p><b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
4	SDP/POZ Bogojević					X		X				Podgorica	No	23
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The Independence Day is the most beautiful day in modern history of Montenegro, and the Sunday elections an opportunity to put an end to divisions and achieve decent living for each and every citizen, said the leader of the candidate list on behalf of the <i>Evropsko lice Podgorice</i>, Prof Dr Dragan Bogojević, at the concert by <i>Crvena jabuka</i> held last night, arranged for by the coalition within their election campaign."</p> <p><b>Note:</b> Full item as aired.</p>														

TV station: PRVA  
 Show: Vijesti  
 Date: Thursday, 22 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	An interview with the DF candidate Lekić										X	Podgorica	No	1039
PROGRAMME BLOCK: ELECTIONS 2014 <b>Topic:</b> An interview with Miodrag Lekić, DF candidate for the Mayor of Podgorica.														
2	DPS Stijepović					X		X				Podgorica	No	22
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "Slavoljub Stijepović, the leader of the candidate list of the <i>Za evropsku Podgoricu – Milo Đukanović</i> coalition, visited the part of Podgorica known as Blok 5 and talked to the local residents. Stijepović discussed with citizens their problems, how to address them and how they see the future of Podgorica. The leader of the candidate list <i>Za evropsku Podgoricu</i> promised that citizens would come first for him as a mayor." <b>Note:</b> Full item as aired.														
3	SNP					X		X				Podgorica	No	13
PROGRAMME BLOCK: ELECTIONS 2014 <b>Contents:</b> "The Socialist People's Party held the final rally in Podgorica. The candidate list leader, Aleksa Bečić, who has undergone surgery three days ago, also appeared, he said that no great victory ever came without great risks." <b>Note:</b> Full item as aired.														

	Subject				Topic		Journalistic form				Technical data			
4					X			X					No	19

PROGRAMME BLOCK: ELECTIONS 2014

**Topic:** The information that the election silence would start on Friday, where the elections would be held, how many citizens would have the right to vote, etc.

TV station: PRVA  
 Show: Vijesti  
 Date: Friday, 23 May 2014  
 Slot: 19:00

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DPS Đukanović					X			X				No	138
<p><b>Topic:</b> Excerpts from the „Živa istina“ show (an interview) with Milo Đukanović, the DPS leader.  <b>Announcement:</b> “We will cooperate with all those who wish to work together with the DPS to meet the interests of Montenegro and its citizens, said the party leader Milo Đukanović. On the “Živa istina” show he pointed out that there were some differences between the DPS and the SDP lately, but that is what democracy is about. Đukanović pointed out he was convinced that the DPS would win absolute majority in Podgorica and in case that would not happen, the post-election coalition would be made with those political entities who share the same principles, and these would be the SDP and the Positive, Đukanović said. The Prime Minister said there were no pressures on Montenegro as regards the relations with Russia”.</p>														
2	An interview with the DPS candidate Stijepović										X	Podgorica	No	948
<p>PROGRAMME BLOCK: ELECTIONS 2014  <b>Topic:</b> An interview with Slavoljub Stijepović, the candidate of the <i>Za evropsku Podgoricu Milo Đukanović</i> coalition running for the Mayor of Podgorica.</p>														

3	DPS Đukanović					X			X			Podgorica	No	141
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "The closing rally of the <i>Za evropsku Podgoricu – Milo Đukanović</i> was held at the Sport Centre Morača. The DPS said that their team was the only one able to lead the capital city on the path of progressive development. The candidate for mayor Slavoljub Migo Stijepović thanked Miomir Mugoša for everything he had done for Podgorica over the previous eight years and announced that the capital would continue to develop in the European direction."</p> <p><b>Method of delivery:</b> Slavoljub Stijepović and Milo Đukanović spoke into the camera".</p>														
4	Bosniac Albanian Muslim coalition						X	X				Bar	No	13
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Contents:</b> "Bar is a municipality that will give equal opportunities to all citizens and strive to build an inclusive society with day care centres for children with disabilities, the <i>Coalition of Bosniacs, Muslims and Albanians</i> stated. They pointed out that they enjoyed the support of the diaspora in pursuing their goals."</p> <p><b>Note:</b> Full item as aired.</p>														
5						X			X				No	17
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Topic:</b> The information that the election silence would start at midnight and some general information about the elections: the number of municipalities, of polls, of voters, etc.</p>														
6						X			X				No	93
<p>PROGRAMME BLOCK: ELECTIONS 2014</p> <p><b>Topic:</b> An aggregate review and analysis of the statistics and the contexts in which the candidates running for the mayor's office: Bogojević, Bečić, Lekić and Stijepović were mentioned in the social media.</p>														

## C: PRIMETIME CURRENT AFFAIRS PROGRAMME - SUMMARY

Between 10 and 23 May 2014, in its primetime current affairs programme the TV Prva aired **48 items** related to the local elections, of the **overall duration of 4.606 seconds**, or 1 hour, 16 minutes and 46 seconds.

### C1: NUMERICAL COVERAGE OF MUNICIPALITIES

In the section concerning the elections, as a part of the primetime current affairs programme, the numerical (number of items) and temporal (duration of items) of **coverage of the municipalities about to have elections** is shown in the table below (Table 16), and the difference in the total score, i.e. the quantified shares (the differences in temporal coverage) of the election campaign issues in the above municipalities, are shown in Chart 22.

TV PRVA	numerical coverage														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
Bar											1			1	2
Bijelo Polje												1			1
Danilovgrad						1			1						2
Gusinja															
Kolašin															
Plav										1					1
Plužine															
Pljevlja										1	2				3
Podgorica		4	3	3	1	1	2		2	2	2	3	3	2	28
Rožaje			1		1										2
Šavnik															
Žabljak															
Golubovci															
Tuzi															

Table 16. Numerical coverage of campaign issues by municipality on the TV Prva.

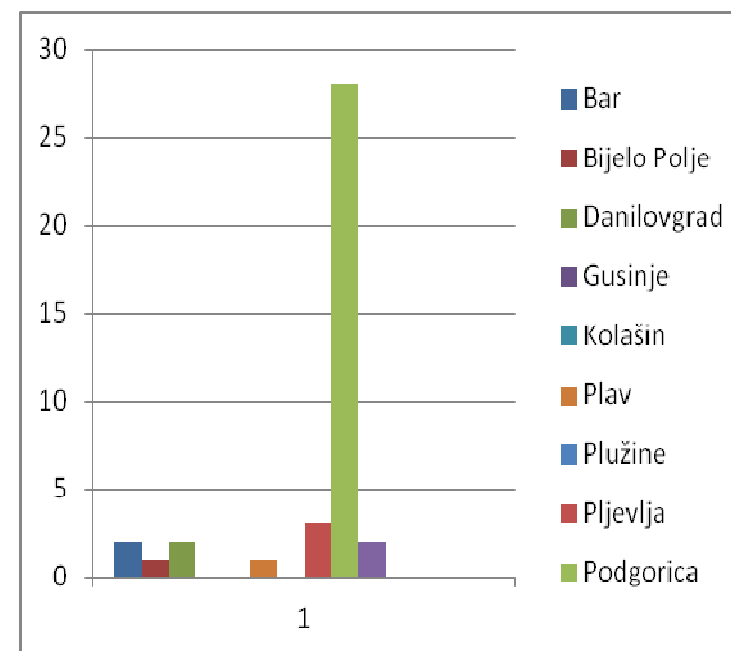


Chart 22. Graphic presentation of the findings in Table 16

The table and the accompanying graph above show that over the period observed, in the primetime current affairs programme on the TV Prva, in the section devoted to the local elections, the number of items focusing on election campaign issues in the municipality of Podgorica exceeds by some 2.5 times the pertinent items focusing on all other municipalities put together. The campaign activities in the municipalities of Gusinja, Kolašin, Plužine, Šavnik, Žabljak, and the two boroughs within a larger Podgorica area, Golubovci and Zeta, there were no items at all.



## C2: TEMPORAL COVERAGE OF MUNICIPALITIES

The total time devoted to the activities in specific municipalities, i.e. the total duration of all relevant items, is shown in the table and the chart below.

TV PRVA	temporal coverage (sec)														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
Bar											16			13	29
Bijelo Polje												98			98
Danilovgrad						18			12						30
Gusinje															0
Kolašin															0
Plav										66					66
Plužine															0
Pljevlja										20	59				79
Podgorica		102	70	77	65	63	62		167	57	840	141	1074	1089	3807
Rožaje			18		16										34
Šavnik															0
Žabljak															0
Golubovci															0
Tuzi															0

Table 17. Total duration of items on campaign activities by municipality.

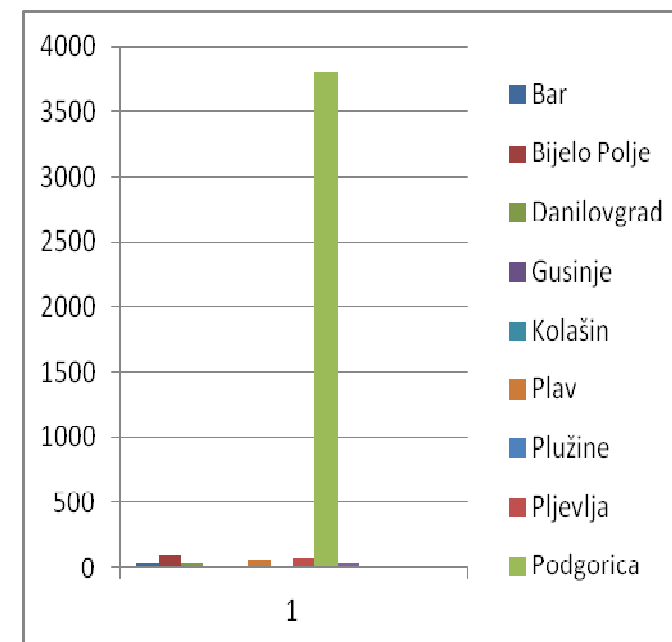


Chart 13. Graphic presentation of the findings in Table 17

Over the period observed, on the TV Prva, within the primetime current affairs programme, in the section devoted to the local elections, the items covering the activities in Podgorica lasted in total 3,807 seconds, and from all other municipalities put together 336 seconds – more than 10 times less. It is noteworthy, however, that over the last four days before the election silence the TV Prva had guests live in their primetime current affairs programme, the four leaders of candidate lists for Podgorica elections, each item lasting over ten minutes, which has greatly affected the total duration of the items covering the issues related to Podgorica, quite disproportionate to their number.

## C3: NUMERICAL COVERAGE OF CONTESTANTS

The number of items on **election contestants** and their shares of the total are shown in the table and the chart below.

TV PRVA	numerical coverage														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
DPS		1	1	1	1	1	1		2	2	2	2	1	3	18
SDP															0
ELP		1	1	1			1				1	1			6
DF		1	1	1			1		1	1	1		1		8
THE POSITIVE CG															0
SNP		1								1	1	1	1		5
Bošnjačka stranka			1		1										2
Liberalna partija						1			1						2
Koalicija B.M i Alb.														1	1

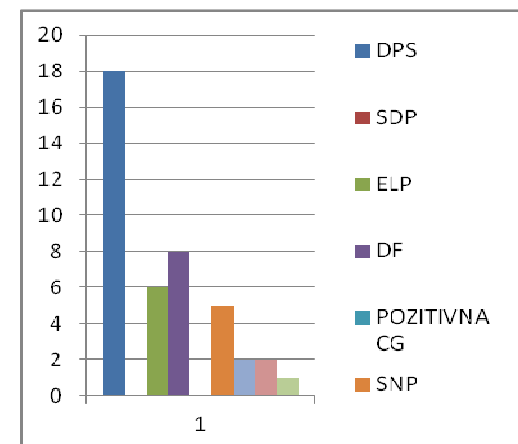


Chart 23. Graphic presentation of the findings in Table 18

Table 18. Numerical coverage of contestants – number of items

The monitoring has shown that the largest share of items aired concerned the activities of the DPS, i.e. the coalition led by it, and only somewhat less the Democratic Front, the *Evropsko lice Podgorice* coalition, and the SNP. It is noteworthy that the items aired in the primetime current affairs programme of the TV Prva covered a somewhat larger number of contestants (parties, coalitions, candidate lists, etc.), including some not mentioned by other commercial broadcasters.

#### C4: TEMPORAL COVERAGE OF CONTESTANTS

The duration of items, i.e. the shares of times by **election contestants** is shown in the table and the chart below.

TV PRVA	temporal coverage (sec)														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
DPS		52	42	44	65	63	52		167	104	61	145	22	1227	2044
SDP															0
ELP		18	15	16			10				824	23			906
DF		18	13	17			23		13	19	16		1039		1158
THE POSITIVE CG															0
SNP		14								20	14	71	13		132
Bošnjačka stranka			18		16										34
Liberalna partija						18			12						30
Koalicija B.M i Alb.														13	13

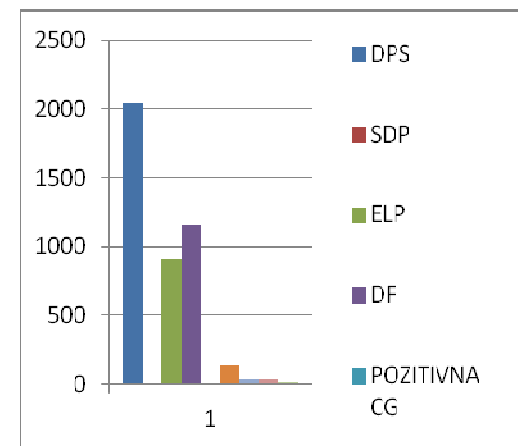


Table 19. Duration of items covering different contestants (coalitions, candidate lists).

Chart 24. Graphic presentation of the findings in Table 19

## C5: TOPICS COVERED

For citizens and the general public, it is significant for the election campaign coverage, particularly in primetime current affairs programmes of national broadcasters, as a rule of high viewership ratings, not to come down to mere transmission of promotional and advertising messages of the election contestants on the “supply side” (political parties, coalitions, candidate lists, etc.), but rather to provide relevant information on other significant matters and aspects of the election issues.

For the sake of more thorough understanding, the table below (Table 20) categorises all the items aired into two groups: “campaign activities of election contestants” and “other news and topics”. The campaign activities of contestants are not further segmented, while other topics are grouped under five headings for the sake of a more thorough understanding: considering the issues touching upon the wider aspect of the elections, overviews of the current state-of-play and the “political demand and supply” in the municipalities holding the elections, the analyses of some topical issues, educational campaigns and the NGO activities, the information and activities of other bodies with regard to the elections, and the like. The variety and the spread of topics and forms as regards the overall election issues (not just election campaign of individual contestants) may be regarded as a positive contribution of the media.

The table and the charts below feature the numbers, duration, topics and respective shares of items devoted to election campaigns on one side, and to overall election issues, on the other.

