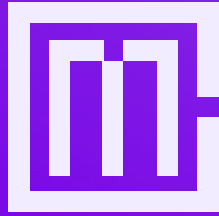


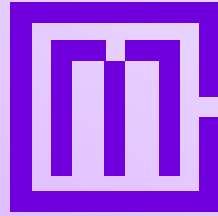
IZVJEŠTAJ ZA 2022. GODINU

PREGLED AKTIVNOSTI INSITUTA ZA MEDIJE CRNE GORE



IZVJEŠTAJ ZA 2022. GODINU

PREGLED AKTIVNOSTI INSITUTA ZA MEDIJE CRNE GORE



Uvod

Institut za medije Crne Gore se tokom 2022. godine intenzivno bavio važnim temama za unapređenje medijskog ambijenta. Fokus naše organizacije bio je jačanje profesionalnih standarda kroz direktan rad s novinarima/novinarkama i unapređenje medijske pismenosti građana i građanki kao odgovor na širenje dezinformacija, spornog govora i govora mržnje.

Nastavili smo da aktivno učestvujemo u izradi strateškog okvira za medije i da dajemo svoj doprinos unapređenju medijskih zakona. Naše predstavnice bile su članice radnih grupa za izradu Medijske strategije 2022-2026. i za pripremu seta medijskih zakona.

Važan segment našeg rada bio je razvoj istraživačkog sektora u okviru kojeg smo kontinuirano sprovodili stalni monitoring sadržaja koji objavljuju crnogoorski onlajn mediji. Objavili smo nekoliko analiza sa zaključcima koji novinarima/novinarkama i medijima mogu biti putokaz za unapređenje profesionalnih standarda.

Nalazi i preporuke našeg Instituta predstavljeni su na važnim javnim događajima u Crnoj Gori i regionu, na kojima su učestvovali donosioci odluka, predstavnici medijske i međunarodne zajednice. Dodatno smo bili posvećeni jačanju regionalne saradnje s našim partnerima iz Mreže za profesionalizaciju medija u Jugoistočnoj Evropi SEENPM i Mreže za digitalna prava u Jugoistočnoj Evropi SEE Digital Rights Network.

U 2022. godini nastavili smo jačati saradnju s obrazovnim institucijama te im biti podrška za uvođenje promjena u oblasti izučavanja medijske pismenosti u školama.

NAJVAŽNIJE AKTIVNOSTI DATE SU KROZ ČETIRI OBLASTI RADA ORGANIZACIJE:

Medijska pismenost

Profesionalni mediji

Mediji i ljudska prava

Novinska škola

Medijska pismenost

Kao rezultat višegodišnje kampanje koju su zagovarali IMCG i partneri, obrazovne institucije su u 2022. godini donijele odluku da se medijska pismenost uvede kao izborni predmet u završnim razrednima osnovne škole.

U saradnji s ekspertima i obrazovnim institucijama, IMCG je podržao izradu plana i programa za predmet Medijska pismenost za osmi i deveti razred osnovne škole, te krenuo u intenzivnu promociju samog predmeta.

Cilj naših aktivnosti jeste da što veći broj nastavnika/nastavnica prođe akreditovanu obuku koja im omogućava da predaju Medijsku pismenost, te da se trend povećanja broja učenika i učenica koji biraju ovaj izborni predmet nastavi i u 2023. godini.





Osim rada u obrazovnim institucijama, tokom 2022. nastavili smo da edukujemo odrasle i da promoviramo značaj medijske pismenosti u svim crnogorskim opštinama. Te aktivnosti sprovodili smo kroz projekat „SAZNAJ I RAZAZNAJ“, u saradnji s američkom organizacijom IREX i uz podršku Ambasade Sjedinjenih Američkih Država u Podgorici. Organizovali smo obuku za trenere u sjevernoj, centralnoj i južnoj regiji Crne Gore, nakon čega je 34 polaznika/polaznica steklo zvanje licenciranog trenera ili trenerice medijske pismenosti. Nakon uspješno završene obuke treneri su nastavili da sprovode kaskadne treninge širom Crne Gore pripremljene na osnovu posebno dizajniranog kurikuluma.

