

Institut za medije Crne Gore
Montenegro Media Institute

IZVJEŠTAJ ZA 2021. GODINU

PREGLED AKTIVNOSTI
INSTITUTA ZA
MEDIJE CRNE GORE

UVODNI DIO

Politička kriza i kontinuirani rast tenzija imali su uticaj i na rad medija i medijskih organizacija u Crnoj Gori. U tom specifičnom političkom i društvenom ambijentu, Institut za medije Crne Gore (IMCG) trudio se da se bavi svim važnim temama za unapređenje medijskog ambijenta. Naš poseban fokus bio je na jačanju profesionalnih standarda i unapređenje medijske pismenosti u obrazovnom sistemu kao odgovora na širenje dezinformacija, govora mržnje i teorija zavjere na veb portala, društvenim mrežama i mobilnim aplikacijama koje štetno utiču na sve građane, a posebno na mlade.

Nakon višegodišnjih apela civilnog sektora, država se prvi put prošle godine odlučila da strateški uredi oblast medija. U prvoj fazi izrade Medijske strategije za 2022 – 2026., IMCG imao je aktivno učešće i dao svoj doprinos unapređenju oblasti koje su u fokusu rada naše organizacije. Konkretno, IMCG je dao predloge za bolju primjenu profesionalnih standarda, za veću bezbjednost novinara, te svojim aktivnostima doprinio borbi protiv dezinformacija, govora mržnje i onlajn nasilja, te većem nivou medijske pismenosti u školskom sistemu i kod opšte populacije.

U 2021. godini nastavili smo da razvijamo istraživački dio naše organizacije i da sprovodimo stalni monitoring sadržaja koji objavljaju onlajn mediji u Crnoj Gori. Objavili smo pet analiza i inicijativa sa preporukama za donosioce odluka iz oblasti unapeđenja profesionalnih standarda i medijske pismenosti.

Nalaze i preporuke predstavili smo na nekoliko javnih događaja u Crnoj Gori i regionu, na kojima su učestovali donosioci odluka, predstavnici medijske i međunarodne zajednice. Dodatno smo bili posvećeni jačanju regionalne saradnje sa našim partnerima iz Mreže za profesionalizaciju medija u Jugoistočnoj Evropi **SEENPM** i Mreže za digitalna prava u Jugoistočnoj Evropi **SEE Digital Rights Network**.

Najvažnije aktivnosti iz 2021. godine prikazaćemo kroz tri programske oblasti organizacije:

01
MEDIJSKA
PISMENOST

02
PROFESSIONALNI
MEDIJI

03
NOVINARSKA
ŠKOLA

01

MEDIJSKA PISMENOST

U oblasti medijske pismenosti nastavili smo direktnu saradnju i rad sa obrazovnim institucijama, nastavnicima i učenicima kako bi ojačali poziciju predmeta Medijska pismenost u školama. Kroz projekat „**Citaj između redova 2**”, koji je podržala Ambasada Sjedinjenih Američkih Država u Podgorici, organizovali smo susrete sa 95 direktora/ica i nastavnika/ca iz osnovnih i srednjih škola iz cijele Crne Gore sa kojima smo diskutovali o značaju izučavanja ovog predmeta i o izazovima za njegovo uvođenje.

Dodatno smo uključili oko 80 lokalnih aktivista/kinja i građana/ki koji su na našim javnim tribinama razgovarali o gorućim pitanjima u oblasti medija i medijske pismenosti.

Nakon intenzivne dvogodišnje kampanje civilnog društva, zvanični podaci Ministarstva prosvjete, kulture, nauke i sporta pokazuju sve veće interesovanje srednjoškolaца/ки за medijsku pismenost i nastavnika/-ca za formalno i neformalno obrazovanje u ovoj oblasti.



Tako je u školskoj 2021/2022 godini 41 odsto više učenika/ca izabralo medijsku pismenost u odnosu na 2020/2023, dok je za 22 procenta povećan broj škola koje su formirale grupe za taj predmet. To svjedoči o povećanoj svijesti uprava škola, nastavnika/ca, učenika/ca o značaju izučavanja medijske pismenosti, ali i očiglednoj potrebi da se taj predmet učini dostupnim što većem broju đaka.