TV Prva	CANDIDATE LISTS	OTHER TOPICS					Total
	Campaign activities	Broader context of issues	Municipal overviews	Analyses/ analysts	NGOs	Other bodies and organisations	
Number	37	5	/	/	1	5	48
Duration	1297	2975	/	/	106	228	4606

*Table 20. Number and duration of items on the activities of contestants and other topics*

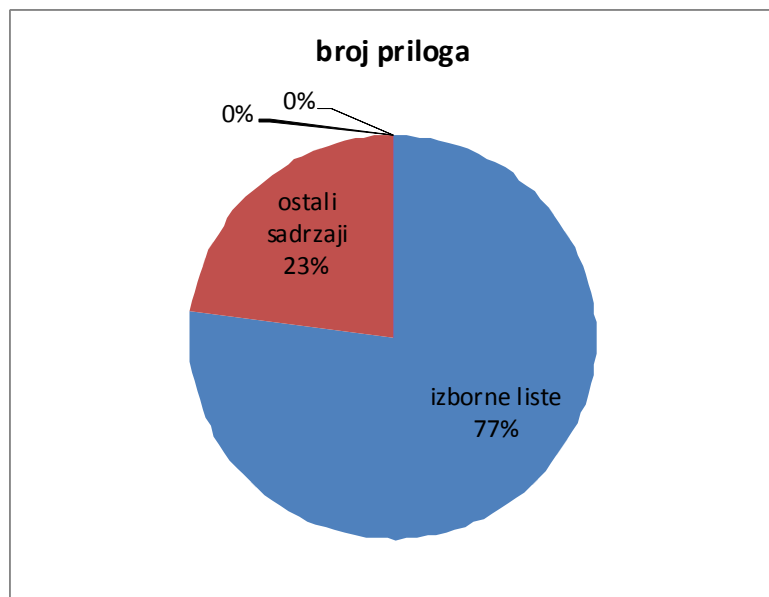


Chart 25. Shares of campaign coverage vs. other issues covered

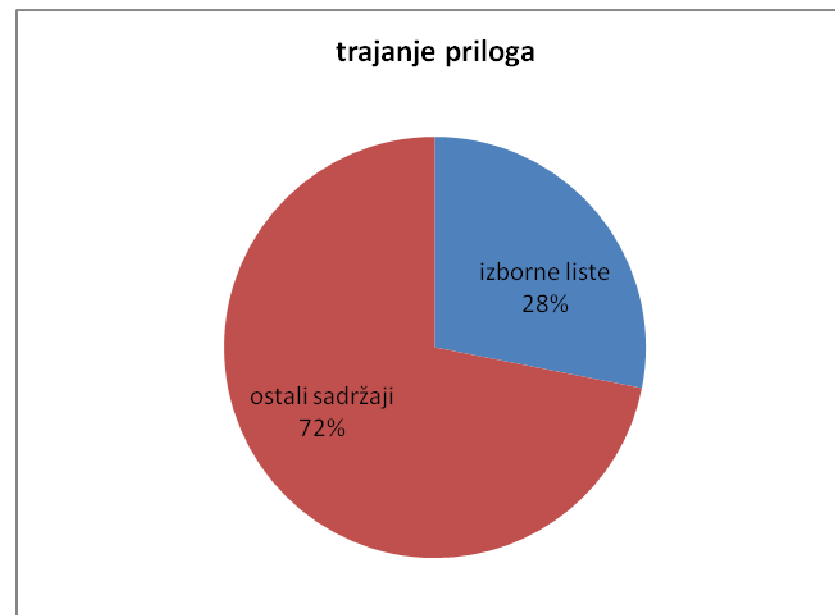
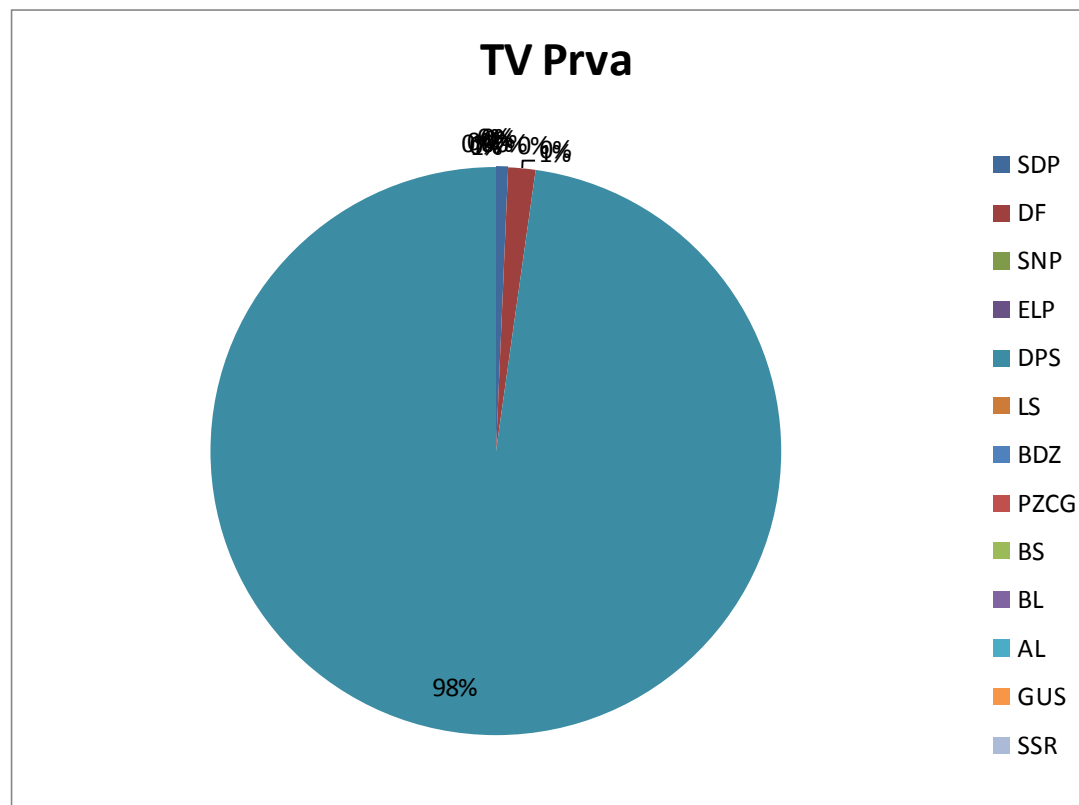


Chart 26. Shares regarding the duration of items covering campaigns vs. other issues

As shown in the table and the charts above, the TV Prva devoted close to 80% of the total number of items aired to the issues directly related to election campaigns, but in temporal terms less than one third of the total airtime. This means that the TV Prva had a number of shorter items on election campaigns, whereas other topics of interest for the public, were fewer in number but of a much longer duration. This is only logical, since more complex issues may not be elaborated in short forms.

## D. CONTESTANTS IN POLITICAL ADVERTISING

Over the period observed, on TV Atlas **the shares of advertising airtime by contestant** was as follows:



*Chart 27. Political advertising by the election contestant on the TV Prva*

The total of three parties advertised on the TV prva, where the **DPS** accounted for **98%**, while the **DF** and the **SDP** accounted for **1%**.

# TVCG

## A. BASIC INFORMATION

**FOUNDER:** Montenegro.

**PROGRAMME STRUCTURE:** All different programme types are present in the programme structure of the TVCG.

**CURRENT AFFAIRS PROGRAMMES:** the primetime current affairs programme Dnevnik is aired at a standard slot 19:30, lasting on average 30 minutes. Dnevnik has three editions: at 15:30, 19:30 and 22:30. In the mornings, between 8:00 and 13:00 shorter newscast Vijesti is aired each hour.

**DISTRIBUTION CHANNELS:** Apart from the broadcasting over the network of terrestrial transponders, the TV Pink M programmes are also distributed via cable systems: BBM, M Kabl, Cabling, Extra TV and Total TV.

## B: MONITORING RESULTS FOR THE PRIMETIME CURRENT AFFAIRS PROGRAMME

TV station: TVCG1

Show: Dnevnik 2

Date: Saturday, 10 May 2014

Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1				Milo Đukanović, Prime Minister and the DPS President	X				X				No	271

**Topic:** Excerpts from the statement by Milo Đukanović, Prime Minister and the DPS leader, from the "U centar" show on the TVCG.

**Announcement:** "The leader of the Democratic Party of Socialists, Milo Đukanović said that his party had all the reasons for optimism regarding the coming local elections, but also for caution since several years of the global crisis left an imprint and could cause hesitations. Đukanović accused Mitja Drobnič, Head of the EU Delegation to Montenegro, of being involved in the campaign with some of his statements."

2	MANS				X			X				No	55
<p><b>Topic:</b> A report (or even extended news) form the press conference held by MANS, with the additional information provided by the TVCG.</p> <p><b>Contents:</b> "The Executive Director of MANS, Vanja Čalović, said that the information published by Pobjeda that the number used to call the alleged DPS activist, offering an ID for sale, was found on one of her associates, Vuk Maraš, could not be expected to receive a serious comment. Čalović said that none at MANS knew Predrag Vasović, but that they received the information he was the one purchasing IDs. At the press conference she said that it was up to MANS to verify this and inform the public. Čalović invited the Prosecution Office and the police to immediately arrest MANS activists if investigating political corruption was a crime and added they would continue dealing with it. Vuk Maraš confirmed the police took away the phone after the search at the airport and interviewed him. The EU Delegation, by whose grants MANS is funded, did not comment the findings by Pobjeda yesterday. They briefly responded to our e-mail that Ambassador Mitja Drobnič, would possibly issue a statement on Monday, following consultations with Brussels."</p> <p><b>Note:</b> Full item as aired.</p> <p>The report is visually supplemented by the photographs of the persons mentioned (Čalović, Maraš, Drobnič) and the Pobjeda portal.</p>													
3	DF Lekić				X		X				Podgorica	No	27
<p><b>Contents:</b> "The leader of the Democratic Front, Miodrag Lekić said that at Podgorica elections the opposition should apply the <i>Berane recipe</i>, and barge into the DPS campaign headquarters in which, as he claimed, money was distributed to voters, if the state authorities continued to ignore such abuse. He said at the public panel held last night by the <i>Civic Club</i> on the issue of election fraud, that the possibility of an opposition action should be considered given that state institutions had not taken action in similar cases before."</p> <p><b>Note:</b> Full item as aired.</p>													
4	SDP/POZ Bogojević				X		X				Podgorica	No	47
<p><b>Announcement:</b> "Responding to the claims by the DPS leader that the <i>Evropsko lice Podgorice</i> coalition might destabilize Montenegro, their candidate list leader Dragan Bogojević said such accusations were politically absurd. He added that for the parties making up the <i>Evropsko lice Podgorice</i> coalition the commitment to the Montenegrin state and the achievements of 21<sup>st</sup> May were sacred.</p> <p><b>Method of delivery:</b> Dragan Bogojević spoke into the camera".</p>													
5					X		X				Plav	No	222
<p><b>Topic:</b> A report on the election campaign in the Plav municipality, the political supply and demand, the expectations and forecasts of local politicians, businesspeople and citizens.</p> <p><b>Announcement:</b> "Amidst the <i>Prokletije</i> Park lies the poorest Montenegrin municipality – Plav. Our crew assured itself that only memories of any industry remain in the town, and a job is the dream of most of its residents. They mostly live of what the people from the diaspora send, and most politicians that Tatjana Debeljević talked to promise almost the same things – an imminent end to that and such life"</p> <p><b>Method of delivery:</b> Milun Zogović (unusually signed), Boro Nikolić (DF), Tahir Đonbaljaj (the Democratic Alliance in Montenegro), Husnija Šabović (DPS), two persons from political parties whose names were not written (or mentioned), Esad Barjaktarović (D.o.o Kriva breza) and three citizens spoke into the camera".</p>													



6				Orhan Šahmanović, Mayor of Plav	X						X	Plav	No	138
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**Topic:** An interview with the Mayor of Plav Orhan Šahmanović.

**Announcement:** "Hence, Plav is the least developed of all Montenegrin municipalities. The Mayor of Plav Orhan Šahmanović regrets the fact that the local industry is fully destroyed. He hopes for the arrival of investors and some investments."

**Method of delivery:** Orhan Šahmanović spoke into the camera".

**Note:** The interview primarily focuses on development issues. At the end of the interview the Mayor was asked "What is your offer to the residents of Plav for these elections?", because of which it was included in the present report.

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Sunday, 11 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1					X				X			Rožaje	No	176
<p><b>Announcement:</b> "The local elections will be held in two weeks. Rožaje is one of the municipalities to have the elections. It is a municipality with huge resources for agriculture, wood processing and tourism. But the town is also burdened with a high unemployment rate. We talked to the local politicians and citizens on how to tap into such development resources and ensure more jobs."</p> <p><b>Method of delivery:</b> Faruk Kalač (SDP), Husein Kurtagić (BS), Nusret Kalač (DPS), Elvir Mujević (D.o.o. El Promm) and two citizens spoke "into the camera".</p>														
2				Nusret Kalač, Mayor of Rožaje	X						X	Rožaje	No	144
<p><b>Topic:</b> An interview with Nusret Kalač, Mayor of Rožaje.</p> <p><b>Announcement:</b> "The Mayor of Rožaje, Nusret Kalač pointed out that the local government did a lot as regards the infrastructure and that it created an environment conducive to investments. He believes that wood processing and agriculture may potentially generate many new jobs."</p> <p><b>Method of delivery:</b> Nusret Kalač spoke "into the camera".</p> <p><b>Note:</b> The Mayor spoke of the state-of-play in the municipality and the development issues. In the previous item, he spoke on behalf of his party, and in this item, his name is followed also by his party affiliation, not the public office he holds, which led us to include the items in the present report.</p>														

3	DPS					X	X				Podgorica	No	28
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PROGRAMME BLOCK: LOCAL ELECTIONS 2014<sup>5</sup>

**Contents:** "Responding to the statement by Miodrag Lekić that the *Berane recipe* should be applied in Podgorica, the Democratic Party of Socialists stated that the basis of the Democratic Front's election agenda for Podgorica was to destroy its multi-ethnicity, causing unrest, breaking into private homes, intimidation and halting another state. The DPS stated that wishing for the Berane scenario in Podgorica is the typical intentional instigation to commit crimes."

**Note:** Full item as aired.

4	SNP Bečić					X		X			Podgorica	No	38
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PROGRAMME BLOCK: LOCAL ELECTIONS 2014

**Announcement:** "The candidate list leader on behalf of the Socialist People's Party, Aleksa Bečić criticised the manner in which public companies exercised their functions. He promised changes in their operation following 25 May."