U toku 2022. godine održali smo 32 treninga za više od 500 učesnika/učesnica. Polaznici tih treninga bili su građani i građanke različitih profila zanimanja, penzioneri, aktivisti, volonteri, zaposleni u javnim ustanovama i privatnim preduzećima, članovi sindikalnih organizacija, pripadnici manjinskih zajednica. Osim na crnogorskom jeziku, neki treninzi realizovani su i na albanskom jeziku.

Realizacija treninga nastaviće se i u 2023. godini.

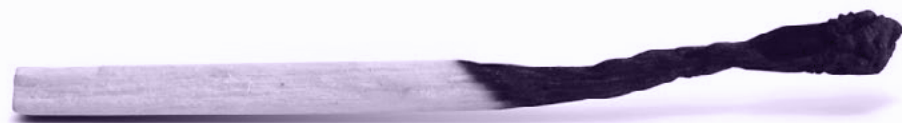


Cena istine

Dokumentarni film o nasilju nad novinarima i novinarkama

Učesnici u filmu:

Milan Jovanović
Vladimir Mitrić
Jelena Zorić

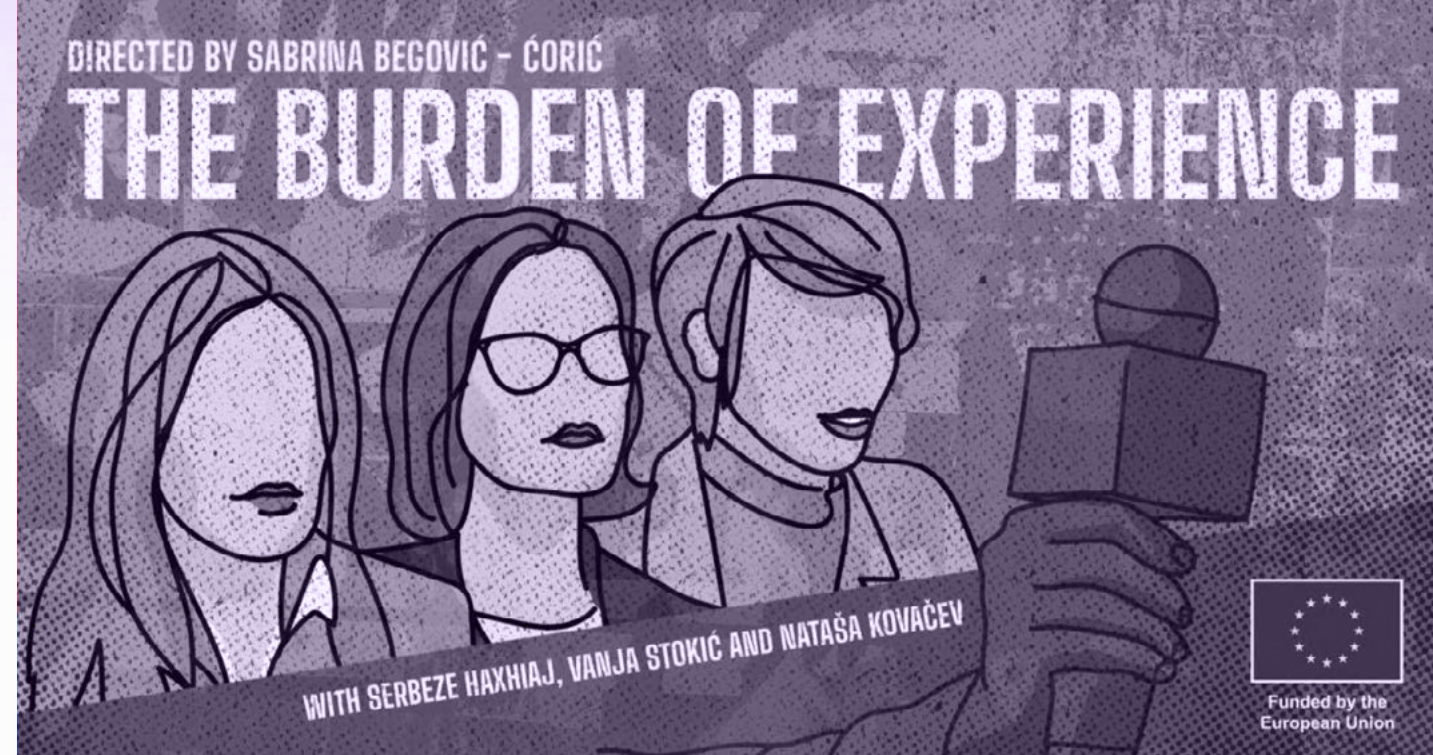


Finansira
Evropska unija

U produkciji partnerske organizacije Media centar iz Sarajeva, urađena su tri dokumentarna filma: **Junk folder**, **Cijena istine** i **Teret iskustva**.