Na osnovu dvogodišnjeg intenzivnog rada u ovoj oblasti pripremili smo analizu „**Medijska pismenost za sve đake**” u kojoj smo se bavili izazovima za uvođenje medijske pismenosti kao izbornog predmeta u sve škole u Crnoj Gori, sa preporukama za donosioce odluka i zaposlene u sistemu obrazovanja.

U završnoj godini trogodišnjeg programa „**Mediji za građane
građani za medije**“ zagovaračkim aktivnostima, treninzima, debata-ma i hakatonom nastojali smo da podignemo svijest građana o značaju medijske pismenosti, da utičemo kod nadležnih na unapređenje politika i da ojačamo kapacitete lokalnih NVO iz medijske pismenosti.

Ministarstvu prosvjete je u februaru 2021. godine podnijeta „**Inicijativa za veći obuhvat**“ kojom smo predložili uvođenje medijske pismenosti kao obaveznog izbornog predmeta u svim srednjim i osnovnim školama.



Istovremeno smo Vladi predložili izradu posebne strategije medijske pismenosti, što je djelimično usvojeno odlukom da ona bude dio Medijske strategije. Inicijativu za veći obuhvat je podržalo 11 organizacija civilnog društva, koje su se pridružile Nacionalnoj koaliciji za medijsku pismenost - neformalnom tijelu sastavljenom od predstavnika struke, obrazovnih institucija, organizacija civilnog društva i istaknutih pojedincova koji/e se bave medijskom pismenošću.

Inicijativa je prethodno predstavljena i promovisana kod predstavnika 50 škola u Crnoj Gori, a direktno se sa njom upoznalo više od 100 nastavnika/ca. Serijom treninga, vebinara, debata, sastanaka, predavanja i hakatonom za mlade, direktno smo o medijskoj pismenosti razgovarali sa više od 1000 učenika/ca, nastavnika/ca, predstavnika obrazovnih institucija, političara/ki, nevladinog sektora i medija. Projekat smo radili zajedno sa šest organizacija iz regiona (u periodu 2018-2021.), a njegovu realizaciju je pomogla Evropska komisija i Ministarstvo javne uprave.

Sve ove aktivnosti, u sinergiji nekoliko projekata iz više obasti, dovelo je do preporuke Zavoda za školstvo o uvođenju predmeta medijska pismenost u sve osnovne i srednje škole u Crnoj Gori od školske 2022/2023 godine. Ohrabren takvim pristupom i u cilju što kvalitetnije nastave IMCG je krenuo u pripremu programa Medijska pismenost za osnovne škole.



Uz podršku UNESCO programa „**Izgradnja povjerenja u medije u Jugoističnoj Evropi i Turskoj-faza 2**”, IMCG je pripremio Predlog preporuka politika iz oblasti medijske pismenosti, kojima se nadležnima sugerije priprema nacionalne strategije iz ove oblasti. Preveden je i priređen UNESCO priručnik „**Novinarstvo, lažne vijesti i dezinformacije**“. Priručnik je namijenjen obrazovanju i obuci novinara i studenata novinarstva, ali i svih onih kojima su mediji, društvene mreže, novinarstvo i medijska pismenost, sfera interesovanja.

Medijsku pismenost smo dodatno promovisali kroz program za digitalne medije „**Glasovi Balkana**“ u kojem je učestvovalo 60 mladih od 18 do 35 godina – blogera/ki, podkastera/ki i influensera/ki iz zemalja Zapadnog Balkana. Cilj programa je bio da se kroz regionalne onlajn aktivnosti i usavršavanje u Parizu osnaže mladi koji su aktivni u oblasti medijske i informatičke pismenosti, digitalnih medija i audiovizuelne produkcije.

Program smo sprovodili u saradnji sa Canal France International (CFI), Mediacentrom Sarajevo, Albanskim institutom za medije, Makedonskim institutom za medije, Novosadskom školom novinarstva i Fondacijom za informisanje, medije, dijalog i obrazovanje KosovaLive, uz podršku Ministarstva Evrope i spoljnih poslova Francuske, sa ciljem osnaživanja mladih u oblastima medijske i informatičke pismenosti, digitalnih medija i audiovizuelne produkcije.