**Method of delivery:** Aleksa Bečić spoke "into the camera".

5	SDP/POZ Bogojević					X		X			Podgorica	No	49
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PROGRAMME BLOCK: LOCAL ELECTIONS 2014

**Announcement:** "The *Evropsko lice Podgorice* coalition promised the Capital City under their administration would become the city of sport, recreation and healthy environment. According to the candidate list leader, Dragan Bogojević, Podgorica is a town with intolerably few publicly accessible sport fields. He promised the construction of new sport fields and the reconstruction of the existing ones."

**Method of delivery:** Dragan Bogojević spoke "into the camera".

<sup>5</sup> The block is devoted to direct promotional and campaign activities of the election contestants. The beginning and the ending of the block are marked by a 6-second jingle, with the title LOCAL ELECTIONS 2014, and specific sound background. The items in the block are most often announced, as is the case with other items on the Dnevnik.

6	DF Branka Bošnjak					X			X			Podgorica	No	51
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PROGRAMME BLOCK: LOCAL ELECTIONS 2014

**Announcement:** "The candidates running for local councillor on behalf of the Democratic Front will talk each day to the residents of Podgorica. Today they walked from Moskovska Street to Gorica and presented the part of their election agenda referring to protected areas, since they believe that not enough care is devoted to them, particularly not to Gorica with the intended tunnel for construction."

**Method of delivery:** Branka Bošnjak (DF) spoke "into the camera".

7	DPS Stijepović					X			X			Podgorica	No	69
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PROGRAMME BLOCK: LOCAL ELECTIONS 2014

**Announcement:** "The leader of the candidate list on behalf of the *Za evropsku Podgoricu - Milo Đukanović* coalition, Slavoljub Stijepović, received today, on the International Letter Day, several dozens of letters by residents of Podgorica expressing their expectations of the future Mayor.

Stijepović said to the people of Podgorica that he respected each and every citizen, that he was there for their sake and that, as the future mayor, he sees it as his main task, apart from the town development, to address the issues faced by individuals."

**Method of delivery:** Slavoljub Stijepović spoke "into the camera".

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Monday, 12 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1				Zlatko Vujović, an analyst	X					X			No	266
<p><b>Announcement:</b> "We are half-way through the campaign for the coming local elections. Although the communication among the leaders of candidate lists, the main contestants for the elections in Podgorica, is quite civil and fair, so far none of them was convincing enough, stated Zlatko Vujović, an analyst for the Dnevnik. He said that on 25 May voters would certainly not choose among the people of strong charisma or a convincing presentation."  <b>Method of delivery:</b> Zlatko Vujović spoke "into the camera".</p>														
2	DPS Stijepović					X			X			Podgorica	No	62
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Announcement:</b> "Slavoljub Stijepović, the leader of the candidate list for the Democratic Party of Socialists for the upcoming elections in Podgorica, announced the opening of an entrepreneurial centre in the capital city. It is intended, as he said, to assist business start-ups, but also those who wish to upgrade their business and enter new markets."  <b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
3	DF Danilović						X	X				Podgorica	No	30
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Contents:</b> "The Democratic Front accused the Democratic Party of Socialists of being liable for destroying billboards posted by that political alliance in the capital city. The DF official, Goran Danilović, said that during the night more than ten billboards were destroyed and that by doing so the DPS showed its true face. He added the DPS used its signature colour, black, to do so, thinking that under the colour of the darkness they might hide the encouragement message sent by the DF through their campaign."  <b>Note:</b> Full item as aired.</p>														

		Subject			Topic		Journalistic form				Technical data			
4	SDP Konjević				X		X		X			Podgorica	No	179
<p><b>Announcement:</b> The Vice-President of the Social Democratic Party, Raško Konjević said that after 25 years it would be difficult to question the actions of the SDP in any way when it comes to Montenegro's independence. He said that the outgoing Mayor of Podgorica Miomir Mugoša politically corrupted the People's Party and the Democratic Serbian party that had supported him for three years in Podgorica. In the capacity of the Interior Minister, Konjević attended the incineration of three tons of drugs in the Aluminium Plant KAP."</p> <p><b>Method of delivery:</b> Raško Konjević spoke "into the camera".</p>														
5	People's Party				X		X	X				Podgorica	No	31
<p><b>Contents:</b> "The People's Party responded to the SDP Vice-President Raško Konjević by asking <i>whether it would have constituted political corruption had they followed suit of the whole opposition and supported the SDP</i>. Their statement continues by saying that then it would probably be seen as patriotism. Maybe, they add, it would be more interesting if Minister Konjević would explain how they managed to bring the whole opposition, with the exception of the NS and the DSS to their side, continued the response by the NS to the allegations made by Konjević that Miomir Mugoša corrupted these two parties."</p> <p><b>Note:</b> Full item as aired.</p>														

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Tuesday, 13 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1		CDT i GA			X				X				No	39
<p><b>Announcement:</b> "The Centre for Democratic Transition in cooperation with the Civic Alliance launched a <i>Vote Freely</i> campaign. It aims to remind the citizens of their right to cast their votes according to their free will and personal beliefs. The mission will be explained through five promotional spots to be aired daily in almost all media outlets."  <b>Method of delivery:</b> Darko Ivanović (GA) and Dragan Koprivica (CDT) spoke "into the camera".</p>														
2	DPS Vučelić				X		X		X			Podgorica	No	100
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Announcement:</b> "The Democratic Party of Socialists invited the competent authorities to bring to a closure the pending investigations regarding the information on alleged misuse and purchase of IDs, assessing these as untrue and unsubstantiated allegations.          The President of the DPS Municipal Board for Podgorica, Vladan Vučelić accused MANS and the daily Dan, as he put it, of presenting for months blatant lies for the needs of the Democratic Front. Vučelić denied also the claims by Argon Kaljaj, published in the daily Dan, of being the DPS activist and, pending the Podgorica elections, buying IDs on their behalf."  <b>Method of delivery:</b> Vladan Vučelić spoke "into the camera".</p>														
3			List Dan				X	X				Podgorica	No	32
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Contents:</b> In his response to the accusations made by the Democratic Party of Socialists, the deputy editor-in-chief of the daily Dan, Nikola Marković, said that the fact that judicial and political resolution of the <i>Tape Recording affairs</i> was the main requirement set by the European Union to Montenegro was a confirmation of the veracity and quality of what the Dan journalists did to bring to light the state misuse. As regards the allegations made by the daily Dan, Marković said that the DPS had an opportunity at all times to present their positions,</p>														

	Subject	Topic	Journalistic form	Technical data
<p>which was always properly reported.”  <b>Note:</b> Full item as aired.</p>				
4	SNP Bečić	X	X	Podgorica Portal CDM 35
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Contents:</b> “The leader of the SNP candidate list in the Podgorica elections, Aleksa Bečić, said in an interview given to the CDM portal that unlike some among the candidates for mayor of Podgorica looking back into the past, he was turned to the future since he had all the preconditions and a huge leeway to do so. In case of his victory, Bečić promised to celebrate in Podgorica in a fashion which would only mean reconciliation in Podgorica and in Montenegro. As he said, together, side by side, there would be the state flag, the Montenegrin tri-colour flag with the coat-of-arms and the flag of the city of Podgorica, as well as the flag of youth, wisdom and courage.”  <b>Note:</b> Full item as aired.</p>				
5	SDP/POZ Bogojević	X	X	Podgorica No 71
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Announcement:</b> “The <i>Evropsko lice Podgorice</i> coalition invited all women voters to support their list in the elections on 25 May, stating that they were the guarantor women would be involved more in decision-making on all important matters that affect them.”  <b>Method of delivery:</b> Azra Jasavić (SDP/POZ) and Dragan Bogojević (SDP/POZ) spoke “into the camera”.</p>				
6	DF	X	X	Podgorica No 21
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Announcement:</b> “The candidates for local councillors in the Capital City on behalf of the Democratic Front continued with their walks through different neighbourhoods and presenting their election agenda for Podgorica in direct communication with citizens. As they said, this was a two-way communication, and thus the residents of Blok 5 gave their objections and suggestions. Local councillors believed that that neighbourhood needed new pavements, street lighting, and the presence of police officers near the <i>Štampar Makarije</i> Primary School.”  <b>Note:</b> Full item as aired.</p>				
7	DPS Stijepović	X	X	Podgorica No 38



	Subject	Topic	Journalistic form	Technical data
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "The leader of the <i>Za evropsku Podgoricu</i> coalition, Slavoljub Stijepović, visited the Recycling Centre in Konik, a recently launched project implemented by the Government and the European Bank for Reconstruction and Development. He said that the Centre was a proof that the winning coalition was interested only in constant work for the benefit of citizens."</p> <p><b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>				
8		X	X	Gusinje No 211
<p><b>Announcement:</b> "The newest municipality in Montenegro, Gusinje, is taking its first steps, building the town hall, but also devising the plans for the future. In such plans, politicians would like to see companies opening new jobs. Nevertheless, they claim to be pleased with having the municipality come first, but just like the citizens Tatjana Debeljević talked to, they cite unemployment as the biggest issue."</p> <p><b>Method of delivery:</b> Demir Bajrović (DPS), Rusmir Laličić (Partija za Gusinje), Elvis Omeragić (SDP) Mihailo Jovović (SNP), Ljuan Đamboljaj (owner of the Anda Pešet company), Skender Ćosaj and three citizens spoke "into the camera".</p>				

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Wednesday, 14 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1			TVCG		X		X	X					No	40
<p><b>Topic:</b> A statement by the TVCG.  <b>Contents:</b> "Despite the promise that the Head of the EU Delegation to Montenegro would respond on Monday to our asking for comments on the information that MANS, supported by Brussels, among others, fabricated the affair of the alleged purchase of IDs – this has not happened to date. Meanwhile, we asked for a comment of the Prime Minister's assessments that Drobnic was interfering with the election process in Montenegro and that it was not the first time either. Again this question remained without a response, although they promised yesterday to issue a release. Instead, today no one was picking the phones or responded to the text messages."  <b>Note:</b> Full item as aired.</p>														
2					X					X			No	179
<p><b>Announcement:</b> "We heard the previous analyses that the election campaign in Podgorica, when it comes to the candidate list leaders, was clean, no insults exchanged. However, what we see on the ground are destroyed billboards of most of the contestants in these elections."  <b>Method of delivery:</b> Danica Nikolic (DPS), Danilo Saranovic (SNP) and Djordje Suhij (SDP/POZ) spoke "into the camera".</p>														
3	DPS Stijepovic					X		X				Podgorica	No	38
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Contents:</b> "Slavoljub Stijepovic, the candidate list leader on behalf of the <i>Za evropsku Podgoricu</i> coalition, visited today the site in Donja Gorica intended for a new nursing home. On the occasion, Stijepovic reiterated that his goal was to have a balanced development of all parts of the town. He invited the residents of Podgorica to give their votes to the candidate who would be addressing their problems, and not the ones whose primary goal was to destabilise the Government."  <b>Note:</b> Full item as aired.</p>														

		Subject			Topic			Journalistic form				Technical data		
4	DF						X	X				Podgorica	No	37
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Contents:</b> "The Democratic Front requested from the Municipal Election Commission Podgorica to prevent any misuse of state authorities for party purposes. In the letter sent to the Municipal and the State Election Commissions, and the EU Delegation to Montenegro, the DF explained that this referred to the visits to state institutions by all candidate list leaders, particularly the DPS one, Slavoljub Stijepović, who is the current Education Minister. They proposed to set up a commission or a working group, composed of representatives of all candidate lists, to inquire into the allegations of the misuse of state authorities until 25 May and that would be in charge of examining and responding timely to all instances of misuse."</p> <p><b>Note:</b> Full item as aired.</p>														
5	SDP Bogojević						X	X				Podgorica	Dnevne novine	29
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Contents:</b> "The candidate list leader on behalf of the <i>Evropsko lice Podgorice</i> coalition, Dragan Bogojević, says that the coalition would not compose the government with the DPS as it is now. Commenting on the announcement on the part of some of the opposition colleagues that in case of their victory the tri-colour flag would be seen in the capital city, Bogojević said for Dnevne novine that the only flag in Podgorica would be the one which is the symbol of the state and the only one envisaged by the Constitution. He said that the relation towards the symbols of the state reflected the relation towards the state itself. Therefore, he continued, there could be no compromise about that."</p> <p><b>Note:</b> Full item as aired.</p>														
6					X				X			Bijelo Polje	No	198
<p><b>Announcement:</b> "The aggregate lists are known, and our correspondent, Krsto Čabarkapa asked the candidate list leaders in Bijelo Polje what outcome they expected and possible post-election combinations to form the government"</p> <p><b>Method of delivery:</b> Aleksandar Žurić (DPS), Tufik Bojadžić (SDP), Radosav Nišavić (SNP), Slavko Fuštić (DF), Rešad Sijarić (BS) and two citizens spoke "into the camera".</p>														

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Thursday, 15 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration / Sec
1			EK Stano				X		X				Radio Antena M	90
<p><b>Announcement:</b> "Commenting on the allegations by the Prime Minister Đukanović that the head of the EU delegation Mitja Drobnič meddled with the election campaign with some of his statements, the spokesperson for the European Commission, Peter Stano, said, that the European Union and its delegations do not interfere with and do not get involved in election campaigns of individual countries. Stano said for Antena M that such allegations would not be commented upon any further. Peter Stano also clarified Drobnič's statement when it comes to the position of Podgorica towards the situation in Ukraine and Montenegro's support for the EU measures against some of Russian officials."</p> <p><b>Contents:</b> This is followed by reading the whole statement, and then the reminder that the TVCG previously sought answers to these questions.</p>														
2					X				X			Golubovci	No	195
<p><b>Announcement:</b> „The election campaign in Golubovci is reaching its end. Five candidate lists contest for the councillors in the local parliament. Dijana Drašković talked to politicians and citizens."</p> <p><b>Method of delivery:</b> Milan Knežević (DF), Srđan Raičević (SNP), Aleksandar Đuretić (The Positive CG), Čedo Dobrović (SDP), Dušan Radonjić (DPS) and four citizens spoke "into the camera".</p>														
3					X				X			Tuzi	No	200
<p><b>Announcement:</b> „The residents of Tuzi will also take the polls on 25 May. Three coalitions and two parties are attempting to convince citizens that they are the right choice. The thing shared by all contestants is the optimism and the belief that they would win the elections. Tanja Perović talked to the election contestants and residents of Tuzi."</p> <p><b>Method of delivery:</b> Halil Duković (<i>Za evropske Tuzi - Milo Đukanović coalition</i>), Vaseelj Siništaj (the Albanian Coalition), Kolja Ljulđuraj (SNP), Selman Adžović (<i>Evropsko lice Tuzi</i>), Nikola Camaj (Demokratski savez) and four citizens spoke "into the camera".</p>														

