



**Montenegro
AGENCY FOR ELECTRONIC MEDIA**

Number: 02 - 532
Podgorica, 8 May 2012



**University of Montenegro
FACULTY OF POLITICAL SCIENCE**

Number: 01 - 615
Podgorica, 8 May 2012

MEMORANDUM OF COOPERATION

Signed on 8 May 2012 in Podgorica between:

1. The Agency for Electronic Media (hereinafter referred to as: Agency), Bul. Sv. Petra Cetinjskog 9, Podgorica, represented by Abaz Beli Džafić, Director
and
2. The Faculty of Political Science (hereinafter referred to as: Faculty), Ul. 13 jula 2, Podgorica, represented by Professor Sonja Tomović Šundić, PhD, Dean.

The Agency and the Faculty shall cooperate in the areas of common interest, especially in the field of development, exchange and promotion of knowledge and skills in the audiovisual media service sector.

The cooperation shall include the following, but not limited to:

1. Improvement of knowledge and experience of the Faculty students in the field of monitoring, presentation and implementation of programme standards related to AVM services;
2. Promotion and participation in development and implementation of the standards related to broadcast content (protection of minors, protection of privacy, offensive language and hate speech, respect of court and confidentiality of proceedings, etc.);
3. Promotion and application of standards related to commercial AV communications (advertising, teleshopping, sponsorship, product placement), especially the regulations related to designation, quotas, scheduling;
4. Presentation and promotion of the independent and impartial monitoring of programme content of the AVM service providers (broadcasters and operators);
5. Importance of education of citizens concerning the significance and the manner of exercising of the right of correction and reply, and the possibility of complaint against the AVM service providers.

In order to meet the aforementioned goals:

- a) The Agency shall:
 1. Organize a series of lectures in the second half of 2012. The lectures will be dedicated to the position, rights and obligations of the Agency on the one hand, and the AVM service providers (broadcasters and on-demand AVM service providers) on the other. They will be given by the

Agency employees, either at the Agency or at the Faculty, depending on the topic presented and the timeframe of educational process at the Faculty. The lectures will be organized for a group of 15 to 20 senior year students selected by the Faculty.

2. Include a group or individual students referred to in the paragraph 1 in the Agency's activities related to the preparation and carrying out of the analysis of application of programme standards and obligations (production quotas, protection of minors, advertising quotas, scheduling of advertisements, etc.).
- b) The Faculty shall take the following measures:
1. Select a group of students that will attend the lectures and participate in the Agency' activities;
 2. Support the development and strengthening of knowledge and awareness of the importance of independent regulation in the system of provision of AVM services, through education and dissemination of information on the issues of importance for this field and international practice and experience in this field;
 3. Formulate the proposals, promote and carry out the activities aimed at improving media literacy;
 4. Mobilize its student community to actively participate in and follow all phases of regulation of the AVM service sector in order to obtain quality information and knowledge for implementation of certain measures and activities. As a part of these activities, the Faculty shall: prepare proposals (texts, etc.) for the production of radio and/or TV programmes on independent regulation of AVM service sector.
 5. Organize thematic training/presentations/lectures for journalists and other media professionals (technology, marketing, copyrights...), focusing on certain aspects of functioning of the audiovisual media sector.

General provisions

1. Transparency

- The existence and terms of this memorandum may be made public by each party after its signing. Disclosure of information ensuing from the implementation of any of the stipulations of the Memorandum shall not be prohibited by either of the parties, and they will be periodically disseminated to the Montenegrin public through the media.

2. Concrete initiatives

- A detailed timeframe and individual rights and obligations related to concrete activities shall be defined by separate annexes to the Memorandum signed by the Agency and the Faculty.

3. Timeframe

- Each party shall start the activities related to the undertaken obligations immediately after the signing and coming into effect of the Memorandum.

4. Effectiveness

- The Memorandum shall come into effect upon signing by the authorized representatives of the Agency and the Faculty. The obligations undertaken by each party to the Memorandum shall strictly depend on the execution of obligations by the other party.
- The Memorandum is signed in 4 (four) copies, 2 (two) of which are kept by each party.

Agency for Electronic Media

Abaz Beli Džafić
Director

Faculty of Political Science

Professor Sonja Tomović-Šundić, PhD
Dean