U oblasti medijske pismenosti, sprovodili smo šestomjesečni projekat „**Saznaj i razaznaj**“ u saradnji sa američkom organizacijom IREX, a uz podršku Ambasade Sjedinjenih Američkih Država u Podgorici. Cilj projekta je unaprjeđenje znanja o medijskoj pismenosti populacije starije od 35 godina u Crnoj Gori. Ovom zadatku se pristupilo obučavanjem grupe trenera koji su izabrani putem javnog poziva.

Od 48 prijavljenih, izabранo je 14 kvalifikovanih kandidata/kinja. Nakon četvrodnevног treninga za trenere/ice i dobijanja IREX-ovih sertifikata za sproveđenje treninga za medijsku pismenost na osnovu posebno dizajniranog kurikuluma, treneri/ce su započeli svoje treninge za građane.

Tokom 16 treninga, treneri/ce su obučili 204 učesnika širom Crne Gore. Monitoring i evaluacija sprovedenih projekata na osnovu ulaznih i izlaznih upitnika je pokazala značajno unaprjeđenje znanja i razumevanja tema i koncepta se kojima su se polaznici/ce upoznali/e tokom treninga.

TRENING "SAZNAY I RAZAZNAJ"

MEDIJSKA PISMENOST

Ponedeljak, 17. januar, 17 h - prostorije IMCG



02

PROFESIONALNI MEDIJI

U 2021. godini nastojali smo da doprinesemo jačanju dobrog novinarstva i profesionalnih medija, a kroz istraživačku komponentu da identifikujemo ko finansira neprofesionalno novinarstvo i u kojoj mjeri je štetni i nezakoniti sadržaj prisutan u etabliranim medijima u Crnoj Gori.

U saradnji sa partnerima SEENPM, od 2020. kroz projekat „**SNAŽNI - mediji bez mržnje i dezinformacija**“ sproveli smo tri istraživanja:

- Političko - ekonomске osnove medija i tipova komunikacije koji šire dezinformacije i govor mržnje
- Analizu narativa koji sadrže dezinformacije i govor mržnje
- Jačanje povjerenja u medije kao odgovor na širenje dezinformacija i govora mržnje.

Preporuke iz ovih analiza dostavili smo svim relevantnim društvenim akterima – donosiocima odluka, predstavnicima medijske zajednice, civilnog sektora i međunarodne zajednice.

Kako bi pružili adekvatan odgovor na rastući trend širenja govora mržnje, u okviru ovog projekta pripremili smo analizu „**Govor mržnje - u regulativi i praksi**“, koja predstavlja osnovu za dalje zagovaranje za promjene u ovoj oblasti.

Za stvaranje opšteg društvenog odgovora na širenje dezinformacija i propagande, formirali smo kreativni tim – mladih reditelja i dizajnera, koji su uz podršku iskusnih stručnjaka za odnose sa javnošću, osmislili kampanju „**Budimo pristojni. Za mržnju nemamo kad**“.

U okviru ovog trogodišnjeg projekta, osnažili smo i organizacije civilnog društva koje direktno rade sa ranjivim grupama i u ruralnim oblastima. Podržali smo 4 projekta lokalnih organizacija u ukupnom iznosu oko 34 hiljade eura. Organizacije koje sprovode projekte su:

- Bjelopoljski demokratski centar
- Inicijativa mladih sa invaliditetom Boke
- Kompas – Centar sa informisanje i savjetovanje mladih
- Nova – Centar za feminističku kulturu

Kroz aktivnosti ovih lokalnih organizacija direktno i indirektno obuhvaće- no je više od 2500 učesnika.





U projektu „**Osnaživanje novinarstva na Zapadnom Balkanu**“ angažovali smo preko 20 autora/ki (urednici, novinari, medijski regulatori i samoregulatori, zdravstveni radnici, državni službenici, aktivisti civilnog društva, prosvetni radnici) da kroz izradu medijskih kritika daju doprinos promociji profesionalnog novinarstva.