4			Darko Brajušković, Mayor of Kolašin		X				X			Kolašin	No	150
<p><b>Announcement:</b> "Following the text published yesterday in the daily Vijesti under the heading <i>Humanity or Misuse in the Election Campaign</i>, in which the assistance extended to a nine-member Đurišić family is put in the context of election law violations, the Mayor of Kolašin, Darko Brajušković, called a press conference to explain that the construction material for the extension to their home was provided last summer. The text author said she made no assumptions whatsoever that it involved any campaign activities, rather that was the take of the opposition."</p> <p><b>Method of delivery:</b> Darko Brajušković, Dragana Šćepanović ("Vijesti" correspondent from Kolašin) a member of the Đurišić family (not signed) spoke "into the camera".</p>														
5	DPS Stijepović				X				X			Podgorica	No	82
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "The candidate running for mayor of Podgorica on behalf of the <i>Za evropsku Podgoricu</i> coalition, Slavoljub Stijepović, announced the construction of four preschools – in Blok 5, Stari Aerodrom, Tuzi and Zagorič. Stijepović visited today the site for the future preschool in Zagorič. He said that a thousand boys and girls could find their place in the new preschools, put under the care of 150 members of staff."</p> <p><b>Method of delivery:</b> Slavoljub Stijepović spoke "into the camera".</p>														
6	DF Lekić				X				X			Podgorica	No	78
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> „The Democratic Front leader and the leader of their candidate list for Podgorica elections, Miodrag Lekić, said at the rally held under the motto <i>Podgorica-Finally with a Vision</i> organised by the DF Civic Club, that the alliance, in case of their election victory, would show the contrast between the central Government and the local government in the capital city by mere adherence to the laws."</p> <p><b>Method of delivery:</b> Miodrag Lekić spoke "into the camera".</p>														

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Friday, 16 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1			EU		X		X		X				No	107
<p><b>Announcement:</b> „After seven days the TVCG received the answers from the EU delegation to Montenegro to the questions sent to the Delegation Head Mitja Drobnič. The responses to our questions: <i>Are you happy with how MANS is using the EU grant money given the information that this NGO was the one fabricating the ID purchase affair, and whether the head of the EU delegation was interfering with the election process in Montenegro, as suggested by the Prime Minister, Milo Đukanović,</i> came via email.“</p> <p><b>Method of delivery:</b> The response is read by the anchor.</p>														
2					X				X			Danilovgrad	No	169
<p><b>Announcement:</b> „The residents of Danilovgrad will also hit the polls on 25 May. The election campaign is gradually coming to its closure, and the election contestants are convinced of their good results. Tatjana Perović heard from citizens they expected more jobs and the best to win.“</p> <p><b>Method of delivery:</b> Spasoje Kovačević (SNP), Željko Savović (DF), Ranko Jovović (<i>Evropsko lice Danilovgrada</i>), Tomislav Đurović (Srpski front za Danilovgrad i Spuž), Branislav Đuranović (<i>Za evropski Danilovgrad</i> coalition) and three citizens spoke “into the camera”.</p>														
3	SNP Milić					X			X			Bar	No	76
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> “The SNP President Srđan Milić said at the rally in Bar last night that it was his honour and a privilege to be at the head of the SNP. Milić said that some in Montenegro did not like the SNP because over the last four months they met both with Vladimir Putin and with Barack Obama. The SNP, as Milić explained, is loved both in the East and in the West.”</p> <p><b>Method of delivery:</b> Srđan Milić spoke “into the camera”.</p>														

		Subject			Topic			Journalistic form				Technical data		
4	SDP/POZ					X			X			Podgorica	No	60
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "In order to change the policy in the Capital City, the party logic must give way to the logic of accountability and responsibility, said the leader of the candidate list for the <i>Evropsko lice Podgorice</i> coalition, Dragan Bogojević, at the rally in Tološi."</p> <p><b>Method of delivery:</b> Dragan Bogojević spoke "into the camera".</p>														
5	DF Lekić					X			X			Bijelo Polje	No	57
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "At the final rally in Bijelo Polje, the Democratic Front leader Miodrag Lekić said that the time for scheming was definitely expiring. The Democratic Front would, Lekić said, abide by the laws and respect the state with strong institutions as its guarantor."</p> <p><b>Method of delivery:</b> Miodrag Lekić spoke "into the camera".</p>														
6	DPS Stjepović					X			X			Podgorica	No	74
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "The candidate running for the mayor on behalf of the <i>Za evropsku Podgoricu - Milo Đukanović</i> coalition, Slavoljub Stjepović, read in his campaign headquarters the letters received from the resident of Podgorica during the previous week's letter-writing campaign of the DPS Youth Council. <i>I write to the Future Mayor</i> was organised on the occasion of the International Letter Day. As stated, Stjepović directly promoted the principles that would underpin the work of the future Citizen Office, as a part of the election agenda for the Capital City."</p> <p><b>Method of delivery:</b> Slavoljub Stjepović spoke "into the camera".</p>														

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Saturday, 17 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1					X				X			Pljevlja	No	162
<p><b>Announcement:</b> "The residents of Pljevlja will elect the new local government on 25 May. Six candidate list contest for the majority in the local parliament. Krsto Čabarkapa attempted to learn about the expectations of the political contestants and the expectations of citizens of the new government."  <b>Method of delivery:</b> Miloje Pupović (the SNP candidate list leader), Milan Lekić (the DF candidate list leader), Mirko Đekić (the DPS candidate list leader), Munir Redžović (the SDP candidate list leader) and three citizens spoke "into the camera".</p>														
2	DPS Stijepović						X	X				Podgorica	Portal Analitika	46
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Contents:</b> "The new town theatre will be built in Marka Miljanova street, at the site of the once Kultura Cinema, and I always keep my promises, no exception there, said in an interview for the Portal Analitika the candidate for mayor on behalf of the <i>Za evropsku Podgoricu - Milo Đukanović</i> coalition, Slavoljub Stijepović. <i>Citizens will meet me in my new office after 25 May and be assured of what I am telling</i>, said the DPS candidate list leader. Stijepović added that only a vote cast for the DPS is a guarantee of progress for Podgorica. We lead the campaign in all earnestness and with <i>full responsibility and ask for the support of each citizen who cares for the progress of Podgorica and of Montenegro. I am confident we will succeed in doing so and would not require additional support in the town parliament which, nevertheless, does not exclude forging new alliances</i>, concluded Slavoljub Stijepović."  <b>Note:</b> Full item as aired.</p>														
3	DF Lekić					X			X			Podgorica	No	50
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Announcement:</b> „<i>Multiculturalism and Montenegro's integration are the guiding lights for the Democratic Front on the eve of the local elections</i>, said candidate for Mayor and leader of the alliance Miodrag Lekić at the rally held in the old Government building.“</p>														



	Subject	Topic	Journalistic form	Technical data
<b>Method of delivery:</b> Miodrag Lekić spoke "into the camera".				
4	SDP/POZ Bogojević	X	X	Podgorica No 65
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> Today the <i>Evropsko lice Podgorice</i> coalition, together with their youth section, the candidates running for councillors and the candidate list leader Dragan Bogojević, within the <i>Cycling paths</i> campaign, made several metres of the yellow line envisaged for cyclists on the road to Tološka šuma, to symbolically indicate the absence of cycling paths in the capital city.</p> <p><b>Method of delivery:</b> Dragan Bogojević spoke "into the camera".</p>				
5	SNP Milić	X	X	Kolašin No 62
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "At the final convention of the Socialist People's party in Kolašin, the SNP president Srđan Milić assessed that the achievements of the current government in Kolašin were detrimental and invited the residents of Kolašin to remember the times when the SNP was in power in the town. He reiterated the position that the SNP would not go to the NATO without a referendum."</p> <p><b>Method of delivery:</b> Srđan Milić spoke "into the camera".</p>				

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Sunday, 18 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DF Lekić					X			X			Kolašin	No	76
PROGRAMME BLOCK: LOCAL ELECTIONS 2014 <b>Announcement:</b> "The democratic Front leader Miodrag Lekić said last night that in order to get out of the crisis Montenegro needed fresh ideas, good programmes and competent people. At the final DF rally in Kolašin, Lekić said that the DPS was showing the signs of increasing nervousness manifested, among other things, in ever more frequent announcement of some state perils. For the Democratic Front, Montenegro meant something deeper and wider both in historic terms and in terms of seeking a shared vision, concluded Lekić." <b>Method of delivery:</b> Miodrag Lekić spoke "into the camera".														
2	SNP Milić					X			X			Danilovgrad	No	53
PROGRAMME BLOCK: LOCAL ELECTIONS 2014 <b>Announcement:</b> " <i>The greatest evil in Montenegro is the lack of unity, and the greatest good - reconciliation,</i> said at the rally in Danilovgrad the leader of the Socialist People's Party, Srđan Milić." <b>Method of delivery:</b> Srđan Milić spoke "into the camera".														
3	SDP/POZ Bogojević					X			X			Podgorica	No	53
PROGRAMME BLOCK: LOCAL ELECTIONS 2014 <b>Announcement:</b> "Dragan Bogojević, the candidate list leader on behalf of the <i>Evropsko lice Podgorice</i> coalition, said after taking a walk around Podgorica - from Hercegovačka street, via Skaline to Stara varoš, that his coalition aspired to supra-party interests. The institutions will be reinforced with the right peoples, promised Bogojević." <b>Method of delivery:</b> Dragan Bogojević spoke "into the camera".														

	Subject				Topic			Journalistic form				Technical data		
4	DPS	Đukanović				X			X			Rožaje	No	85

PROGRAMME BLOCK: LOCAL ELECTIONS 2014

**Announcement:** "It is deep inside every human being to long for certainty and avoid risks, said the DPS leader Milo Đukanović from that party's rally in Rožaje. In Montenegro and Rožaje, a lot has been done over the previous years – something that may be overlooked only by those who do not wish to see the obvious, said Đukanović."

**Method of delivery:** Milo Đukanović spoke "into the camera".

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Monday, 19 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DF Lekić					X			X			Podgorica	No	52
PROGRAMME BLOCK: LOCAL ELECTIONS 2014 <b>Announcement:</b> "The DF candidate list leader in Podgorica, Miodrag Lekić visited with the local councillors from the alliance the, as he put it, degraded institutions of culture. Lekić also took part in the charity actions intended to assist a girl down with muscle atrophy." <b>Method of delivery:</b> Miodrag Lekić spoke "into the camera".														
2	SNP Milić					X			X			Gusinje	No	62
PROGRAMME BLOCK: LOCAL ELECTIONS 2014 <b>Announcement:</b> "the Coalition between the SNP Partija za Gusinje and the LP will win the elections in this newly established municipality, the leaders of the political group are convinced." <b>Method of delivery:</b> Rusmir Lalačić and Srđan Milić spoke "into the camera"														
3	SDP Bogojević					X			X			Tuzi	No	68
PROGRAMME BLOCK: LOCAL ELECTIONS 2014 <b>Announcement:</b> "The leader of the candidate list on behalf of the <i>Evropsko lice Podgorice</i> coalition, Dragan Bogojević, said at the rally in Tuzi that they would free the institutions of party influence. Speaking of Tuzi as an autonomous municipality, Bogojević said he would respect the will of the residents of what is now only a borough." <b>Method of delivery:</b> Dragan Bogojević spoke "into the camera".														

		Subject			Topic		Journalistic form				Technical data			
4	DPS Đukanović					X			X			Žabljak	No	66

PROGRAMME BLOCK: LOCAL ELECTIONS 2014

**Announcement:** "The investors willing to come to Žabljak, Montenegrin winter tourism centre, will be awaited with the infrastructure and the spatial planning documents already in place, said the DPS leader, Milo Đukanović at the final rally held in the town."

**Method of delivery:** Milo Đukanović spoke "into the camera".

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Tuesday, 20 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1					X				X			Podgorica	No	207
<p><b>Announcement:</b> "The five candidates running for the Mayor of Podgorica confronted their arguments at the final debate on the TVCG last night. They familiarised the citizens with their respective visions for the development of the capital, but also used the opportunity to reply to their opponents."</p> <p><b>Contents:</b> A report on the atmosphere and events in Montenegro immediately before, during and following the debate among the candidates held the night before – what is usually called "behind the scenes". They showed the candidates arriving to the TVCG building, passing through the make-up studio, wait for the beginning of the show, give statements before the debate, enter the studio... followed by the excerpts from their presentations and the dialogue.</p> <p><b>Method of delivery:</b> Aleksa Bečić (SNP), Slavoljub Stijepović (DPS), Dragan Bogojević (SDP/POZ), Nik Đeljošaj (Albanian Coalition) and Miodrag Lekić (DF) spoke "into the camera".</p>														
2	DF Lekić					X			X			Bar	No	87
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "The DF leader Miodrag Lekić said at the final rally in Bar that all political entities wishing changes in the town would be met with their extended hand offering cooperation. Lekić said the current government in Bar managed to bring to a halt the economy of the town with the best prospects in the country."</p> <p><b>Method of delivery:</b> Miodrag Lekić and Srđan Kalinić (leader of the DF candidate list) spoke "into the camera".</p>														

3	SNP Milić					X			X			Pljevlja Šavnik	No	75
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Topic:</b> A report from the election rallies of the SNP and the Movement for Pljevlja coalition in Pljevlja and the SNP alone in Šavnik. Both reports are aired within the single item. A part of the report focusing on the Šavnik rally lasts 9 seconds.</p> <p><b>Announcement:</b> "The Movement for Pljevlja coalition and the SNP in Šavnik held campaign rallies in the towns. Topping the list of priorities, as they put it, was social justice. They announced the salary reductions for municipal officials in case of their victory."</p> <p><b>Method of delivery:</b> Novica Stanić (Pljevlja), Miloje Pupović (Pljevlja), Srđan Milić (SNP) and Nikola Bijelić (Šavnik) spoke "into the camera".</p>														
4	SDP/POZ Krivokapić					X			X			Danilovgrad	No	136
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "The European time for changes has come, no one has ever tricked time, said the SDP leader Ranko Krivokapić at the closing SDP-The Positive <i>Za evropsko lice Danilovgrada</i> coalition rally. The candidate list leader Ranko Jovović said that the residents of Danilovgrad deserved better municipal management."</p> <p><b>Method of delivery:</b> Ranko Krivokapić and Ranko Jovović spoke "into the camera".</p>														
5	DPS Đukanović					X			X			Pljevlja	No	82
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "The DPS held a rally in Pljevlja. Together with you, I sincerely looked forward to each new vote and I remember how it was hard to win them in 1997. I think we are now in front of the red line, although scheming politicians who unfortunately over the last seventeen years played an important role were attempting to cause disputes between Pljevlja and Montenegro, said the DPS leader Milo Đukanović. He added that the destiny of Montenegro was in the best hands."</p> <p><b>Method of delivery:</b> Milo Đukanović spoke "into the camera".</p>														