Prikazivanje tih filmova organizovano je na Media festivalu u Fažani (Istra), gdje je učestvovala i predstavnicima naše organizacije. Filmovi su, uz podršku lokalnih javnih emitera u Crnoj Gori, emitovani i u programu lokalnih televizija i na partnerskim onlajn medijima.

U okviru tog projekta, tokom 2022. godine, okončali smo proces osnaživanja organizacija civilnog društva koje direktno rade s ranjivim grupama i u ruralnim oblastima, na promociji medijske pismenosti. Institut za medije je kroz taj projekat ranije podržao četiri projekta lokalnih organizacija (Bjelopoljski demokratski centar, Inicijativa mladih s invaliditetom Boke, Kompas - Centar za informisanje i savjetovanje mladih i Nova - Centar za feminističku kulturu) u iznosu od 34 hiljade eura.



Sa ciljem da se novinarima i studentima novinarstva obezbijede dodatne vještine i mogućnosti da se proizvede značajan obim sadržaja kojim se razotkrivaju dezinformacije i propaganda, kao i da se pomogne oživljavanje medijske kritike kao novinarske discipline, IMCG je objavio 30 novinarskih tekstova u okviru projekta „**JAČANJE MEDIJSKIH STANDARDA**“. Projekat se partnerski sprovodi u saradnji sa SEENPM i uz finansijsku pomoć Nacionalne zadužbine za demokratiju. Među objavljenim tekstovima bilo je 18 medijskih kritika, a četiri tek-

sta prevedena su na engleski jezik. Osim na sajtu IMCG, tekstovi su objavljeni i u nekim od najuglednijih onlajn medija u Crnoj Gori.

U okviru ovog projekta početkom 2022. novinari i urednici iz Crne Gore su učestvovali u onlajn radionici „**VAŠA PUBLIKA JE VAŠ PARTNER**“ i dvodnevnoj onlajn radionici „**PRAKTIČNA RADIONICA: STRATEGIJE USREDSREĐENE NA PUBLIKU ZA ODGOVOR NA OPASNE I LAŽNE NARATIVE USRED RUSKE AGRESIJE U UKRAJINI**“.

Mediji i ljudska prva

Da bi unaprijedili zaštitu i promociju prava novinara i novinarki, kao i marginalizovanih grupa, prvenstveno žena, LGBT populacije i Roma koji su predmet govora mržnje i diskriminacije u javnom diskursu koji kreiraju mediji, u 2022. smo započeli sprovoditi projekat „MEDIJI ZA ODGOVORNO DRUŠTVO“.



Taj projekat sprovodimo u partnerstvu s Medijskom asocijacijom Jugoistočne Evrope i Društvom profesionalnih novinara Crne Gore, kroz program „OCD U CRNOJ GORI - OD OSNOVNIH USLUGA DO OBLIKOVANJA POLITIKA - M'BASE" koji sprovode Centar za građansko obrazovanje (CGO), Friedrich-Ebert-Stiftung (FES), Centar za zaštitu i proučavanje ptica Crne Gore (CZIP) i Politikon mreža, finansira Evropska unija, a kofinansira Ministarstvo javne uprave, digitalnog društva i medija.

U okviru ovog projekta, sprovodili smo monitoring ključnih crnogor-

skih medija da bismo identifikovale oblasti u kojima su prisutni govor mržnje i diskriminacija. Uradili smo analizu „ETIČKE DILEME U IZVJEŠTAVANJU O SADRŽAJIMA S ELEMENTIMA UVREDLJIVOG GOVORA I GOVORA MRŽNJE PREMA RANJIVIM GRUPAMA - ANALIZE SLUČAJA S POGLEDIMA I ISKUSTVIMA NOVINARA/NOVINARKI IZ CRNE GORE I REGIONA", kojom smo predstavili zaključke medijskog monitoringa, te poglede i iskustva novinara i urednika iz Crne Gore i zemalja regiona o ovim pitanjima.