Kroz izradu novinarskih tekstova i edukativne vebinare za borbu protiv dezinformacija uključili smo novinare i urednike iz različitih medija iz Crne Gore i regiona.

Naš cilj je bio i da omogućimo novinarima/kama i studentima/kinjama novinarstva da unaprijede svoje vještine izvještavanja putem niza obuka i konsultacija, te da stečene vještine i primijene objavljajući kvalitetan medijski sadržaj. Ovaj projekat podržao je Nacionalna zadužbina za demokratiju, a partneri su bili Transition online i SEENPM.

U cilju zaštite novinara u obavljanju profesionalnih zadataka, IMCG se pridružio inicijativi Sindikata za medije i Akcije za ljudska prava o izmjenama Krivičnog zakonika, kojima je predviđeno pooštovanje kazni za napade na novinare/ke i uvođenje nova dva krivična djela. Izmjene zakona je podržalo devet medijskih organizacija Crne Gore i usvojene su u Skupštini Crne Gore krajem godine.

Za promociju kvalitetnog novinarstva i unapređenja medijske pismenosti, kroz mini grant šemu podržali smo osam medija iz Crne Gore u okviru projekta koji je IMCG realizovao zajedno sa Albany Associates i uz podršku Britanske ambasade u Podgorici. Sa istim ciljem program obuke i stražiranja u vodećim crnogorskim medijima završilo je deset mladih novinara/ki i studenata/kinja fakulteta društvenih nauka, od koji je njih šest nastavilo neku vrstu angažmana u medijima u kojima su obavili praksu.



03

NOVINARSKA ŠKOLA

U julu 2021. godine započeta je realizacija dvogodišnjeg projekta „**Resursni centar za organizacije civilnog društva - faza II**“. Vodeća organizacija na ovom projektu je Centar za razvoj nevladinih organizacija, dok je IMCG zadužen za sprovođenje medijske komponente u projektu. U okviru ovog projekta IMCG daje doprinos razvoju kapaciteta mladih novinara/ki organizovanjem obuka o osnovama novinarstva za studente/kinje završne godine novinarstva i mlađe novinare/ke.

Najboljim među njima obezvijeđeno je stažiranje u pet crnogorskih medija kako bi osim teorijskih stekli i praktična znanja. Nakon toga biće organizovana radionica o provjeri činjenica za medije i medijske organizacije koja će takođe obuhvatiti 5 modula. Tokom trajanja projekta biće organizovane dvije debate o okruženju za pluralističke medije.