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Wednesday, 21 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1	DF Lekić					X			X			Podgorica	No	150
PROGRAMME BLOCK: LOCAL ELECTIONS 2014 <b>Announcement:</b> "The message sent from the closing DF rally in Podgorica was that on 25 May the wave of changes would start from the capital, and that on that day Podgorica, i.e. Montenegrin Spring would begin. The candidate list leader Miodrag Lekić said at the rally that the DF candidate list gathered people ready to lead Podgorica in a mature fashion and people of different ethnic backgrounds." <b>Method of delivery:</b> Miodrag Lekić, Milan Popović, Branka Bošnjak, Žarko Rakčević, Omer Šarkić and Goran Radonjić spoke into the camera".														
2	SDP/POZ Bogojević					X			X			Podgorica	No	155
PROGRAMME BLOCK: LOCAL ELECTIONS 2014 <b>Announcement:</b> "The Independence Day, 21 May, is the most beautiful day in modern Montenegrin history, and the Sunday elections an opportunity to put an end to divisions into <i>ours</i> and <i>theirs</i> and have a decent life for each and every citizen, said the candidate list leader on behalf of the <i>Evropsko lice Podgorice</i> colation, Dragan Bogojević, at the concert by the Crvena jabuka band held last night. The <i>Evropsko lice Podgorice</i> coalition organised the concert within their local election campaign, and used the opportunity to raise relief for the people affected by floods in Serbia, the BiH and Croatia." <b>Method of delivery:</b> Dragan Bogojević spoke "into the camera".														
3	SNP Milić					X			X			Bijelo Polje	No	84



		Subject	Topic	Journalistic form	Technical data
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "Bijelo Polje should follow the example of Berane of 9 March, said last night in Bijelo Polje the SNP leader, Srđan Milić at their closing rally. The incumbent government became boring, just like other politicians of other parties, adding the opportunities and leadership should better be left to young and promising people."</p> <p><b>Method of delivery:</b> Srđan Milić and Radoslav Nišavić (leader of the candidate list) spoke "into the camera".</p>					
4	DPS Đukanović		X	X	Bijelo Polje No 149
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "A lot has been done in Bijelo Polje, but we also know what remains to be done. We need to secure a larger number of decent jobs. We see opportunities for developing tourism in this municipality and an even greater opportunity for healthy food production, said the DPS leader at the campaign rally held there."</p> <p><b>Method of delivery:</b> Milo Đukanović spoke "into the camera".</p>					

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Thursday, 22 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1					X			X					No	27
<b>Topic:</b> The information that on the next day at midnight the election silence would commence, which municipalities will have elections, how many voters, etc.														
2					X				X			Šavnik	No	169
<b>Topic:</b> A report on the election campaign in the municipality of Šavnik, political supply and demand, expectations and forecasts by local politicians, business people and citizens. <b>Announcement:</b> "The residents of Šavnik will be electing their local government on Sunday. Our crew visited this small northern municipality and checked what the three coalitions, the contestants in the local elections, expected from the polls and how many citizens have the right to cast their votes." <b>Method of delivery:</b> Mijomir Vujačić (DPS/SDP), Nikola Bijelić (SNP), Neđeljko Strunjaš (DF) and two citizens spoke "into the camera".														
3	SNP Bečić					X			X			Podgorica	No	145
<b>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</b> <b>Announcement:</b> "The victory at the elections in the capital city will certainly go to the hands of youth, wisdom and courage of the Socialist People's Party, which showed unity and led a positive campaign, said the candidate list leader for Podgorica Aleksa Bečić. At the party's closing rally he said that a page in history would be written on 25 May, saying that no great victory ever came without great risks being taken." <b>Method of delivery:</b> Dragoslav Ščekić (Mayor of Berane), Srđan Milić (SNP President) and Aleksa Bečić spoke "into the camera".														

4	The Positive Crna Gora					X			X			Golubovci	No	101
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> At the campaign rally held in Golubovci, the representatives of the Positive Montenegro said they expected to be in government in Zeta following the 25 May elections and invited citizens to vote, as they said, for themselves and for decent living.”</p> <p><b>Contents:</b></p> <p><b>Method of delivery:</b> Darko Pajović (president of the Positive) and Dritan Abazović spoke “into the camera”.</p>														
5	DF Lekić					X			X			Pljevlja	No	148
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> “The importance of the local elections is twofold, since it is the right time to send a message to the central level government that changes are inevitable and that extraordinary parliamentary elections would soon come, said the Democratic Front leader, Miodrag Lekić at their closing rally in Pljevlja. As the DF, we will continue pursuing our mission, pursuing our politics which is timeless, coherent and well-known – to fight corruption and crime, said Lekić.”</p> <p><b>Method of delivery:</b> Miodrag Lekić i Milan Lekić (candidate list leader) spoke “into the camera”.</p>														
6	DPS Stijepović					X			X			Podgorica	No	104
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Topic:</b> A specific audio/video report/feature on the campaign activities of Slavoljub Stijepović, candidate running for the mayor of Podgorica, in Blok 5.</p> <p><b>Announcement:</b> “The leader of the candidate list on behalf of the <i>Za evropsku Podgoricu</i> coalition, Slavoljub Stijepović, visited today the neighbourhood in Podgorica known as Blok 5. Stijepović, as stated from his campaign headquarters, talked to the residents.”</p> <p><b>Contents:</b> This is followed by 92 seconds of footage, accompanied by the field tone, showing the candidate arriving, greeting hosts, talking, walking, meeting citizens and talking to them, then planting a tree – unaccompanied by any comments by journalists or any statement.</p>														

TV station: TVCG1  
 Show: Dnevnik 2  
 Date: Friday, 23 May 2014  
 Slot: 19:30

No.	Subject				Topic			Journalistic form				Technical data		
	Party, coalition, Candidate list	NGO	Other organisation, Institution	Personality	General (wider) matters, broader context	Specific event, subject's activity	Press release response	News	Report	Commentary, analysis, review	Interview	Municipality	Stated other source	Duration/ Sec
1					X			X					No	25
<p><b>Topic:</b> The information that on midnight the election silence would start, citing the municipalities where elections would be held, the number of citizens eligible to vote, the polls opening of and closing times etc.</p>														
2					X				X			Žabljak	No	152
<p><b>Topic:</b> A report on election campaign in the Municipality of Žabljak, political supply and demand, expectations and forecasts of local politicians and citizens.  <b>Announcement:</b> "Žabljak is about to elect its new local government. The residents of this municipality will choose among six candidate lists. Ivana Šebek talked to the candidate list leaders. They are all convinced of their respective victories since, as they said, they had the best plans to develop Žabljak."  <b>Method of delivery:</b> Veselin Vukićević (DPS/SDP), Milanko Četković (SNP), Milojka Stijepović (DF), Mirčeta Tomčić (The Positive) and two citizens spoke "into the camera".</p>														
3	SNP Milić					X			X			Žabljak	No	57
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014  <b>Announcement:</b> "It is time the youth takes things in their hands, said the SNP leader at the rally in Žabljak. The candidate list leader, Milanko Četković said that once they won the elections, party affiliation would no more be the criterion for getting a job."  <b>Method of delivery:</b> Srđan Milić (SNP president) and Milanko Četković (candidate list) spoke "into the camera".</p>														

4	DF Lekić					X			X			Podgorica	No	70
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "The Democratic Front and its leader, Miodrag Lekić bring about final and tangible changes to the benefit of Montenegro and all its citizens, the members of this political alliance believe. Addressing voters on the night before the election silence commenced, said:"</p> <p><b>Method of delivery:</b> Miodrag Lekić spoke "into the camera".</p>														
5	SDP/POZ					X		X					No	33
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Contents:</b> "The <i>Evropsko lice</i> coalition handed over to the Red Cross of Montenegro the aid raised for the people affected by floods in Serbia, Bosnia and Herzegovina, and Croatia. It included items of clothing and personal hygiene items raised during the concert of <i>Crvena jabuka</i>. The money raised during the concert will be deposited to the account intended for the people affected. The people of the <i>Evropsko lice Podgorice</i> coalition say they are proud of all citizens of Montenegro who showed great humanity and solidarity with the people in need, and that with this they wanted to give their own contribution to the charitable campaign."</p> <p><b>Note:</b> Full item as aired.</p>														
6	DPS Đukanović					X			X			Podgorica	No	174
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "On Sunday the residents of Podgorica will decide whether they would follow the steps of the chetnik vojvoda or the vision of European development, said the leader of the Democratic Party of Socialists Milo Đukanović. At the closing DPS rally in Podgorica Đukanović assessed the campaign for the elections to be held on 25 May as unusual and different from the ones before. For the whole duration of the campaign there has been only one team and one candidate running for mayor's office. All the rest seemed to have missed the point, said Đukanović."</p> <p><b>Method of delivery:</b> Slavoljub Stijepović (the candidate list leader) and Milo Đukanović spoke "into the camera".</p>														
7				Milo Đukanović, predsjednik DPS		X		X				Podgorica	TV Atlas	24
<p>PROGRAMME BLOCK: LOCAL ELECTIONS 2014</p> <p><b>Announcement:</b> "The DPS leader Milo Đukanović said on the live show <i>Živa istina</i> on TV Atlas, that the DPS would win absolute majority on the Sunday elections in Podgorica. The coalition with the DF is absolutely impossible, said the DPS leader and added that the SDP and the Positive had certain items on their agenda which coincided with what the DPS was striving for."</p> <p><b>Note:</b> Full item as aired.</p>														

## C: PRIMETIME CURRENT AFFAIRS PROGRAMME - SUMMARY

Between 10 and 23 May 2014, in its primetime current affairs programme the TVCG aired **79 items** related to the local elections, of the **overall duration of 7.621 seconds**, or 2 hours, 6 minutes and 41 seconds.

### C1: NUMERICAL COVERAGE OF MUNICIPALITIES

In the section concerning the elections, as a part of the primetime current affairs programme, the numerical (number of items) and temporal (duration of items) **coverage of the municipalities about to have elections** is shown in the table below (Table 21), and the difference in the total score, i.e. the quantified shares (the differences in temporal coverage) of the election campaign issues in the above municipalities, are shown in Chart 28.

TVCG1	numerical coverage													TOTAL	
	10	11	12	13	14	15	16	17	18	19	20	21	22		23
Bar							1				1				2
Bijelo Polje					1		1					2			4
Danilovgrad							1		1		1				3
Gusinje				1						1					2
Kolašin						1		1	1						3
Plav	2														2
Plužine															
Pljevlja								1			1		1		3
Podgorica	2	5	4	6	3	2	2	3	1	1	1	2	2	3	37
Rožaje		2							1						3
Šavnik											1		1		2
Žabljak										1				2	3
Golubovci						1							1		2
Tuzi						1				1					2

Table 21. Numerical coverage of campaign issues by municipality on the TVCG.

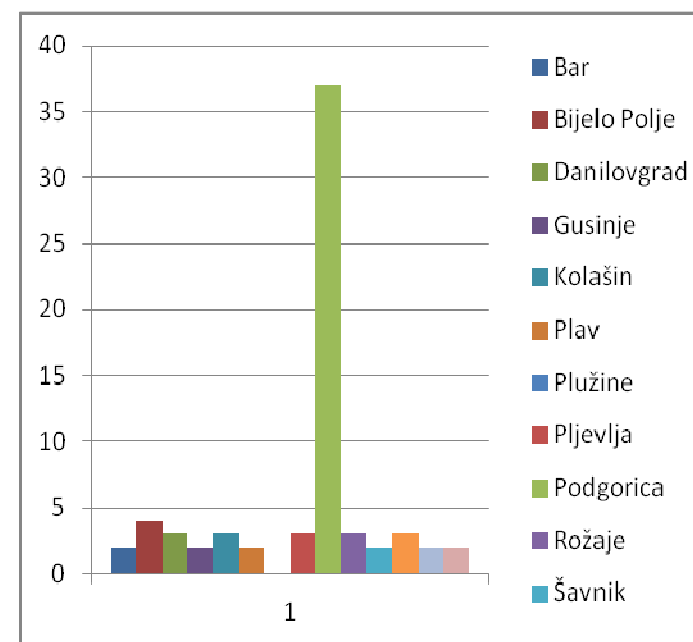


Chart 28. Graphic presentation of the findings in Table 21

Based on the table and the accompanying graph, it is noticeable that over the period observed, in the primetime current affairs programme on the TVCG, in the section devoted to the local elections, the number of items focusing on election campaign issues in the municipality of Podgorica is larger than on all other municipalities put together. Over the period observed, however, in line with the role of the public broadcaster, there were at least two items on campaign issues from each municipality, with the exception of Plužine, which was not covered at all.

## C2: TEMPORAL COVERAGE OF MUNICIPALITIES

The total time devoted to the activities in specific municipalities, i.e. the total duration of all relevant items, is shown in the table and the chart below.

TVCG1	temporal coverage (sec)														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
Bar							76				87				163
Bijelo Polje					198		57					233			488
Danilovgrad							169		53		136				358
Gusinje				211						62					273
Kolašin						150		62	76						288
Plav	360														360
Plužine															0
Pljevlja								162			119		148		429
Podgorica	74	235		297	104	160	134	161	53	52	207	305	249	268	2299
Rožaje		320								85					405
Šavnik											37		169		206
Žabljak										66				209	275
Golubovci						195							101		296
Tuzi						200				68					268

Table 22. Total duration of items on campaign activities by municipality.

Over the period observed, on the TVCG, within the primetime current affairs programme, in the section devoted to the local elections, the items covering the activities in Podgorica lasted in total 2,299 seconds, and from all other municipalities put together 3809 seconds. However, compared to any other municipality individually, the share accounted for by Podgorica is substantially greater.

Hence, the primetime current affairs programme of this TV station was dominated, both in terms of the number of items, and of their total duration, by the campaign activities in Podgorica.

## C3: NUMERICAL COVERAGE OF CONTESTANTS

The number of items on **election contestants** and their shares of the total programme covered over the period observed are shown in the table and the chart below.