Monitoring medijskog sadržaja sprovodili smo kontinuirano i u okviru partnerskog projekta „DIJAGNOZA I TERAPIJA SLOBODE IZRAŽAVANJA, GOVORA MRŽNJE I ETNIČKIH TENZIJA“, kojim koordinira Centar za demokratiju i ljudska prava (CEDEM), uz podršku Evropske unije i Ministarstva javne uprave.

Kao rezultat ovog istraživanja, koje je pokazalo izazove s kojima se suočavaju onlajn mediji, pripremili smo dvije polugodišnje analize: **KOMENTARI ČITALACA I DALJE PROBLEM** i **UVREDE I MRŽNJA NA DRUŠTVENIM MREŽAMA CRNOGORSKIH MEDIJA**.

I u 2022. godini smo nastavili s jačanjem kapaciteta lokalnih nevladinih organizacija. Četiri su lokalne organizacije, čiji je rad podržan kroz male grantove u ukupnom iznosu od 19.624 eura.

- Udruženje za podršku djeci i mladima „Drug“;
- Medijska asocijacija Jugoslovenske Evrope;
- Udruženje lica s tjelesnim invaliditetom Crne Gore i
- Nevladino udruženje TNT.

U okviru ovog projekta sprovedena je i obuka za predstavnike medija o slobodi izražavanja, o pravu na

privatnost i medijskoj etici radi povećanja njihovog znanja o tim slobodama, kao i o profesionalnom i etičkom izvještavanju o slučajevima koji se tiču javnog reda i mira.

S najaktivnijim novinarima i novinarkama IMCG nastavio je saradnju na pripremi pet istraživačkih tekstova o povredama prava na slobodu izražavanja. Tako su novinari imali priliku da bolje razumiju složene slučajeve ugrožavanja ili ograničavanja slobode izražavanja.

Novinarska škola

Edukacija i osnaživanje mladih novinara, kao jedna od najvažnijih aktivnosti IMCG, nastavljena je i tokom 2022. godine. Kroz partnerski projekat „**RESURSNI CENTAR ZA ORGANIZACIJE CIVILNOG DRUŠTVA - FAZA II**“ koji vodi Centar za razvoj nevladinih organizacija, organizovali smo obuku o osnovama novinarstva za studente/studentkinje završne godine novinarstva i mlade novinare/novinarke.

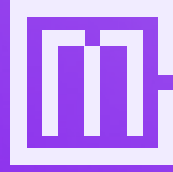


Početkom 2022. godine održali smo trening „PRVI KORAK KA REDAKCIJI“ za 12 mladih novinara, nakon čega je pet najuspješnijih kandidata obavilo jednomjesečnu plaćenu praksu, u partnerimskim medijima Vijesti, Monitor, Pobjeda, Radio Crna Gora i Gradska TV. Nova obuka za ovu grupu polaznika organizovana je krajem 2022.

Kroz predavanja i vježbe, polaznici su se upoznali s različitim novinarskim formama, etikom u novinarstvu, novinarskim standardima, načinima pretrage podataka, verifikacijom izvora, fotoprodukcijom, alatima za provjeru informacija i osnovama mobilnog novinarstva.

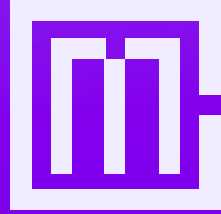
IMCG je u okviru ovog projekta organizovao panel diskusiju „ČIJI SU MEDIJI U CRNOJ GORI“ na kojoj su se panelisti založili za reviziju i promjenu zakona kako bi se spriječila opasnost od koncentracije medijskog vlasništva u zemlji i problematizovao način državne pomoći medijima.





