

MEDIA FREEDOM MUST BE AN EVERYDAY PRACTICE, NOT JUST AN IDEAL

On the occasion of May 3 – World Press Freedom Day, the Agency for Audiovisual Media Services (AMU) expresses strong support to all journalists, as well as media organizations whose work is based on the principles of professionalism, responsibility, and public interest. Their daily contribution in seeking the truth, verifying facts, and addressing topics that would otherwise remain out of focus is of crucial importance for the public and the quality of social dialogue.

In times of intense social change and global challenges, the role of independent and responsible journalism becomes indispensable – both as protection against disinformation and propaganda, and as a voice of reason and conscience. It is unacceptable that journalists continue to face threats, pressures, and physical attacks for professionally performing their work – whether reporting from conflict zones or from local communities where decisions of broader social importance are made. Journalists are the eyes and ears of the public, often present where society would have no access without their work. Therefore, journalists must be protected always and everywhere, without exception.

Media freedom must not remain a mere formality. It must be a concrete and achievable practice – ensured through legal and institutional protection, but also through the improvement of the economic position of journalists and media workers. The conditions under which many media outlets operate in Montenegro, faced with financial insecurity, make this component particularly important. It is necessary to ensure not only political independence but also the economic protection of the media, creating a sustainable environment for their unhindered and free work, regardless of the size and limitations of the Montenegrin market.

The Agency for Audiovisual Media Services remains committed to its mission to strengthen the regulatory framework, encourage pluralism of opinion, promote transparency of media ownership, and improve the level of media literacy. We believe that media freedom is not a privilege but a fundamental right, which also entails our right to be accurately, timely, and objectively informed.