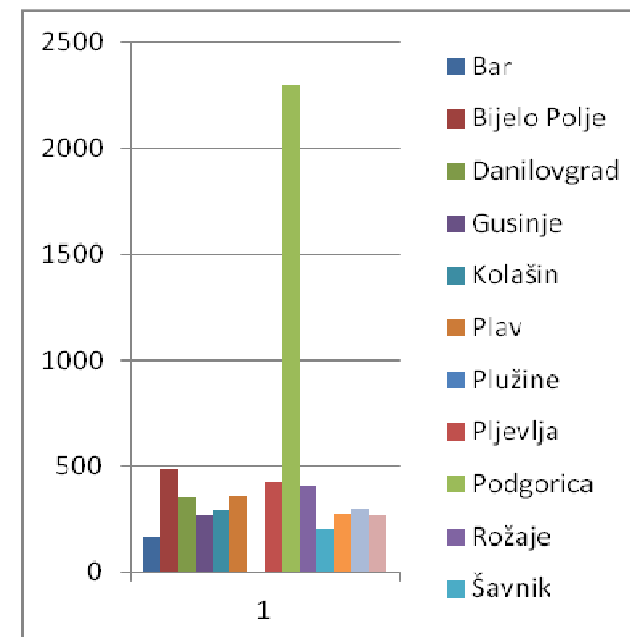


Chart 29. Graphic presentation of the findings in Table 22

TVCG1	numerical coverage														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
DPS	1	2	1	2	1	1	1	1	1	1	1	1	1	2	17
SDP			1		1										2
ELP	1	1		1			1	1	1	1	1	1		1	10
DF	1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
THE POSITIVE CG													1		1
SNP		11		1			1	1	1	1	1	1	1	1	20
Narodna stranka			1												1

Table 23. Numerical coverage of contestants – number of items

The monitoring has shown that the largest share of items aired on the TVCG concerned the activities of the SNP, and to a somewhat lesser degree the DPS and the Democratic Front. The fewest items concerned the Positive and the SDP separately, but they were covered through the *Evropsko lice* coalition in several municipalities. The fact that some parties had different coalition alliances in some municipalities, and contested independently in others may cause confusion in the statistics unless readers are familiar with these facts.

#### C4: TEMPORAL COVERAGE OF CONTESTANTS

The duration of items, i.e. the shares of times by **election contestants** is shown in the table and the chart below.

TVCG1	temporal coverage (sec)														TOTAL
	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
DPS	271	97	62	138	38	82	74	46	85	66	82	149	104	198	1492
SDP			179		29										208
ELP	47	49		71			60	65	53	68	136	155		33	737
DF	27	51	30	21	37	78	57	50	76	52	87	150	148	70	934
THE POSITIVE CG													101		101
SNP		38		35			76	62	53	62	75	84	145	57	687
Narodna stranka			31												31

Table 24. Duration of items covering different contestants (coalitions, candidate lists)

The monitoring has shown that the items on the DPS campaign accounted for the largest share of airtime.

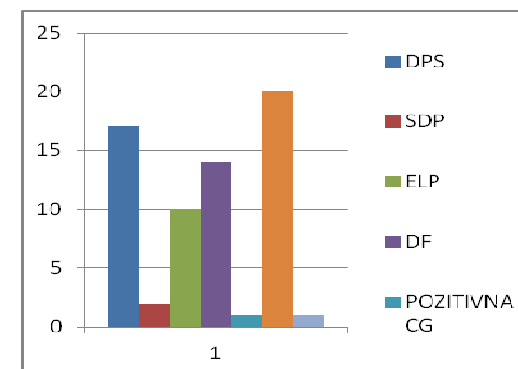


Chart 30. Graphic presentation of the findings in Table 23

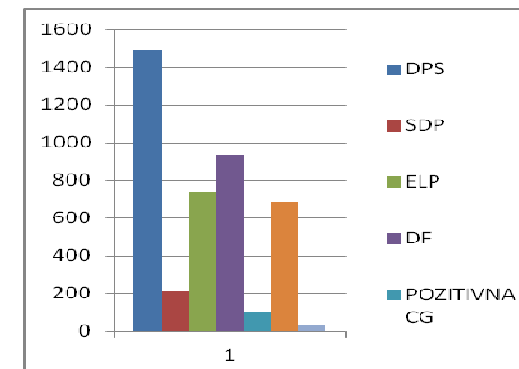


Chart 31. Graphic presentation of the findings in Table 24



## C5: TOPICS COVERED

For citizens and the general public, it is significant for the election campaign coverage, particularly in primetime current affairs programmes of national broadcasters, as a rule of high viewership ratings, not to come down to mere transmission of promotional and advertising messages of the election contestants on the “supply side” (political parties, coalitions, candidate lists, etc.), but rather to provide relevant information on other significant matters and aspects of the election issues.

For the sake of more thorough understanding, the table below (Table 25) categorises all the items aired into two groups: “campaign activities of election contestants” and “other news and topics”. The campaign activities of contestants are not further segmented, while other topics are grouped under five headings for the sake of a more thorough understanding: considering the issues touching upon the wider aspect of the elections, overviews of the current state-of-play and the “political demand and supply” in the municipalities holding the elections, the analyses of some topical issues, educational campaigns and the NGO activities, the information and activities of other bodies with regard to the elections, and the like. The variety and the spread of topics and forms as regards the overall election issues (not just election campaign of individual contestants) may be regarded as a positive contribution of the media.

The table and the charts below feature the numbers, duration, topics and respective shares of items devoted to election campaigns on one side, and to overall election issues, on the other.

TVCG	CANDIDATE LISTS	OTHER TOPICS					Total
	Campaign activities	Broader context of issues	Municipal overviews	Analyses/analysts	NGOs	Other bodies and organisations	
Number	52	6	10	1	2	6	77
Duration	3716	830	1854	266	94	544	7304

*Table 25. Number and duration of items on the activities of contestants and other topics*

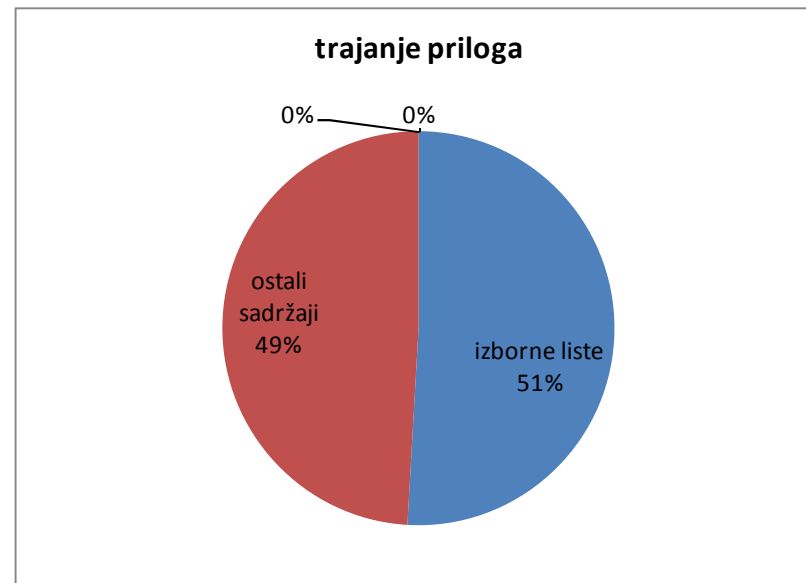
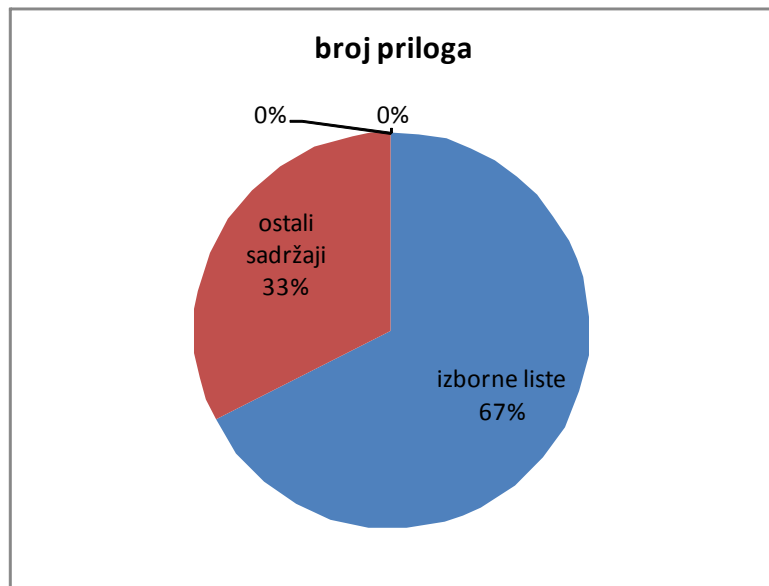
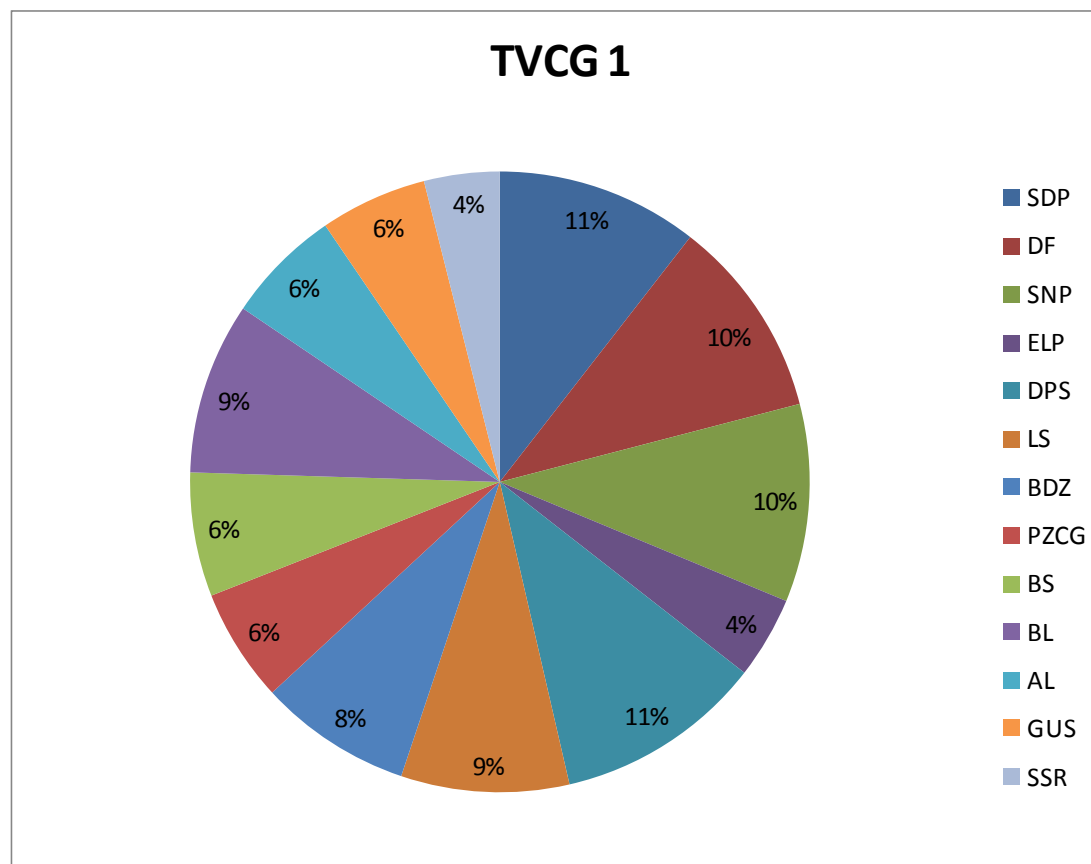


Chart 32. Shares of campaign coverage vs. other issues covered

Chart 33. Shares regarding the duration of items covering campaigns vs. other issues

As shown in the table and the charts above, the TVCG devoted close to two thirds of the total number of items aired to the issues directly related to election campaigns, but in temporal terms it accounts for less than a half of the total airtime.

## D. CONTESTANTS IN POLITICAL ADVERTISING



*Chart 34. Political advertising by the election contestant on the TVCG*

The **DPS** and the **SDP** accounted for the greatest share of advertising at the TVCG with **11%** each, while the **Party of Serbian Radicals** and the **Evropsko lice Podgorice** coalition had the least shares, **4%** each. The **DF** and the **SNP** had **10%** each, the **Liberals of Bar** and the **List for Bijelo Polje** **9%** each, the **BDZ** **8%**, the **Bosniac Party**, the **Albanian Coalition** and the **Coalition for Gusinje** **6%** each.

## IV SUMMARY DATA

### A. PRIMETIME CURRENT AFFAIRS PROGRAMMES

Over the period observed, with regard to the local elections in 12 Montenegrin municipalities, in the primetime current affairs programmes of the TV Atlas, TV Vijesti, TV Pink M, TV Prva and the TVCG only the total of 271 items were aired, lasting for 24,737 seconds, close to 7 hours of airtime. Given that these are prime time current affairs programmes, using solely the shortest journalistic forms (news and reports), it may be noted that this quantitatively means very large production (both in terms of the number of items and their total duration).

As regards the number of pertinent items aired, there is a noticeable high level of consistency among the commercial broadcasters. The higher production by the TVCG is only to be expected, given the national public broadcaster's obligations in the election processes.

#### A1. SHARES BY TV STATION IN THE TOTAL NUMBER OF ELECTION ITEMS AIRED ON ALL STATIONS

As could be seen from individual statistics on the items concerning elections aired on the primetime current affairs programmes of the TV stations monitored, all of them, according to their nature (public or commercial broadcasters), programme and business orientations, devoted considerable airtime to the issues and provided good quality information for the public. Although it is sometimes generally believed that the mere number and duration of items necessarily reflect the quality (more longer items = better reporting and sounder public information), the author does not see this as a proper assumption; hence, presenting such data does not intend to suggest the level of quality or professionalism of the media outlet through such quantitative data.