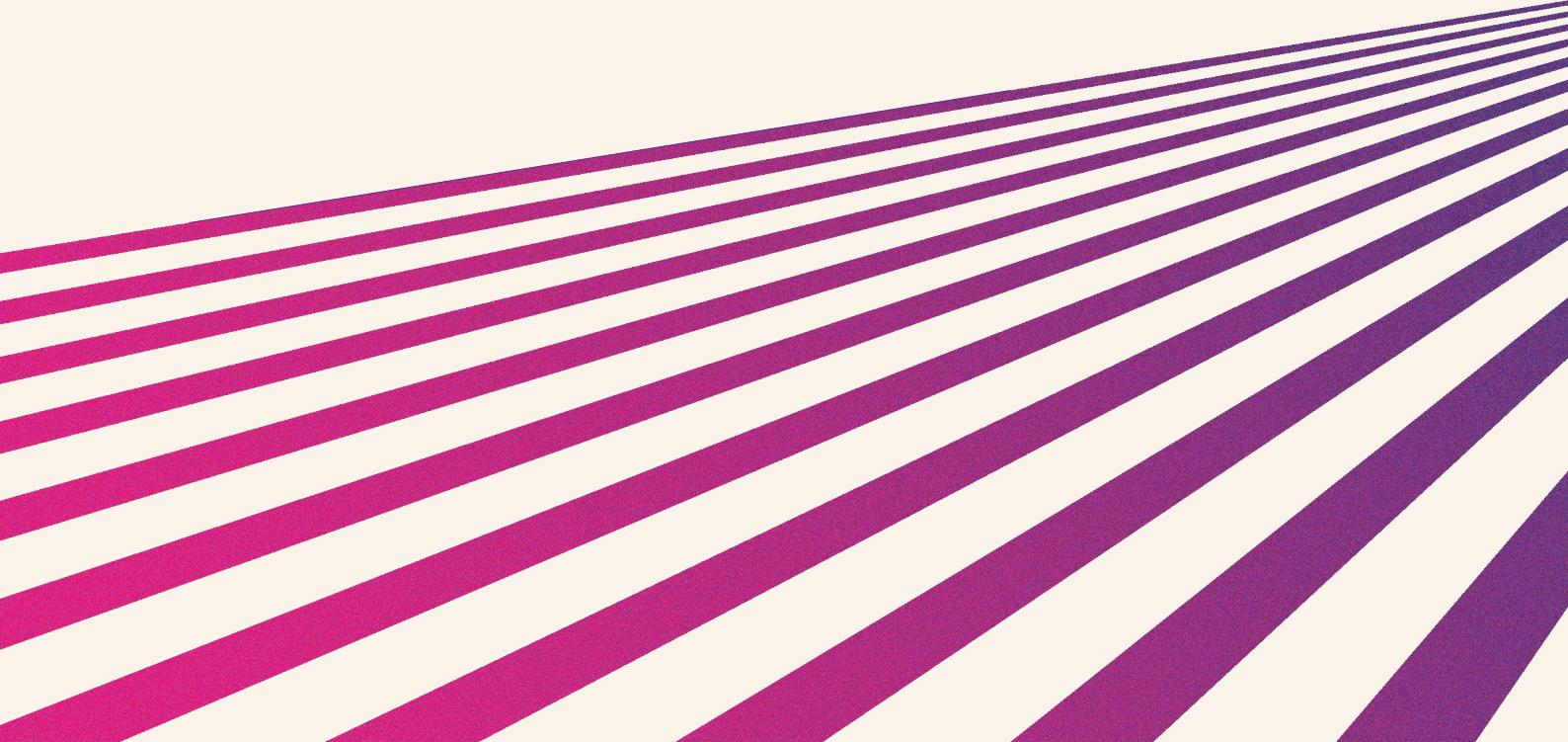




Institut za medije Crne Gore
Montenegro Media Institute

REPORT FOR 2021

OVERVIEW OF THE
MONTENEGRO MEDIA
INSTITUTE ACTIVITIES



INTRODUCTION

Political crisis and the continuing rise in tensions have also affected the work of the media and media organisations in Montenegro. In this specific political and social environment, the Montenegro Media Institute (IMCG) sought to address all important topics for the improvement of the media environment. Our special focus was on strengthening professional standards and improving media literacy in the education system in response to the spread of misinformation, hate speech and conspiracy theories on web portals, social networks and mobile applications that adversely affect all citizens, especially young people.

After years of appeals from the civil sector, the state decided for the first time last year to strategically regulate the media. In the first phase of drafting the Media Strategy for 2022 - 2026, IMCG actively participated in and contributed to the improvement of areas that are the focus of our organisation. In particular, IMCG made proposals for better application of professional standards, for greater security of journalists, and its activities contributed to the fight against misinformation, hate speech and online violence, and a higher level of media literacy in the school system and the general population.

In 2021, we continued to develop the research part of our organization and to conduct constant monitoring of content published by online media in Montenegro. We have published five analyzes and initiatives with recommendations for decision makers in the field of improving professional standards and media literacy.

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We will present the most important activities from 2021 through four program areas of the organisation:

01
MEDIA
LITERACY

02
PROFESSIONAL
MEDIA

03
SCHOOL OF
JOURNALISM

01

MEDIA LITERACY

In the field of media literacy, we have continued direct cooperation and work with educational institutions, teachers and students in order to strengthen the position of the Media Literacy subject in schools. Through the "**Read Between the Lines 2**" project, supported by the United States Embassy in Podgorica, we organised meetings with 95 primary and secondary school head teachers and teachers from all over Montenegro to discuss the importance of studying this subject and the challenges for its introduction.

In addition, we included about 80 local activists and citizens who discussed burning issues in the field of media and media literacy at our public forums.