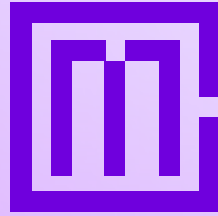
REPORT FOR THE YEAR 2022

OVERVIEW OF THE ACTIVITIES OF THE MONTENGRIN MEDIA INSTITUTE



REPORT FOR THE YEAR 2022

OVERVIEW OF THE ACTIVITIES OF THE MONTENGRIN MEDIA INSTITUTE



Introduction

During 2022, the Montenegrin Media Institute (MMI) intensively addressed the topics important for the improvement of the media environment. The focus of our organisation was on strengthening professional standards through direct work with journalists and improving the media literacy of citizens in response to the spread of misinformation, controversial speech and hate speech.

We continued to actively participate in the development of a strategic framework for the media and to contribute to the improvement of media laws. Our representatives were members of the working groups for the preparation of the 2022-2026 Media Strategy and the preparation of a set of media laws.

An important segment of our work was the development of the research sector of our organisation, within which we continued to carry out constant monitoring of content published by online media in Montenegro. We have published several analyses with conclusions that can be a guide for journalists and the media to improve professional standards.

The findings and recommendations of our organisation were presented at important public events in Montenegro and the region, attended by decision-makers, representatives of the media and the international community. Additionally, we were committed to strengthening regional cooperation with our partners from the SEENPM Media Professionalisation Network and the SEE Digital Rights Network.

In 2022, we continued to strengthen cooperation with educational institutions and to support them in introducing changes in the field of studying media literacy in schools.

THE MOST IMPORTANT ACTIVITIES ARE PRESENTED THROUGH FOUR AREAS OF OUR ORGANISATION'S WORK:

Media Literacy

Professional Media

Media and Human Rights

Journalism School

Media Literacy

As a result of a multi-year campaign that the MMI and partners advocated for, educational institutions made a decision in 2022 to introduce media literacy as an elective subject in the final grades of primary schools.

In cooperation with experts and educational institutions, the MMI supported the development of a plan and program for the subject of media literacy for the eighth and ninth grades of primary school and embarked on an intensive promotion of the subject

itself. The goal of our activities is for as many teachers as possible to undergo accredited training, so as to be able to teach media literacy, and for the trend of increasing the number of students who choose this optional subject to continue during 2023.





In addition to working in educational institutions, during 2022 we continued to educate adults and promote the importance of media literacy in all municipalities in Montenegro. We carried out these activities through the project **LEARN AND DISCERN**, in cooperation with the American organisation IREX and with the support of the Embassy of the United States of America in Podgorica. We organised training for trainers in the northern, central and southern regions of Montenegro, where 34 participants obtained the title of licensed media literacy trainer. After the successfully completed training, the trainers continued implementing cascade training events across Montenegro, prepared on the basis of a specially designed curriculum.

In the course of 2022, we held 32 training events for more than 500 participants. The participants of those training events were citizens of various occupational profiles, pensioners, activists, volunteers, employees of public institutions and private companies, members of trade unions, members of minority communities. In addition to the Montenegrin language, some of the training events were also conducted in the Albanian language.

Training will continue in 2023.

