



**Montenegro**  
**AGENCY FOR ELECTRONIC MEDIA**  
**Number: 02 – 207**  
**Podgorica, 23 February 2021**

**PRESS RELEASE**

Goran Vuković, Director of the Agency for Electronic Media, has participated in the round table "Conclusions and Recommendations of the ENEMO International Election Observation Mission for the Parliamentary Elections in Montenegro on 30 August 2020: Promoting a comprehensive review of electoral legislation".

Director of the Agency expressed satisfaction with the opportunity to take part in the event and hope that ENEMO's recommendations would contribute to the fulfilment of expectations we had been facing for years at both national and international level, concerning the election reform and the associated reform of the media framework and the role of media outlets in ensuring fair elections.

Talking about a set of conclusions and recommendation of the ENEMO Observation Mission related to the media and the legislative framework for the media, Director of the Agency said that:

The media campaign for the elections held last August confirmed once again that a review of the legislative framework is necessary in order to avoid any overlapping or lack of competencies and to provide efficiency in supervision, prevention and sanctioning. In view of this, it is necessary to:

- Harmonize the terminology and timeframe;
- Harmonize the provisions related to the beginning of the election campaign;
- Redefine political advertising. In is important to bear in mind the regulation of the political advertising during and outside the election campaign, as well as the advertising topics and subjects;
- Strengthen an efficient supervision and sanctions for the prohibited and surreptitious media presentation and political advertising.

Director of the Agency said that, while aware of the importance and role of the social media in political communication, the Agency must not and should not be involved in the monitoring of the social media.

Furthermore, he said that it would be inappropriate and unacceptable for the Agency to oversee and sanction the public officials who do not observe the principles of fair campaigning. What the Agency can and should continue to do is only to supervise the observance of prohibition or surreptitious media presentation, and an obligation to adequately label and schedule political advertising.

In his speech, Director of the Agency said that, by publishing a report with the summed up and methodologically very consistently presented data, and the conclusions and recommendations based on this data, the Agency gave a better contribution to the analysis of the media activities during the election campaign and the improvement of situation and practice in that field.