After an intensive two-year civil society campaign, official data from the Ministry of Education, Culture, Science and Sports show a growing interest of high school students in media literacy and teachers in formal and non-formal education in this area.



Thus, in the school year 2021/2022, 41% more students chose media literacy compared to 2020/2021, while the number of schools that formed groups for that subject increased by 22%. This testifies to the increased awareness of school administrations, teachers, students about the importance of studying media literacy, but also the obvious need to make this subject available to as many students as possible.

Based on two years of intensive work in this area, we prepared an analysis of "**Media Literacy for All Students**", which addressed the challenges of introducing media literacy as an elective subject in all schools in Montenegro, with recommendations for decision makers and employees in the education system.

In the final year of the three-year program "**Media for Citizens, Citizens for Media**", through advocacy activities, trainings, debates and hackathons, we sought to raise citizens' awareness of the importance of media literacy, to influence policymakers and strengthen the capacity of local NGOs in media literacy.

In February 2021, the "**Initiative for Greater Coverage**" was submitted to the Ministry of Education, proposing the introduction of media literacy as a compulsory elective subject in all secondary and primary schools.



At the same time, we proposed to the government the development of a special media literacy strategy, which was partially adopted by the decision to make it part of the Media Strategy. The Initiative for Greater Coverage was supported by 11 civil society organisations, which joined the National Coalition for Media Literacy - an informal body composed of representatives of the profession, educational institutions, civil society organisations and prominent individuals involved in media literacy.

The initiative was previously presented and promoted by representatives of 50 schools in Montenegro, and more than 100 teachers were directly acquainted with it. Through a series of trainings, webinars, debates, meetings, lectures and a hackathon for young people, we spoke directly about media literacy with more than 1,000 students, teachers, representatives of educational institutions, politicians, the NGO sector and the media. We worked on the project together with six organizations from the region (in the period 2018-2021), and its implementation was assisted by the European Commission and the Ministry of Public Administration.

All these activities, in a synergy of several projects from several fields, led to the recommendation of the Bureau for Educational Services for the introduction of the subject of media literacy in all primary and secondary schools in Montenegro from the school year 2022/2023. Encouraged by such an approach and in order to the best quality schooling possible, IMCG started preparing the Media Literacy program for primary schools.



With the support of the UNESCO program "**Building Confidence in the Media in Southeast Europe and Turkey - Phase 2**", IMCG has prepared a Draft Proposal of Policy Reccommendations in the field of media literacy, which suggest that the authorities prepare a national strategy in this area. The UNESCO handbook "**Journalism, Fake News and Disinformation**" has been translated and prepared. The manual is intended for education and training of journalists and journalism students, but also for all those who are interested in the media, social networks, journalism and media literacy.

We further promoted media literacy through the "**Voice of the Balkans**" digital media program, which was attended by 60 young people aged 18 to 35 - bloggers, podcasters and influencers from the Western Balkans. The goal of the program was to empower young people who are active in the field of media and information literacy, digital media and audiovisual production through regional online activities and training in Paris.

We implemented the program in cooperation with Canal France International (CFI), Mediacentre Sarajevo, Albanian Media Institute, Macedonian Media Institute, Novi Sad School of Journalism and the KosovoLive Foundation for Information, Media, Dialogue and Education, supported by the French Ministry of Europe and Foreign Affairs. with the aim of empowering young people in the fields of media and information literacy, digital media and audiovisual production.



In the field of media literacy, we conducted a six-month "**Learn and Discern**" project in cooperation with the American organization IREX, and with the support of the United States Embassy in Podgorica. The aim of the project is to improve knowledge about media literacy of the population older than 35 in Montenegro. This task was approached by training a group of trainers who were selected through a public call.

Out of 48 applicants, 14 qualified candidates were selected. After a four-day training for trainers and obtaining IREX certificates for conducting media literacy training based on a specially designed curriculum, the trainers began their training for citizens.

During 16 training events, trainers trained 204 participants throughout Montenegro. Monitoring and evaluation of implemented projects based on input and output questionnaires showed a significant improvement of knowledge and understanding of topics and concepts that participants met during the training.