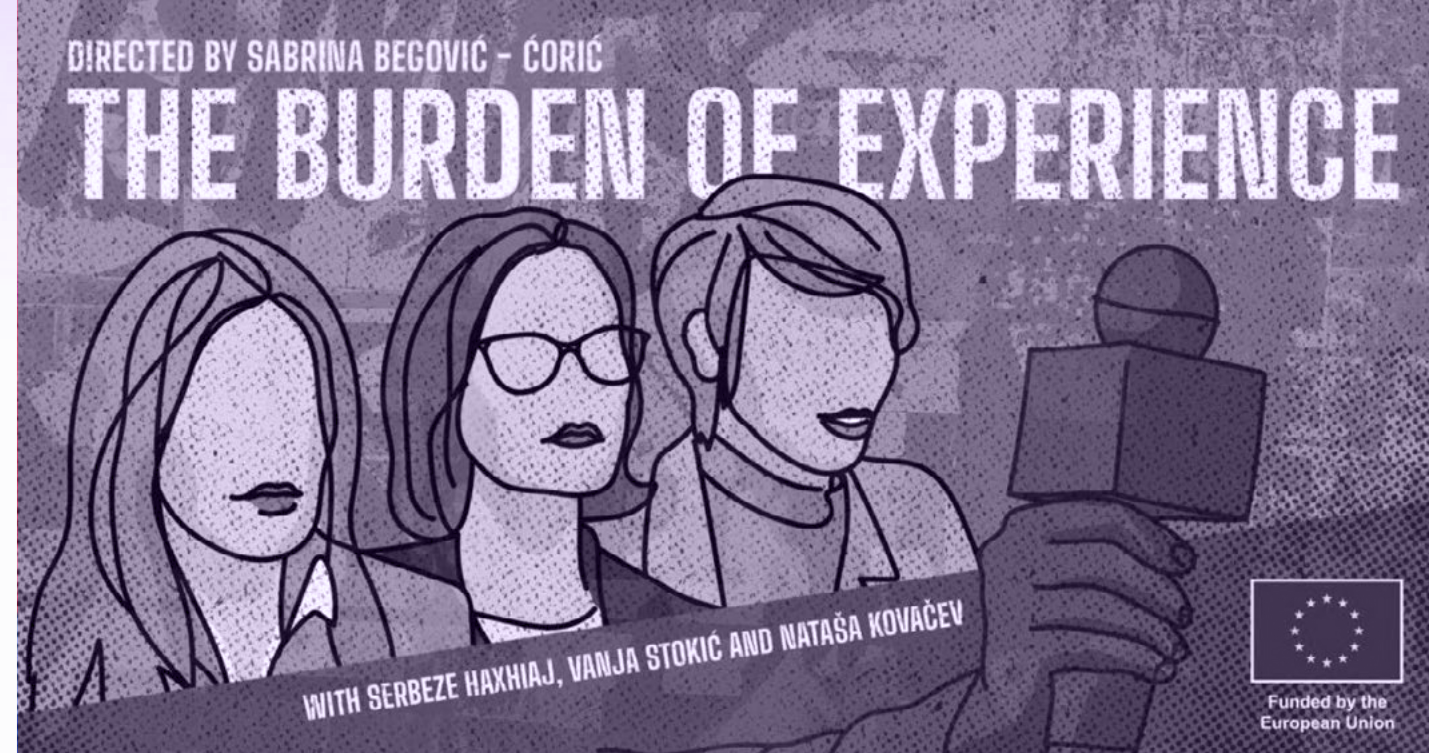
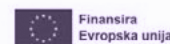
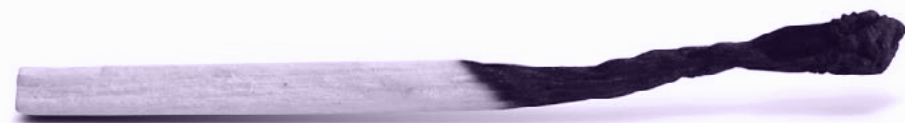


Cena istine

Dokumentarni film o nasilju nad novinarima i novinarkama

Učesnici u filmu:

Milan Jovanović
Vladimir Mitrić
Jelena Zorić



Funded by the European Union

In the production of the partner organisation Media Centar from Sarajevo, three documentaries were made: **Junk Folder**, **The Price of Truth** and **Burden of Experience**.

The screening of these films was organised at the Media Festival in Fazana (Istria), where a representative of our organisation also participated. With the support of local public broadcasters in Montenegro, the films were also broadcast on local television stations and in partner online media.

As part of this project, during 2022, we finalised the process of strengthening civil society organisations that work directly with vulnerable groups and in rural areas to promote media literacy. Through this project, the MMI previously supported four projects of local organisations (Bjelo Polje Democratic Centre, Boka Youth with Disabilities Initiative, Kompas - Centre for Information and Counselling of Young People and Nova - Centre for Feminist Culture) with the amount of €34,000.

With the aim of providing journalists and students of journalism with additional skills and opportunities to produce a significant volume of content that aims to expose disinformation, misinformation and propaganda, as well as to help revive media criticism as a journalistic discipline, The MMI published 30 journalistic texts as part of the project **STRENGTHENING MEDIA STANDARDS**. The project is implemented in partnership with SEENPM and with the financial support of the National Endowment for Democracy (NED). Among the published texts, there were 18 media reviews, and four

texts were translated into English. In addition to the MMI website, the texts were published in some of the most reputable online media in Montenegro.