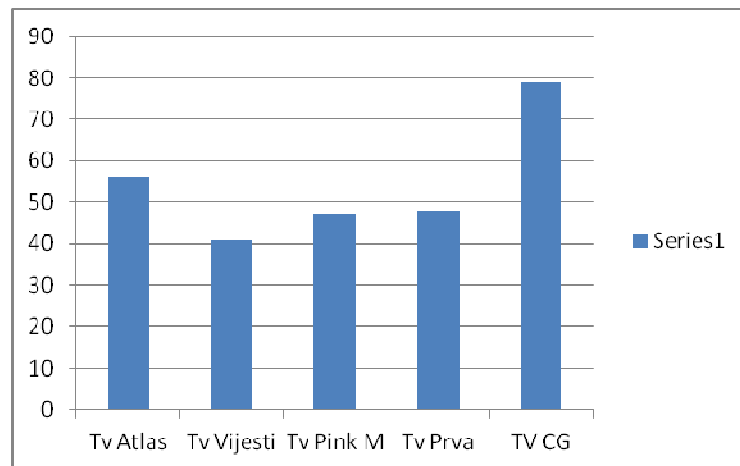


Chart 35. Quantitative shares for each TV station monitored

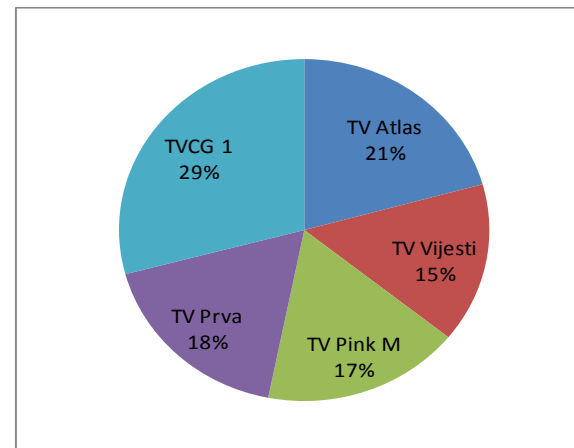


Chart 36. Percentages for each TV station monitored

## A2. SHARES BY TV STATION IN THE TOTAL DURATION OF ELECTION ITEMS AIRED ON ALL STATIONS

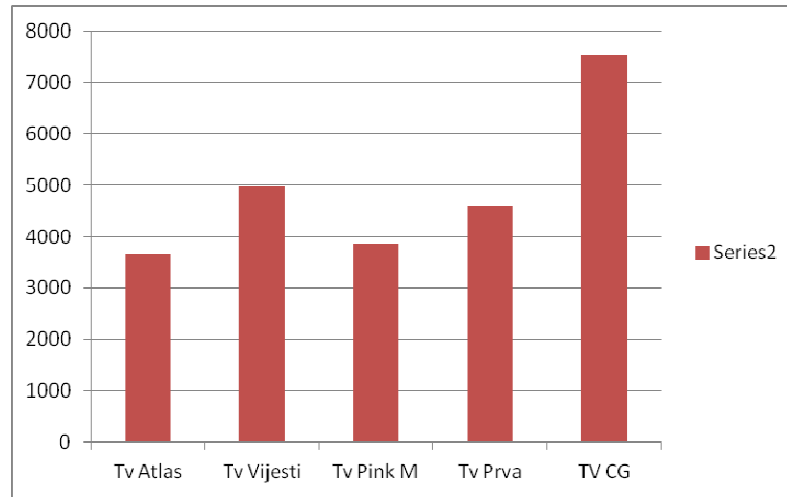


Chart 37. Shares by individual TV stations

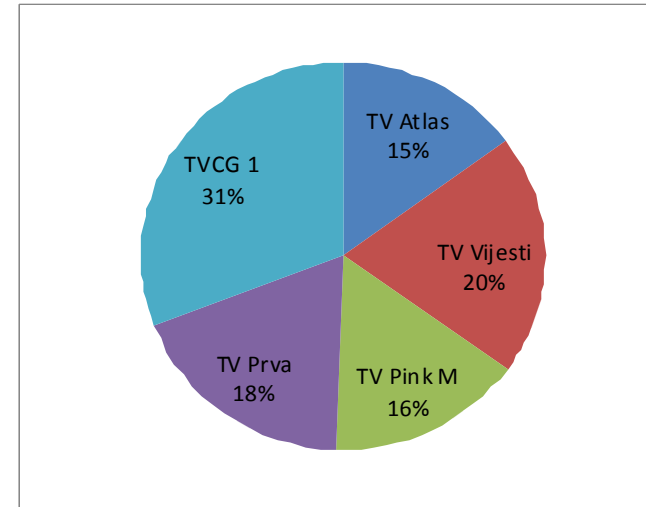


Chart 38. Percentage shares by TV station

The above charts (35, 36, 37 and 38) show a high level of consistency among the TV stations observed regarding the coverage of the local elections (the number of items and their duration) in their primetime current affairs programmes.

### A3. TOTAL NUMERICAL COVERAGE OF MUNICIPALITIES ON ALL TV STATIONS MONITORED

As may be seen in summary data for each TV station, the items on Podgorica were predominant both in terms of their numbers and of their duration. This is also confirmed by the summary data for all TV stations monitored.

<b>Bar</b>	8	<b>4.08%</b>
<b>Bijelo Polje</b>	7	<b>3.57%</b>
<b>Danilovgrad</b>	9	<b>4.59%</b>
<b>Gusinje</b>	2	<b>1.02%</b>
<b>Kolašin</b>	5	<b>2.55%</b>
<b>Plav</b>	5	<b>2.55%</b>
<b>Plužine</b>	0	<b>0</b>
<b>Prijevlja</b>	8	<b>4.08%</b>
<b>Podgorica</b>	132	<b>67.34%</b>
<b>Rožaje</b>	5	<b>2.55%</b>
<b>Šavnik</b>	2	<b>1.02%</b>
<b>Žabljak</b>	5	<b>2.55%</b>
<b>Golubovci</b>	4	<b>2.04%</b>
<b>Tuzi</b>	4	<b>2.04%</b>

Table 26. Total numerical coverage by municipality on all TV stations monitored

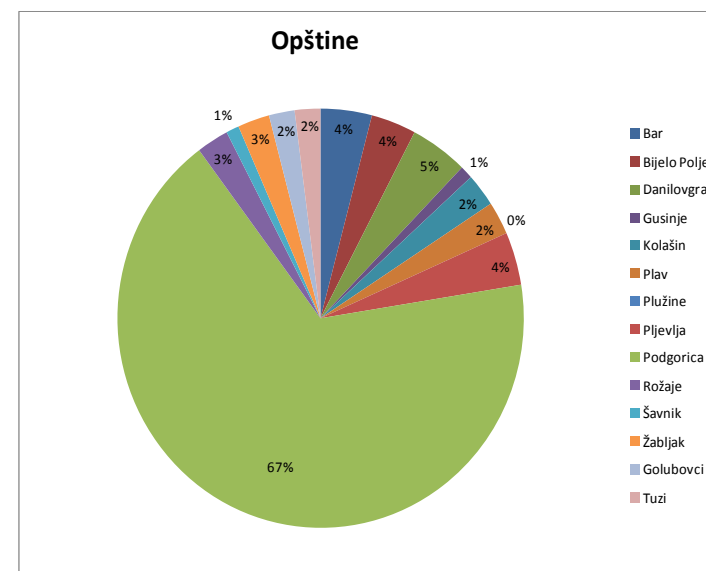


Chart 39. Percentage shares from Table 26

Table 26 and Chart 39 show the in the total **number of items covering** the election-related issues by municipality on the programmes of the five TV stations monitored (TV Atlas, TVCG1, TV Prva, TV Pink M, TV Vijesti), between 10 and 23 May 2014, the items focusing on Podgorica were predominant with 62% of the total number of items aired.

The situation is very similar when it comes to the shares of total airtime, i.e. the response to the question how much total time was devoted to the election activities in individual municipalities.

#### A4. TOTAL TEMPORAL COVERAGE OF MUNICIPALITIES ON ALL TV STATIONS

<b>Bar</b>	655	<b>3,92%</b>
<b>Bijelo Polje</b>	709	<b>4,24%</b>
<b>Danilovgrad</b>	804	<b>4,81%</b>
<b>Gusinje</b>	273	<b>1,63%</b>
<b>Kolašin</b>	666	<b>3,98%</b>
<b>Plav</b>	536	<b>3,20%</b>
<b>Plužine</b>	0	<b>0</b>
<b>Pljevlja</b>	588	<b>3,51%</b>
<b>Podgorica</b>	10445	<b>62,52%</b>
<b>Rožaje</b>	439	<b>2,62%</b>
<b>Šavnik</b>	206	<b>1,23%</b>
<b>Žabljak</b>	334	<b>2%</b>
<b>Golubovci</b>	576	<b>3,44%</b>
<b>Tuzi</b>	474	<b>2,83%</b>

Table 27. Total temporal coverage by municipality on all TV stations monitored

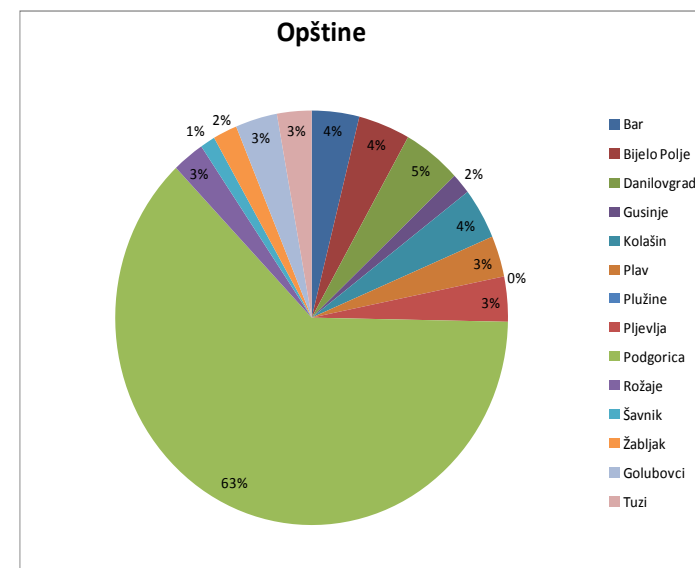


Chart 40. Percentage shares from Table 27

Table 27 and Chart 40 show that the total **temporal coverage** of election-related issues by municipality on the programmes of the five TV stations monitored (TV Atlas, TVCG1, TV Prva, TV Pink M, TV Vijesti), between 10 and 23 May 2014, was proportional to the shares in terms of the number of items.

The tables (28 and 29) and charts (41 and 42) below show the numbers of items and their total duration when covering the campaigns of individual political parties, coalitions and candidate lists in the elections section of the primetime current affairs programmes of the TV stations observed.

As was noticeable in summary overviews for each TV station, the aggregate overview also shows the greatest coverage, both in terms of numbers of items and of total airtime, was devoted to the activities of the DPS and the coalitions it participated to.

## A5. TOTAL NUMERICAL COVERAGE OF CONTESTANTS ON ALL TV STATIONS

<b>DPS</b>	80	<b>36,03%</b>
<b>SDP</b>	8	<b>3,60%</b>
<b>ELP</b>	30	<b>13,51%</b>
<b>DF</b>	47	<b>21,17%</b>
<b>The Positive CG</b>	13	<b>5,85%</b>
<b>SNP</b>	38	<b>17,11%</b>
<b>Narodna stranka (People's Party)</b>	1	<b>0,45%</b>
<b>Bošnjačka stranka (Bosniac Party)</b>	2	<b>0,90%</b>
<b>Liberalna partija (Liberal Party)</b>	2	<b>0,90%</b>
<b>Coalition of Bosniacs, Muslims and Albanians</b>	1	<b>0,45%</b>

Table 28. Total numerical coverage by contestant on all TV stations monitored

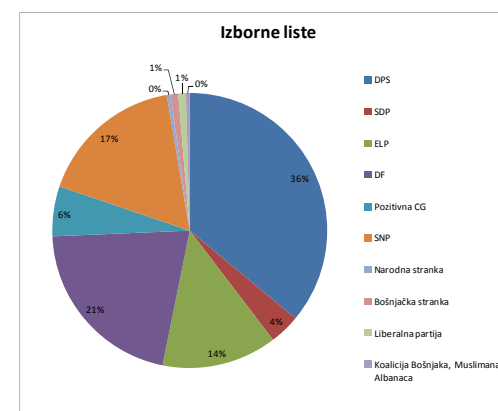


Chart 41. Percentage shares from Table 28

Table 28 and Chart 41 show the total **numerical coverage** of contestants on the programmes of the five TV stations monitored (TV Atlas, TVCG1, TV Prva, TV Pink M, TV Vijesti) between 10 and 23 May 2014, and their respective percentage shares.

## A6. TOTAL TEMPORAL COVERAGE OF CONTESTANTS ON ALL TV STATIONS MONITORED

<b>DPS</b>	6889	<b>44,88%</b>
<b>SDP</b>	708	<b>4,61%</b>
<b>ELP</b>	2268	<b>14,77%</b>
<b>DF</b>	3182	<b>20,73%</b>
<b>The Positive CG</b>	802	<b>5,22%</b>
<b>SNP</b>	1391	<b>9,06%</b>
<b>Narodna stranka (People's Party)</b>	31	<b>0,20%</b>
<b>Bošnjačka stranka (Bosniac Party)</b>	34	<b>0,22%</b>
<b>Liberalna partija (Liberal Party)</b>	30	<b>0,19%</b>
<b>Coalition of Bosniacs, Muslims and Albanians</b>	13	<b>0,08%</b>

Table 29. Total temporal coverage by contestant on all TV stations monitored

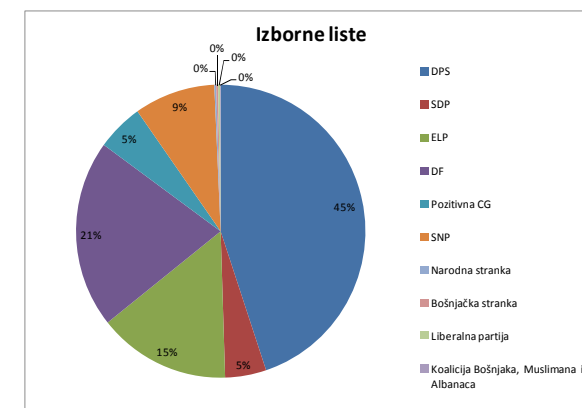


Chart 42. Percentage shares from Table 29

Table 29 and Chart 42 show the total **temporal coverage** of contestants on the programmes of the five TV stations monitored (TV Atlas, TVCG1, TV Prva, TV Pink M, TV Vijesti) between 10 and 23 May 2014, and their respective percentage shares.



## A7. THEMATIC STRUCTURE OF THE ITEMS AIRED

As commonly known, during the election campaign period the election contestants plan, design and implement activities diverse in contents and in from, and numerous and dynamic in scope and intensity, in the most diverse forms in order to assure the voters, and the overall public that their agenda (offer, vision) is the best way for the citizens and the community to meet their needs, interests and goals. In this complex activity, the role of the media is essential. Particularly so for the electronic media, primarily the television, which is still today in Montenegro in the focus of attention of the greatest share of population. As regards the election campaigns, among television programmes, particularly significant are the current affairs ones (larger and shorter news programmes).

Given the above, in the initial stage of introducing and establishing parliamentary democracy and political pluralism in Montenegro, at the time of maturing of all actors in the democratic process: voters (as free citizens, and not party puppets), institutions, the media and the overall environment, the media were under tremendous pressure of political parties endeavouring that during the campaign periods everything covered by the media should be mechanically unified and to ensure by administrative decisions to a second the same airtime and the same questions for all; the public broadcasters at the time were even obliged to air footage on party activities shot and edited by the given political parties themselves.

Fortunately, those days and the trend of turning the media, particularly the public broadcasters, into mere transmitters of the party propaganda, are over and today the media in Montenegro may independently decide what they regard as relevant information, how and when to air. This is the newly won area of media freedoms well observable in the practice of the media over the period covered by the present monitoring and the ensuing report.

Citizens have both the need and the right, when it comes to elections, to be properly informed in order to make informed decisions based on true facts and unforced own understandings. Thus, the role of the media during the election campaigns is in no way just to relentlessly follow the activities of the contestants, register them duly and truly present to the public. The role of the media is to cover any issue and topic they believe to be in the public interest.