TRENING "SAZNAJ I RAZAZNAJ"

MEDIJSKA PISMENOST

Ponedjeljak, 17. januar, 17 h - prostorije IMCG



02

PROFESSIONAL MEDIA

In 2021, we tried to contribute to the strengthening of good journalism and professional media, and to identify who finances non-professional journalism and the extent to which harmful and illegal content is present in the established media in Montenegro, through the research component.

In cooperation with SEENPM partners, since 2020 through the project "**STRONG - Media without Hate and Disinformation**" we have conducted three surveys:

- Political and economic bases of the media and types of communication that spread misinformation and hate speech
- Analysis of narratives that contain misinformation and hate speech
- Strengthening trust in the media in response to the spread of misinformation and hate speech

We provided recommendations from these analyzes to all relevant social actors - decision makers, representatives of the media community, civil society and the international community.

In order to provide an adequate response to the growing trend of spreading hate speech, within this project we have prepared an analysis "**Hate Speech - Regulations and Practice**", which is the basis for further advocacy for change in this area.

In order to create a general social response to the spread of misinformation and propaganda, we formed a creative team - young directors and designers, who, with the support of experienced public relations experts, designed the campaign "**Let's be polite. We Have No Time for Hate**".

As part of this three-year project, we have also strengthened civil society organisations that work directly with vulnerable groups in rural areas. We supported 4 projects of local organisations in the total amount of about 34 thousand euros. Organisations that implement projects are:

- Bijelo Polje Democratic Centre
- Boka Youth with Disabilities Initiative
- Kompas – Youth Information and Counseling Centre
- Nova – Center for Feminist Culture

More than 2,500 participants were directly and indirectly involved through the activities of these local organizations.





In the project "**Strengthening Journalism in the Western Balkans**" we have engaged over 20 authors (editors, journalists, media regulators and self-regulators, health workers, civil servants, civil society activists, educators) to contribute to the promotion of professional journalism through media criticism.

Through the production of journalistic texts and educational webinars to combat misinformation, we have included journalists and editors from various media from Montenegro and the region.

Our goal was also to enable journalists and journalism students to improve their reporting skills through a series of training and consultation events, and to apply the acquired skills by publishing quality media content. This project was supported by the National Endowment for Democracy (NED), and the partners were Transition Online and SEENPM.

In order to protect journalists in their professional duties, the IMCG joined the initiative of the Media Trade Union and the NGO Action for Human Right (HRA) to amend the Criminal Code, which provides for tougher penalties for attacks on journalists and the introduction of two new crimes. Amendments to the law were supported by nine Montenegrin media organisations and adopted by the Montenegrin Parliament at the end of the year.

To promote quality journalism and improve media literacy, through a mini grant scheme, we supported eight Montenegrin media within the project implemented by IMCG together with Albany Associates and with the support of the British Embassy in Podgorica. With the same goal, ten young journalists and students of social sciences faculties completed the training and research program in the leading Montenegrin media, six of whom continued with some kind of engagement in the media in which they did their internship.

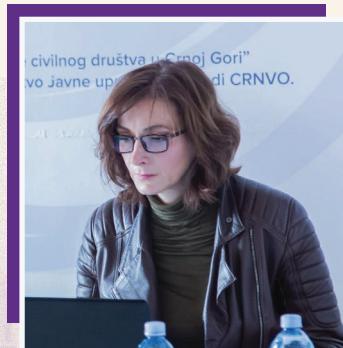


03

SCHOOL OF JOURNALISM

In July 2021, the implementation of the two-year project "**Resource Center for Civil Society Organizations - Phase II**" began. The leading organisation in this project is the NGO Centre for the Development of Non-Governmental Organizations (CRNVO), while the IMCG is in charge of implementing the media component in the project. Within this project, IMCG contributes to the development of the capacity of young journalists by organising training events on the basics of journalism for final year students of journalism and young journalists.

The best among them were provided with an internship in five Montenegrin media in order to acquire practical knowledge in addition to theoretical ones. After that, a fact-finding workshop will be organised for the media and media organizations, which will also include 5 modules. During the project, two debates on the pluralistic media environment will be organised.





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