As part of this project, by the beginning of 2022, journalists and editors from Montenegro participated in the online workshop **Your Audience Is Your Partner** and the two-day online workshop **"PRACTICAL WORKSHOP: AUDIENCE-CENTRED STRATEGIES FOR RESPONDING TO DANGEROUS AND FALSE NARRATIVES AMID RUSSIAN AGGRESSION IN UKRAINE"**.

Media and Human Rights

In order to improve the protection and promotion of the rights of journalists, as well as marginalised groups, primarily women, the LGBT population and Roma, who are the subject of hate speech and discrimination in the public discourse created by the media, in 2022, we started implementing the project **MEDIA FOR A RESPONSIBLE SOCIETY**.



We implement this project in partnership with the Media Association of Southeast Europe and the Association of Professional Journalists of Montenegro, through the program **“CSOS IN MONTENEGRO - FROM BASIC SERVICES TO POLICY FORMULATION - M’BASE”** implemented by the NGO Centre for Civic Education (CGO), Friedrich-Ebert- Stiftung (FES), the NGO Centre for the Protection and Study of Birds of Montenegro (CZIP) and the Politikon network, financed by the European Union, and co-financed by the Ministry of Public Administration, Digital Society and Media.

As part of this project, we monitored key Montenegrin media in order to identify areas where hate speech and discrimination are present. We did an analysis titled **“ETHICAL DILEMMAS IN REPORTING ON CONTENT WITH ELEMENTS OF OFFENSIVE AND HATE SPEECH TOWARDS VULNERABLE GROUPS - CASE ANALYSIS WITH THE VIEWS AND EXPERIENCES OF JOURNALISTS FROM MONTENEGRO AND THE REGION”**, in which we presented the conclusions of media monitoring, as well as the views and experiences of journalists and editors from Montenegro and the countries of the region on these issues.





Monitoring of media content was carried out continuously and within the framework of the partner project titled “**DIAGNOSIS AND THERAPY OF FREEDOM OF EXPRESSION, HATE SPEECH AND ETHNIC TENSIONS**” coordinated by the NGO Centre for Democracy and Human Rights (CEDEM), with the support of the European Union and the Ministry of Public Administration.

As a result of this research, which showed the challenges faced by online media, we prepared two half-yearly analyses: **READERS’ COMMENTS STILL A PROBLEM** and **INSULTS AND HATRED ON SOCIAL NETWORKS OF MONTENEGRIN MEDIA**.

In 2022, we continued to strengthen the capacities of local NGOs. Four local organisations, whose work is supported through small grants in the total amount of, are: 19.624.

- **Association for the Support of Children and Young People Drug;**
- **Media Association of South-East Europe;**
- **Association of Persons with Disabilities of Montenegro and**
- **NGO TNT.**

As part of this project, training was also conducted for media representatives on freedom of expression, right to privacy and media ethics in

order to increase their knowledge about these freedoms, as well as professional and ethical reporting on cases concerning public order and peace. The MMI continued its cooperation with the most active journalists through the preparation of five investigative texts on violations of the right to freedom of expression. Thus, journalists had the opportunity to better understand complex cases of endangering or restricting freedom of expression.

Journalism school

Education and empowerment of young journalists, as one of MMI's most important activities, continued during 2022. Through the partner project **RESOURCE CENTRE FOR CIVIL SOCIETY ORGANISATIONS - PHASE II**, led by the NGO Centre for the Development of Non-Governmental Organisations (CRNVO), we organised training on the basics of journalism for final year journalism students and young journalists.



At the beginning of 2022, we held the **FIRST STEP TOWARDS THE NEWSROOM** training event for 12 young journalists, after which the five most successful candidates completed a one-month paid internship in the partner media Vijesti, Monitor, Pobjeda, Radio Crna Gora and Gradska TV. New training for this group of participants was organised at the end of 2022.

Through lectures and exercises, participants were introduced to different forms of journalism, ethics in journalism, journalistic standards, data search methods, source verification, photo production, information verification tools and the basics of mobile journalism.

As part of this project, the MMI organised a panel discussion titled **WHO OWNS THE MEDIA IN MONTENEGRO?**, where the panelists advocated for the revision and change of law in order to prevent the danger of the concentration of media ownership in the country and problematised the way of providing state aid to the media.