Thus the author believes it would be useful and interesting to see the quantitative shares between the items and their duration that focused on reporting the campaign activities of the election contestants and other election-related issues which may be of the interest for the general public or some targeted audiences. Such engagement of the media in covering numerous topical issues and useful information, outside of mere coverage of party campaigning, is a substantial indicator of the professional identity of media outlets and their contribution to the quality public information.

In order to present this as truly as possible, the table below features both the number and the duration of items covering party campaign activities (under the heading "direct promotional activities") and other relevant issues, covering other matters relevant for the elections: NGO actions and campaigning, analysts' views and opinions, features of the state-of-play in the municipalities about to have elections – what the parties offer, and what the election contestants offer, other information from state and other organisations, and the like.

Thematic structure of the items aired					
	Total	Direct promotional activities		Other relevant issues	
<b>Number of items</b>	<b>265</b>	<b>179</b>	<b>67,54%</b>	<b>86</b>	<b>32,45%</b>
<b>Airtime</b>	<b>24197</b>	<b>10533</b>	<b>43,53%</b>	<b>13664</b>	<b>56,46%</b>

Table 30. Thematic structure of the items aired over the period observed in the primetime current affairs programmes

The table above shows that the total number of pertinent items<sup>6</sup>, aired on all the TV stations covered throughout the monitoring period, is 265, and that over 30% refers to matters which are not a direct reflection of party propagandistic choreography. The fact that the total duration of the items which do not refer directly to party campaigning exceeds 56% of the total is a positive sign and a logical consequence of the fact that the professional approach to addressing various topics, analyses and forecasts may not be covered in short forms such as newscast or reports.

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<sup>6</sup> The number of the items observed does not correspond to the total registered number of items aired (as shown in individual and summary presentations), i.e. their aggregate number does not match 100%, since it is impossible to classify a certain number of items under any of the categories relevant for this consideration.

## B. ADVERTISING OF ELECTION CONTESTANTS

### INDIVIDUAL CONTESTANTS SHARES IN TOTAL POLITICAL ADVERTISING DURING THE MONITORING PERIOD

	SDP	DF	SNP	ELP	DPS	LS	BDZ	PZCG	BS	BL	AL	GUS	SSR
<b>10 May</b>	14%	7.6%	4.87%	15.98%	56.62								
<b>11 May</b>	28.83	6.97%	3.76%	27.44%	31.15%	1.82%							
<b>12 May</b>	18.18%	13.10%	7.67%	25.6%	29.74%	5.68%							
<b>13 May</b>	23.25%	7.04%	9.93%	23.51%	23.51%	4.24%	5.09%	3.39%					
<b>14 May</b>	25.8%	8.17%	5.88%	28.9%	26.8%	2.08%	2.22%						
<b>15 May</b>	19.7%	11.86%	8.38%	17.88%	22.2%	4.85%	4.96%	3.53%	1.54%	5.02%			
<b>16 May</b>	15.16%	8.80%	7.87%	21.1%	26.8%	3.55%	2.45%	1.63%	3.15%	5.83%	2.33%	1.16%	
<b>17 May</b>	15.16%	9.29%	8.25%	22.01%	24.09%	1.50%	3.06%	3.21%	3.11%	4.88%	2.54%	2.85%	
<b>18 May</b>	15.00%	16.53%	8.17%	20.29%	22.15%	1.30%	2.74%	1.39%	4.08%	2.92%	2.83%	2.55%	
<b>19 May</b>	15.66%	13.38%	8.13%	21.90%	20.38%	2.47%	2.28%	4.67%	2.12%	2.54%	2.35%	2.01%	2.05%
<b>20 May</b>	13.22%	12.39%	10.28%	16.65%	23.84%	2.35%	2.43%	6.48%	2.43%	2.56%	2.56%	2.23%	2.52%
<b>21 May</b>	9.33%	24.31%	6.27%	18.48%	23.14%	2.11%	1.05%	4.44%	2.15%	2.22%	2.26%	2.00%	2.18%
<b>22 May</b>	4.31%	6.26%	5.12%	7.85%	69.61%	0.64%	0.55%	2.33%	0.56%	0.74%	0.61%	0.70%	0.65%
<b>23 May</b>	6.80%	5.01%	7.94%	15.87%	56.83%	0.49%	0.73%	2.80%	0.36%	0.82%	0.77%	0.77%	0.75%
	<b>11.80%</b>	<b>9.60%</b>	<b>7.10%</b>	<b>16.92%</b>	<b>42.54%</b>	<b>1.70%</b>	<b>1.54%</b>	<b>2.75%</b>	<b>1.25%</b>	<b>1.73%</b>	<b>1.17%</b>	<b>1.08%</b>	<b>0.76%</b>

Between 10 May and 23 May 2014, the greatest share of political advertising on the programmes of all the TV stations covered was accounted by the **DPS** with **42.54 %**, followed by the **Evropsko lice Podgorice** coalition with **16.92 %**, the **SDP** with **11.8**, the **DF** with **9.6** and the **SNP** with **7.1 %**. The remaining advertising involved the following contestants: **the Positive Montenegro** with **2.75 %**, **the List for Bijelo polje** with **1.73**, **the Liberals of Bar** with **1.7 %**, the **Bosniac Democratic Community** with **1.54**, **the Bosniac Party** **1.25**, **the Albanian Coalition** **1.17** and the **Coalition for Gusinje** **1.08**. The lowest share of political marketing is accounted for by the **Party of Serb Radicals** with **0.76 %**.

## V CONCLUSIONS

Based on the examination of the items subject to monitoring, as covered by and presented in the report, certain assessments and conclusions can be made.

The TV stations observed, the ones having the status of national broadcasters, seen overall, have devoted due attention to providing public information on all essential aspects of the process, before and during the local elections held in 12 Montenegrin municipalities on 25 May 2014. A substantial share of the total coverage of election matters was featured in the primetime current affairs programmes, subject to the monitoring presented in this Report. The individual and aggregate data presented here clearly support the claim that the media outlets covered, in this segment of their programmes only, devoted significant attention to the election matters, and measured by the scope, comprehensiveness and the thematic diversity, contributed greatly to meeting the need and the interest for quality public information.

There was an evident effort seen in the monitored programmes of the broadcasters covered (the primetime current affairs programmes, the sections devoted to local elections), particularly within the programmes of the public broadcaster TVCG1, to seek comprehensiveness, and for all media equally, the thematic diversity, to shed light from different angles and focus on different topics.

As regards the information aired, both in terms of coverage and airtime, a greater share of items was devoted to the activities in the capital and the campaigning of the governing parties and coalitions. In professional terms, this is quite common, but it is noteworthy that those media outlets resisted the current commercialistic challenges of completely favouring the information relevant for the key players on the political arena and the market-based sensationalistic approaches where there is no room for smaller players.

The contents and the structure of the commercial communication aired (advertising and what is commonly referred to as "political marketing") was compliant with relevant regulations. There was no favouring of clients, everyone was free to use the advertising airtime under the terms known in advance and on equal footing; hence, it was the matter of the respective advertisers' costs and benefits assessments.

Finally, over the period observed there were no complaints filed with the Agency for Electronic Media, as the independent regulator in the area of the AVM services, by any individual or entity against any of the media or their coverage of local elections, either regarding their programmes or commercial activities.

Based on the above, in the exercise of their noteworthy public roles and functions, the media observed operated in compliance with the current provisions, so that the AEM, as an independent regulator, had no cause to react regarding the compliance of the items aired.

Regarding the intended goals of monitoring, and based on the results of recording, selecting and processing the data the following conclusions may be drawn:

1. Based on the items aired, as well as based on daily communication of the AEM Monitoring Department with the broadcasters, as its standard work methodology, during the election campaign there were no practical examples, or even any indication, of the media outlets being exposed to any actions which may constitute interfering with their freedom under Article 1 of the Media Law (page 3 herein).
2. The programmes observed, in terms of their scope, quality and comprehensiveness, contributed to the implementation of Article 1(3) of the Media Law ("Montenegro shall provide and guarantee freedom of information at the level of the standards as contained in the international documents on human rights and freedoms"), even more so given that the monitored programmes constitute but a share of the total system and regular sources of information in Montenegro.
3. The programmes subject to monitoring do not indicate any deviations from the principles governing "the relations in the area of AVM services" under Article 3 of the Electronic Media Law (see page 3 herein).
4. As regards the broadcasters' programming obligation (Article 55 of the Electronic Media Law), the focus was on item 1 of the given article which refers to the obligation of broadcasters to "respect the privacy and dignity of citizens and protect the integrity of minors". Respecting the specific nature, contents and level of public communication in election campaigns in general, particularly given the prolonged absence of positive traditions (not only in Montenegro, but in many other countries in transition) a noticeable improvement in the level of public communication is visible, both in the activities of political entities, and in the media coverage of such activities.

No violations of the provisions of item 7 referring to the use of language in official use was observed.

As regards other items of Article 55 of the Electronic Media Law, no violations of items, 2, 3 or 4 were observed, and item 5 is of technical nature and is not directly linked with the topics which are subject to this report.

Finally, the data and the information stemming from monitoring of the contents and their public presentation aim at contributing to all who are now or will be in future interested in doing the research relevant for item 6 of the above Article of the Electronic Media Law, regarding what is expected of broadcasters with a view of **contributing** to the timeless ideals of public communication and the culture of interpersonal relations.

The examination of the programmes subject to the present monitoring gives reasonable grounds for concluding that the electronic media give a visible contribution to the progress made in the complex and slow processes of developing and cherishing ethical standards, professional codes, shared cultural values and aspirations of the overall journalistic profession in Montenegro. The improvement of the general level of public discourse in this election cycle was also observed by respectable analysts. This is reconfirmed by the fact that during the election campaign period there were no items aired which would call for any actions be taken by the Agency for Electronic Media as the regulator responsible for this field.



**Montenegro**  
**THE AGENCY FOR ELECTRONIC MEDIA**

**Annex 1**

**2014 LOCAL ELECTIONS**  
**AN OVERVIEW OF CANDIDATE LISTS BY**  
**MUNICIPALITY**

**Podgorica, June 2014**

## 2014 LOCAL ELECTIONS

### AN OVERVIEW OF CANDIDATE LISTS BY MUNICIPALITY

#### Podgorica

- I** SNP - Mladost.Mudrost.Hrabrost. - mr Aleksa Bečić
- II** Albanska koalicija
- III** Evropsko lice Podgorice - prof.dr Dragan Bogojević - SDP i PCG
- IV** Demokratski front - Miodrag Lekić
- V** Za evropsku Podgoricu - Milo Đukanović

#### Bar

- I** SNP - Mladost.Mudrost.Hrabrost. - Snežana Jonica
- II** Barska lista
- III** Barski liberali - LPCG
- IV** Za evropski Bar - Milo Đukanović
- V** Socijaldemokratska partija Bar - Čist izbor
- VI** Bošnjaci, Muslimani i Albanci - Bar u koji vjerujemo
- VII** The Positive Crna Gora - Domaćinski za Bar - Radomir Novaković Cakan
- VIII** Demokratski front - Miodrag Lekić

#### Bijelo Polje

- I** Bjelopoljska lista - Zajedno, za svoj grad
- II** Socijaldemokratska partija - Čist izbor
- III** Demokratski front - Miodrag Lekić
- IV** The Positive Crna Gora
- V** Ujedinjene srpske stranke (SL - DSS - NS – SSR)
- VI** Za evropsko Bijelo Polje - Milo Đukanović
- VII** Bošnjačka demokratska zajednica (BDZ) - Dolazi istina, Akovo moje
- VIII** Bošnjačka stranka - Rafet Husović
- IX** SNP - Mladost.Mudrost.Hrabrost. - dr Rašo Nišavić

#### Danilovgrad

- I** Evropsko lice Danilovgrada - Socijaldemokratska partija i The Positive Crna Gora
- II** Demokratski front - Miodrag Lekić
- III** Srpski front za Danilovgrad i Spuž
- IV** Za evropski Danilovgrad - Milo Đukanović
- V** SNP - Mladost.Mudrost.Hrabrost. - Spasoje Peđa Kovačević

## **Žabljak**

- I** Stranka srpskih radikala
- II** Demokratski front - Miodrag Lekić
- III** Socijalistička narodna partija
- IV** Narodna stranka
- V** The Positive Crna Gora
- VI** Za evropski Žabljak - Milo Đukanović

## **Kolašin**

- I** Grupa birača - Šule i Mikan sa građanima Kolašina
- II** Evropsko lice Kolašina - Socijaldemokratska partija/The Positive Crna Gora
- III** Za evropski Kolašin - Milo Đukanović
- IV** SNP - Mladost.Mudrost.Hrabrost. - Đuro Milošević
- V** Demokratski front - Miodrag Lekić

## **Plav**

- I** Demokratski front - Miodrag Lekić
- II** Demokratski savez u Crnoj Gori
- III** Za evropski Plav - Milo Đukanović
- IV** Socijaldemokratska Partija „SDP Plav - Čist izbor“
- V** Građanska inicijativa Plav - Hoti - Iber
- VI** SNP - Mladost.Mudrost.Hrabrost.
- VII** Forca - Demokratska unija Albanaca - Zajedno
- VIII** Bošnjačka stranka

## **Plužine**

- I** Slobodna Piva - Jugoslovenska komunistička partija Crne Gore
- II** Demokratski front - Miodrag Lekić
- III** Poljoprivreda, turizam, energetika - Miodrag Bakrač
- IV** SNP - dr Petar Žulović
- V** Za evropske Plužine - Milo Đukanović

## **Pljevlja**

- I** Koalicija "Socijalistička narodna partija Crne Gore, Pokret za Pljevlja dr Novica Stanić – dr Miloje Pupović"
- II** Ujedinjena srpska lista
- III** Demokratski front - Miodrag Lekić
- IV** Za evropska Pljevlja - Milo Đukanović
- V** The Positive Crna Gora - Nikola Jurić
- VI** SDP - Čist izbor



## **Rožaje**

- I** Bošnjačka demokratska zajednica ( BDZ ) - Hazbija Kalač
- II** SDP - Čist izbor za Rožaje
- III** Socijalistička narodna partija Rožaje
- IV** Za evropsko Rožaje - Milo Đukanović
- V** Bošnjačka stranka - Rafet Husović

## **Šavnik**

- I** SNP - Mladost.Mudrost.hrabrost. - Nikola Bijelić
- II** Demokratski front - Miodrag Lekić
- III** Za evropski Šavnik - Milo Đukanović

## **Gusinje**

- I** Složno za Gusinje DPS-BS-SDP
- II** Demokratska unija Albanaca
- III** Koalicija za Gusinje - dr. Rusmin Laličić
- IV** Demokratski savez u Crnoj Gori
- V** Albanska alijansa