

Agency for Electronic Media

MONITORING DEPARTMENT

Zagreb, December 2013.

ORGANIZATION

- *Now: 6 EMPLOYEES*

- *First level analysts: 3*

- *Second level analysts: 2 – “senior analysts”*

- *Head of monitoring department*

- *Only 3 employees before 1. June 2013.*

MAIN TASKS

- COMPLAINTS – Main priority
- As we get more famous, we get more complaints! 😊
- **Example:**
 - ❑ 2010. → 32 complaints
 - ❑ 2013. → 162 complaints
- Every complaint is analysed!

PROCEDURE

- COMPLAINT → **First level media analyst** →
OPINION/INDICATION
→
Second level senior analyst → ACCEPTS OR REJECTS
FIRST OPINION
→
Legal Department → ACCEPTS OR REJECTS
MONITORING DEPARTMENT OPINION/INDICATION
- Head of Monitoring department prepares final report for the Council and may revise the case.
- IF NOT VIOLATION (Legal Department rejects):
 - ❑ Answer to the submitter of the complaint.

OPTIONS

In case of VIOLATION (LEGAL DEPARTMENT CONFIRMS)

➤ **COUNCIL FOR ELECTRONIC MEDIA** (SESSION)
→ **DECISION**

- **FIRST STEP: Letter** to the broadcaster - **STATEMENT required:**
possibility to explain the problem → **ALWAYS!**
- **SECOND STEP: COUNCIL AGAIN** → Taking the arguments into consideration
- Possibilities:
 - ❑ Option 1: May accept the statement ; decision: **NO VIOLATION**
 - ❑ Option 2: May reject the statement; decision: **VIOLATION**

REGULAR MONITORING

MEDIA SCOPE

- **30** TV channels:
 - ☐ **10** national TV channels
 - ☐ **20** local TV channels
- **154** radio stations
- Electronic publications from the register (based on complaints)

NOT everything can be monitored or analysed.

- On weekly basis: According to **PLANS**
- Approximately 60 -70 TV programs: sometimes less and sometimes more → depends on other activities

REGULAR MONITORING

- Focus on NEWS OR ENTERTAINMENT PROGRAMS on national TV channels
- Occasionally: local TV stations and radio stations (motivated by complaints and observations)
- **PROCEDURE: the same as in case of complaints:**
 - ❑ *First level analyst – Second level senior analyst – Legal department – Head of Monitoring - Council – statement – decision*

MAIN ASPECTS of monitoring:

- ❑ Protection of minors (films – violence, disclosure of minors' identity)
- ❑ Separating commercials (advertisements) from editorial content
- ❑ Sponsorship in news programs
- ❑ Surreptitious advertising
- ❑ hate speech and insults

COMPREHENSIVE ANALYSES

- Primarily RADIO STATIONS, but also TV stations
- Analysis based on recordings of an entire weekly program: 7 days/168 hours of program
- COMPARING program obligations with actually produced program in 7 days
- Obligations from **“the program basis”** - part of the contract – defining the lowest amount of program in a few basic categories:
 - ❑ News
 - ❑ Entertainment
 - ❑ Documentary
 - ❑ Culture
 - ❑ Music
 - ❑ Religion
 - ❑ Educational and children

COMPREHENSIVE ANALYSES

- **Second level senior analysts** are our experts for comprehensive 7 days program analyses

- **What is observed?**
 - ❑ Amount of program obtained in each program category (according to “the program basis”)
 - ❑ Own production (at least 30 % of daily production for radio stations and 20 % for TV stations)
 - ❑ Amount of “local news and informations” (at least 10 % of weekly production)

- **PROCEDURE:**
 - ❑ Second level senior analysts – legal department – Council – statement – decision

COMPREHENSIVE ANALYSES

- In 2012.
 - ❑ 32 comprehensive radio station analysis
 - ❑ 6 comprehensive TV station analysis

- ADDITIONALLY: THEMATIC ANALYSES (by occasion) →
Focused on specific subjects, like:
 - ❑ Cartoons
 - ❑ Tarot and “reading the future” TV shows
 - ❑ Sponsorship in news programs

Thank you!

